



Faculty of Business Administration, Economics, and Political Science (BAEPS)

Department of Business Administration (Ent)

Undergraduate Programme (Webpage)

About the Programme

This specialisation focuses on nurturing entrepreneurial thinking and sustainable business practices. It aims to empower students to launch ventures, innovate within existing organisations, and contribute to sustainable development.

Mission:

To equip students with a robust entrepreneurial mindset grounded in UK-standard education, research-led learning, and hands-on experience through incubation, industry collaboration, and innovation ecosystems—enabling them to launch and scale ventures that drive sustainable economic and societal change.

Why this Programme

This programme is designed to equip students with both the mindset and the tools needed to thrive in today's entrepreneurial world. Students are encouraged to work on real-world projects and actively engage with both local and international entrepreneurial ecosystems. With a strong practical venture focus, they develop real business ideas through projects and incubators, while benefiting from close collaboration with entrepreneurs, investors, and accelerators.

The programme emphasizes skill-based learning, nurturing creativity, innovation, risk management, and opportunity recognition. Its dual degree option provides international recognition, adding credibility and global mobility, while the unique local–global entrepreneurial lens combines knowledge of Egypt's emerging market with global startup practices.

Students gain unparalleled networking opportunities with mentors, entrepreneurs, and entrepreneurial networks, all within a supportive learning environment enriched by workshops, competitions, and research-driven teaching that nurture their ventures.

What will I Study?

You will study general Business modules during your preparatory year. These modules lay the foundation for understanding how businesses operate and the people working in them. These modules are as follows:

Preparatory Year – Level S: 120 Credits					
Semester I (6 Compulsory Modules)			Semester II (6 Compulsory Modules)		
XXBAENGL01	10	English for Academic Purposes	XXBAENGL02	10	English and Academic Writing
XXBBST02P	10	Introduction to Behavioural Sciences	XXBBST06P	10	Introduction to Management
XXBBST03P	10	Business Communication	XXBACC01P	10	Accounting Fundamentals 1
XXBBST04P	10	Business Math	XXBBST07P	10	Business Information Systems
XXBBST01P	10	Introduction to Business	XXBBST08P	10	Statistics
XXBBST05P	10	Introduction to Information Technology	XXBECO01P	10	Macroeconomics

Year 1 – Level 4 (Certificate): 120 Credits					
Semester I (6 Compulsory Modules)			Semester II (6 Compulsory Modules)		
XXBHRM01C	10	Organisational Behaviour	XXBMKT01C	10	Principles of Marketing
XXBECO02C	10	Microeconomics	XXBHRM02C	10	Personal Effectiveness

XXBACC02C	10	Accounting Fundamentals 2	XXBFIN02C	10	Financial Markets & Institutions
XXBBST09C	10	Innovation Management	XXBBST11C	10	Business Law
XXBFIN01C	10	Principles of Finance	XXBACC03C	10	Introduction to Cost & Managerial Accounting
XXBBST10C	10	Research Methods	XXBENS01C	10	Introduction to Entrepreneurship

Year 2 – Level 5 (Intermediate): 120 Credits					
Semester I (6 Compulsory Modules)			Semester II (5 Compulsory Modules and 1 Optional Module)		
XXBBST12	20	Business Ethics & Social Responsibility	XXBBST13I	10	Operations Management
XXBENS02I	20	Entrepreneurial Businesses & Innovation	XXBMKT02I	20	E-Business
XXBFIN03I	10	Banking Management	XXBBST14I	10	Quantitative Methods
XXBFIN04I	10	Investment & Portfolio Management	XXBHRM03I	10	Human Resource Management
List of Optional Modules					
			XXBMKT06I	10	Services Marketing
			XXBMKT07I	10	Retail Management
			XXBHRM04I	10	Leadership
			XXBBIS02I	10	Fundamentals of System Analysis & Design

Year 3 – Level 6 (Honours): 120 Credits					
Semester I (3 Compulsory Modules, 3 Optional Modules)			Semester II (3 Compulsory Modules, 3 Optional Modules)		
XXBBST15H	10	Supply Chain Management	XXBENS03H	10	Sustainable Development
XXBBST16H	10	Public Administration	XXBBST20H	10	Project Management
XXBBST18H	10	Strategic Management	XXBENS04H	10	Special Topics in Entrepreneurship
List of Optional Modules					

XXBINB02H	10	Management of Multinational Companies	XXBINB04H	10	Cross Cultural Management
XXBBST17H	10	Advanced Research Methods	XXBHRM10H	10	Organisational Change & Development
XXBMKT11H	10	Digital Marketing Communications	XXBBST21H	10	Dissertation
XXBHRM06H	10	Employee Relations	XXBMKT15H	10	Marketing Strategy & Planning
XXBBIS03H	10	Database	XXBBST22H	10	General Business Studies (in Arabic)
XXBBIS04H	10	Fundamentals of User Interface and User Experience	XXBBIS09H	10	Enterprise Resource Planning (ERP)
XXBBIS05H	10	Data Mining for Business Intelligence	XXBBIS10H	10	Artificial Intelligence (AI) for Business
			XXBBIS11H	10	Decision Support Systems
			XXBBIS12H	10	Advanced Database

Progression Requirements

- Completion of all preparatory year modules.
- Successful completion of 120 credits per academic year.
- Adherence to faculty and university progression rules.
- Completion of a summer internship and certified training in a relevant database.