MEMPHIS UNIVERSITY

School of Business Administration

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ABOUT THE SCHOOL

About the School

The School of Business offers an intellectually stimulating and future-focused academic experience. We are committed to cultivating the next generation of business leaders, critical thinkers, and change-makers through innovative teaching, interdisciplinary learning, and a culture of excellence.

Welcome Message from the Dean

It is my great pleasure to welcome you as newcomers to School of Business Administration – Memphis University . You are about to start a new stage of your life, and take your first step to make your success in your personal career development. As a student you are now a member of a long-standing tradition of distinguished education.

School of Business Administration offers a range of programs designed specifically for aspiring entrepreneurs, professionals, and executives working in several types of business organizations. We are committed to providing a high quality set of courses in different specialization in each program : BIS (Business information system) - Business Administration - Accounting – Finance & Investment– Marketing).

We are doing our best and working very hard to make the academic programs and resources remarkable. School of Business Administration is supported with modern physical facilities, technological infrastructure, computer labs, an online and student support services along with diversified faculty-wide extracurricular activities. It worth to mention that our faculty members are highly qualified professionals who are ready to transfer their knowledge and experience to you.

Finally I hope you will gain a great knowledge and skills as well as and enjoyable experience that make you a competent potential contributor to your society and our beloved Egypt.

Sincerely,

Prof. Gamal Sayed Abdelaziz

Dean of School of Business Administration – Memphis University

Our Educational Approach

Memphis University has a creative , market-focused approach to its teaching & research and management activities.

KEY FEATURES

- Using proven and modern teaching methods.
- Apply state-of-the-art information technology in teaching as much as we can .
- Its performance will be measured by indications of customer (students – parents) satisfaction.
- Deep active learning to ensure students' participation in academic and social activities
- Continuous monitoring through effective academic support system that extends academic to personal enhancement
- Continuous training for staff and students
- Transparency and clear policy to ensure abiding by the ethical code
- Continuous assessments including oral and written exams, research, projects, simulations, presentations
- Effective communication with students through engagement in some decisions
- Market focused through seminars and internships

What Makes Memphis Unique

1. Foster an excellent learning environment that produces cutting-edge graduate centered learning, research and business collaboration .
2. Enhancing academic excellence and curriculums.
3. Expanding entrepreneurship efforts with innovative ideas in collaboration with university innovation & entrepreneurship hub .
4. Creating innovative learning environment. Applying as much as we can the state-of-the- art information technology in teaching and research.
5. Pursuing accreditation and quality assurance from international institutions.

MISSION

Our mission is to deliver high-quality, impactful business education that promotes academic excellence, drives innovative research, fosters community engagement, and encourages interdisciplinary collaboration and hands-on learning. We are committed to equipping students with the knowledge, skills, and values needed to lead, innovate, and make meaningful contributions to society and the global economy .

VISION

Our mission is to deliver high-quality, impactful business education that promotes academic excellence, drives innovative research, fosters community engagement, and encourages interdisciplinary collaboration and hands-on learning. We are committed to equipping students with the knowledge, skills, and values needed to lead, innovate, and make meaningful contributions to society and the global economy .

PART 1 OF 2

Strategic Goals

GOAL 01

Enhance Academic Excellence

Continuously improve the quality of teaching and learning by implementing innovative teaching methods, outcome-based curricula, and student-centered practices.

GOAL 02

Advance Research and Scholarly Contributions

Promote innovative and interdisciplinary research that significantly enhances business knowledge, informs best practices, and supports sustained economic and societal development.

GOAL 03

Empower Student Success and Leadership

Equip students with the analytical, ethical, and leadership skills essential for thriving in a dynamic global business environment.

GOAL 04

Foster Community Engagement and Social Responsibility

Strengthen partnerships with local, national, and international stakeholders to address real-world challenges and promote inclusive, sustainable development.

PART 2 OF 2

Strategic Goals

GOAL 05

Promote Interdisciplinary and Collaborative Learning

Foster interdisciplinary collaboration among faculty members, students, and external partners to effectively address complex challenges in business and society.

GOAL 06

Cultivate an Inclusive and Supportive Environment

Ensure diversity, equity, and inclusion across all areas of the school, creating a learning environment where all individuals feel respected and empowered.

GOAL 07

Integrate Experiential and Hands-On Learning

Enhance the availability of internships, consulting projects, simulations, and other forms of applied learning to bridge the gap between theoretical knowledge and practical application effectively.

GOAL 08

Develop Global Competence and Engagement

Promote international perspectives by establishing global partnerships, facilitating exchange programs, and developing curricula that accurately portray the interconnected nature of today's economy.

