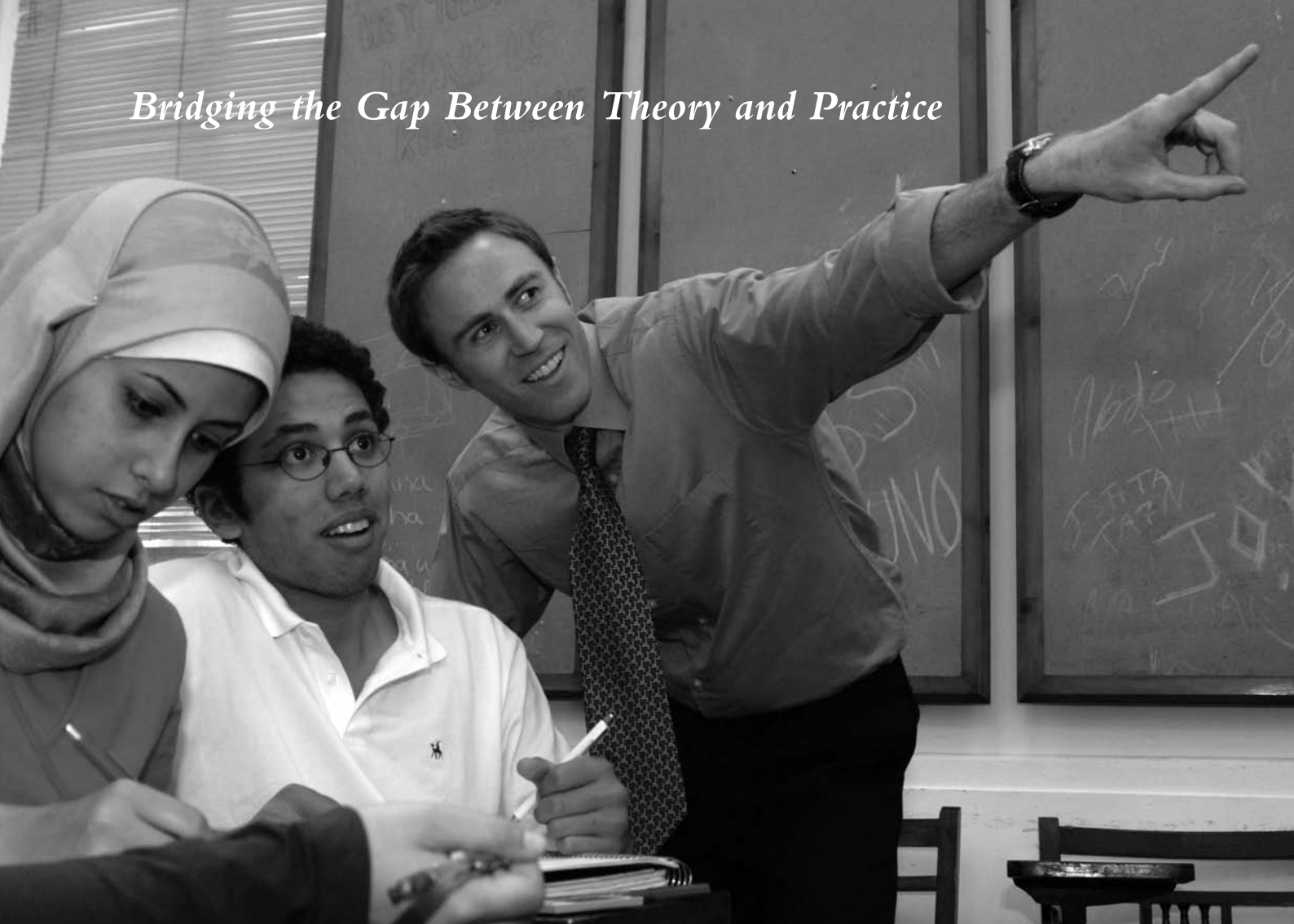




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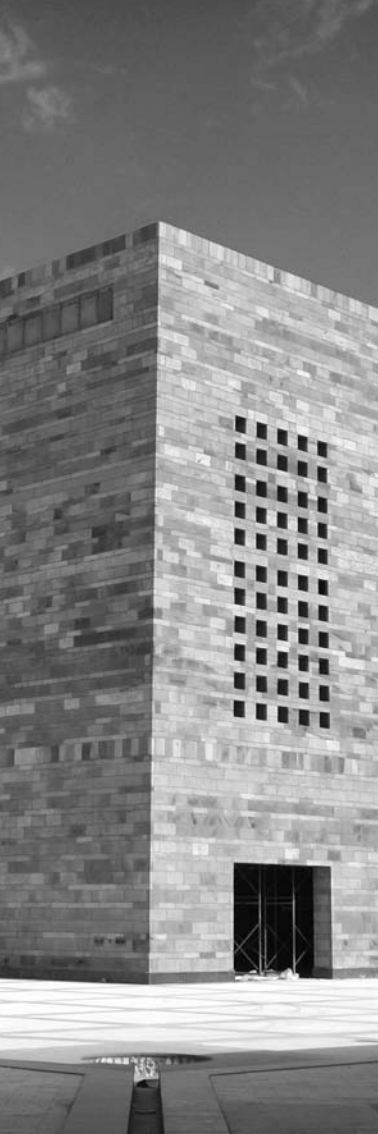
EL-KHAZINDAR
BUSINESS RESEARCH
AND CASE CENTER

Bridging the Gap Between Theory and Practice





The center's vision is to become the leading case-development center in the Middle East and the primary link between academic research and practical applications



El-Khazindar Business Research and Case Center (KCC) was founded at the American University in Cairo through a gracious grant from AUC alumnus Hisham El-Khazindar. The idea of the center was initiated by Ahmed Tolba, assistant professor of marketing and the center's director, and Eskandar Tooma, associate professor of finance. The center's primary activity is developing world-class case studies and educational services that provide outstanding participant-centered learning tools for students, as well as helping businesses in the Middle East and North Africa improve their performance. Our goal is to bridge the gap between theory and practice.



Activities

- Produce case studies on companies operating in the Middle East and North Africa
- Host conferences to present cases and discuss current management issues in the region
- Offer workshops to train faculty members in case development and usage in the classroom
- Offer sessions to train students in case analysis and bring them close to leading practitioners
- Produce a case journal, classified by management area



Benefits

- Provide students in the region with top-quality, relevant and up-to-date business cases that improve their learning experience and enrich their applied knowledge. This is an opportunity to apply a participant-centered learning technique and a major step in improving business education in the region
- Train professors on how to write case studies and use them efficiently in the classroom, further improving their careers



- Provide an excellent marketing tool for businesses contributing to the project to showcase their success stories. Also, analysis of these case studies offers them guidance for future operations. In addition, businesses can benefit from recruiting top-caliber graduates
- Help communities by promoting a participant-centered learning technique and producing high-caliber graduates



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