WHAT WE OFFER

Available Programs

01	Marketing
02	Finance
03	Business Administration
04	Business information systems
05	Accounting

PROGRAM 01 — PROGRAM HIGHLIGHTS

Marketing

The Marketing program is designed for students who are curious about how ideas, messages, and products influence public perception and consumer behavior. It blends analytical thinking with creative exploration, offering a profound understanding of how organizations convey value, cultivate relationships, and establish trust with their audiences. With a strong emphasis on research, branding, and innovation, the program examines the role of marketing in driving strategic growth and adapting to evolving cultural and technological landscapes. Students are introduced to marketing analytics as a vital tool for interpreting data, evaluating performance, and supporting evidence-based decision-making. The curriculum also explores the growing influence of technology and artificial intelligence in modern marketing, enabling automation and transforming how businesses interact with consumers in real time. By combining strategic insight with digital fluency, the program prepares students to navigate and lead in a fast-paced, digital-first world.

PROGRAM 01 — SKILL DEVELOPMENT

Marketing

Marketing graduates lead the way in understanding customer behavior, brand development, and digital engagement. Career options include:

1. Marketing Manager
2. Brand Strategist
3. Digital Marketing Specialist
4. Market Research Analyst
5. Social Media Manager
6. Public Relations Specialist
7. Advertising Executive
8. Content Strategist

PROGRAM 02 — PROGRAM HIGHLIGHTS

Finance

The Finance program is built on a foundation of analytical rigor, structured reasoning, and strategic insight. It challenges students to critically engage with the financial systems, models, and decision-making frameworks that govern the allocation of resources within organizations and across markets. Through a curriculum that emphasizes quantitative analysis and financial logic, students develop the ability to evaluate performance, interpret complex financial data, and assess the implications of risk and uncertainty in various economic contexts. The program encourages conceptual thinking, precision, and ethical awareness, equipping students with intellectual tools to understand how financial decisions create, sustain, or compromise value in both corporate and institutional settings.

PROGRAM 02 — SKILL DEVELOPMENT

Finance

A degree in Finance opens doors to dynamic roles in investment, corporate finance, and financial services. Career options include:

1. Financial Analyst
2. Investment Banker
3. Risk Analyst
4. Corporate Treasurer
5. Financial Planner
6. Asset or Portfolio Manager
7. Credit Analyst
8. FinTech Analyst or Specialist

PROGRAM 03 — PROGRAM HIGHLIGHTS

Business Administration

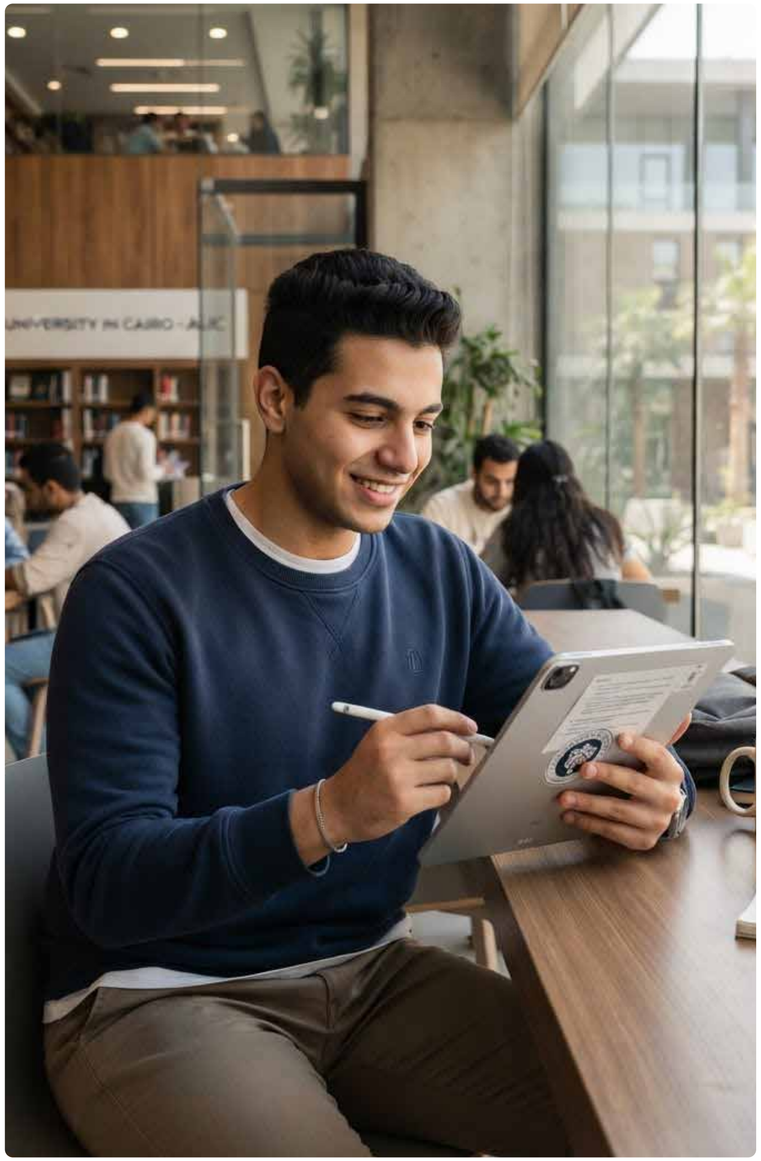
The Business Administration program offers a versatile and in-depth education in core business principles, organizational dynamics, and strategic thinking. Students develop a broad understanding of how businesses operate across various sectors while gaining insight into the roles of leadership, management, and operational decision-making. The program emphasizes analytical reasoning, team collaboration, and ethical judgment, helping students become agile thinkers capable of navigating both structured and ambiguous business situations.

PROGRAM 03 — SKILL DEVELOPMENT

Business Administration

Graduates of Business Administration are prepared for a wide range of leadership and management roles across industries. Career opportunities include:

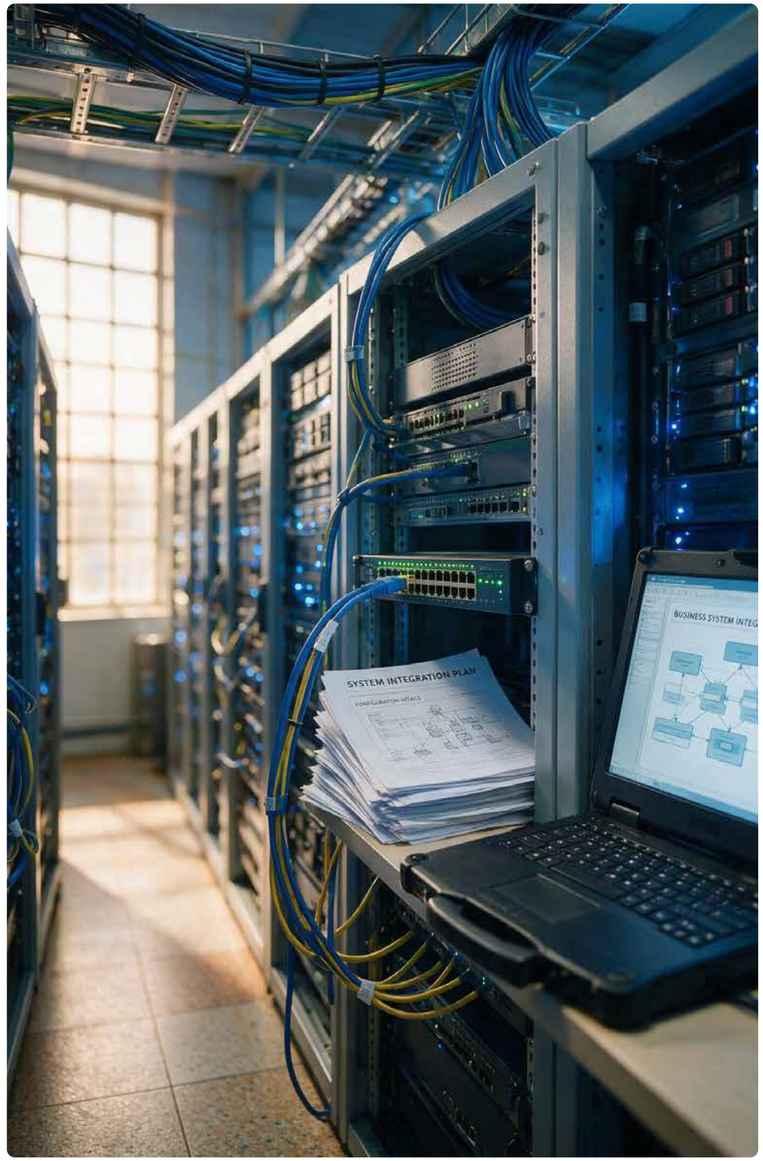
1. Operations Manager
2. Business Development Manager
3. Management Consultant
4. Project Manager
5. Human Resources Specialist
6. Entrepreneur or Startup Founder
7. Supply Chain Coordinator
8. General Manager



PROGRAM 04 — PROGRAM HIGHLIGHTS

Business Information Systems

The Business Information Systems program focuses on the design, implementation, and management of information systems that support core business operations and strategic decision-making. Positioned at the intersection of business and technology, the program equips students with the knowledge to understand organizational needs and translate them into effective digital solutions. Emphasis is placed on systems analysis, process integration, data management, and enterprise technologies, allowing students to explore how information flows within and across organizations. The curriculum develops analytical thinking, problem-solving skills, and technical proficiency while also fostering an understanding of how digital tools can enhance efficiency, support innovation, and enable competitive advantage. With its applied, systems-oriented approach, the program prepares students to align technology with business goals in today's data-intensive environment.



PROGRAM 04 — SKILL DEVELOPMENT

Business Information Systems

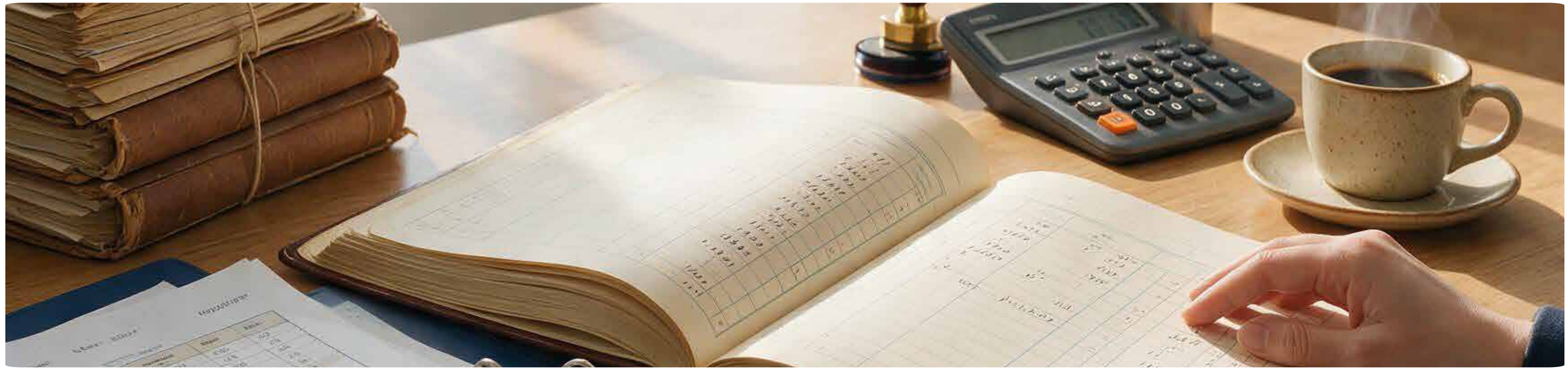
Graduates in Business Information Systems blend business acumen with technological expertise to support digital transformation and decision-making. Career paths include:

1. Business Analyst
2. IT Project Manager
3. Systems Analyst
4. ERP Consultant
5. Data Analyst
6. Business Intelligence Specialist
7. Technology Solutions Manager
8. Information Systems Auditor

PROGRAM 05 — PROGRAM HIGHLIGHTS

Accounting

The Accounting program is grounded in structure, precision, and ethical responsibility. It offers a disciplined academic experience that reflects the rule-based and standards-driven nature of the field. Students engage with core principles that govern financial reporting, auditing, and regulatory compliance, developing a strong command of how financial information is recorded, classified, and communicated. The program emphasizes logical thinking, attention to detail, and the ability to apply standardized frameworks to real-world scenarios. Through this rigorous approach, students gain the tools to ensure transparency, uphold accountability, and contribute to the financial integrity of organizations across sectors.



PROGRAM 05 — SKILL DEVELOPMENT

Accounting

Accounting graduates are equipped with the technical and analytical skills needed for financial reporting, auditing, and regulatory compliance. Career paths include:

1. Financial Controller
2. Tax Advisor or Consultant
3. Budget Analyst
4. Internal Auditor
5. Accounting Manager
6. Compliance Officer

Career Opportunities

Business Administration

1- Administrative specialist at public sector companies , and governmental agencies.

2- Administrative specialist / manager at private sector

3- Administrative specialist / manager at NGOs.

Accounting

1- General Accountant

2- Cost Accountant

3- Investment Accountant

4- Government accountability officer

5- Forensic Accountant

6 Tax officer

7- Payroll Manager

8- Chief Accountant

9- CFO (Chief Financial Officer)

Marketing

1- Product/ product line Marketing Specialist

2- Customer Relationship Manager (CRM Specialist)

3- Event Marketing Coordinator

4- Marketing Specialist

5- Brand Specialist

6- Account Executive

7- Media Planner

Finance & Investment

1- Treasury Analyst

2- Treasury Manager

3- Budgeting & Planning Officer

4- Risk & Compliance Officer

5- Hedge Fund Manager

6- Private Equity Analyst

Business Information System

1- Cybersecurity Analyst

2-Database Administrator (DBA)

3- Digital Product Manager

4- E-Business / E-Commerce Manager

5- BIS Manager

Thank You

School of Business Administration — Memphis University