



**The Faculty
of Economics
and Political
Science**

**A Professional
Master of
Entrepreneurship
and Innovation
(PMEI)**

**The Ministry of
Planning,
Monitoring, and
Administrative
Reform**





**Professional Master of
Entrepreneurship and
Innovation**

About

In collaboration with the Ministry of Planning, Monitoring, and Administrative Reform, the Faculty of Economics and Political Science launches a Professional Master of Entrepreneurship and Innovation (PMEI). It is a two year programme designed for students who have an interest in starting and managing innovative projects. The PMEI will start on June 24, 2018. The Master's programme is designed to give students a focused, relevant and specialized knowledge about entrepreneurship and business startup.

The first year of the Master's programme will provide students with a solid foundation in fundamentals of entrepreneurship and innovation management. The second year will provide students with practical skills required for the implementation of innovative projects through market research and data analysis.

The Master's programme is divided into five main modules: Module 1 will be held in UK under the theme "Creativity, Innovation, and Innovation Management"; Module 2 will be held in Cairo under the theme "Entrepreneurship and Growing Business"; Module 3 will be held in Cairo under the theme "Business Strategy and Marketing Development"; Module 4 will be held in Cairo under the theme "Developing a Business Plan"; Module 5 will be held in UK under the theme "Entrepreneurship and Innovation Management in Action".

Upon the master completion, graduates will be awarded a Master degree in Entrepreneurship and Innovation from Cairo University. Completion of the degree will provide students with advanced perspectives on management practices, entrepreneurship, and strategic business leadership. Besides, students will acquire essential skills to perform business strategy; market analysis, and innovation management.



**Professional Master of
Entrepreneurship and
Innovation**

Key Facts

Start Date:	June 24, 2018
Duration:	Two Years
Language:	English
English Language Requirements:	Certificate of TOEFL (min. score:550)
Teaching Staff:	Professors from Cairo University and Cambridge University
Location:	1-Faculty of Economics and Political Science, Cairo University, Egypt; 2- University of Cambridge, UK
Awarded by:	Faculty of Economics and Political Science, Cairo University
Selection:	Number of 40 students were selected based on number of objective criteria including fluency in English; personal soft skills; and entrepreneurial skills.
Admission	Only the 40 selected students who were successfully passed the interview that was held in March 2018 can apply for admission. Admission is available from the 3 rd of June to 14 th of June 2018.



**Professional Master of
Entrepreneurship and
Innovation**

Programme Timetable

Module	Place	Date	Duration
Staff Training Module	Cairo University (FEPS)	June 24, 2018	1 week
Induction Sessions for Students	Cairo University (FEPS)	June 25, 2018	1 week
Module 1	Cambridge University, UK.	September 2, 2018	2 weeks
Module 2	Cairo University (FEPS)	October 7, 2018	2/3 weeks
Module 3	Cairo University (FEPS)	November 4, 2018	3 weeks
Module 4	Cairo University (FEPS)	February 3, 2019	3 weeks
Industrial Project	Cairo	April 1, 2019	10 weeks
Module 5	Cambridge University, UK.	September 1, 2019	2/3 weeks
Research Project	Cairo	October 1, 2019	18 weeks

Note: The above timetable provides a concise summary of the main modules in the master's program. The dates and information included in the above-mentioned table are tentative and may change according to circumstances.

Programme Structure and Courses

Induction Sessions- Cairo (2 weeks)	Overview and Expectations		Strategies for Growth
Module 1- UK (2 weeks) "Creativity and Innovation Management"	What is Business Enterprise? Business in the Context of the Wider Economy Introduction to Entrepreneurship Introduction to Innovation Management Entrepreneurship and Growing a Business	Module 4- Cairo (3 weeks) "Developing a Business Plan/Project Plan, Finding Finance"	Writing a Business Plan Introduction to Finance, Accounting and Business Systems Emotional Intelligence Personality Types Psychometric Analysis
Module 2- Cairo (2/3 weeks) "What is Business? How Does it Work?"	Innovation Management Innovation Strategy and Culture		Working a Cross-Cultures Cambridge Venture Projects
Module 3- Cairo (3 weeks) "Business Strategy, Marketing and Product & Service Development"	Business Strategy, Operational Strategy, and Strategic Alignment From Markets to Strategy Markets and Marketing Customers Market Research and Analysis	Module 5- UK (2/3 weeks) "Entrepreneurship and Innovation Management in Action"	Company Visits Negotiation Business Finance and Accounting Introduction to Technology and Innovation Policy Research Methodologies.
	Market Segmentation Product Development Service Design Team Work and Leadership Starting a New Business - Key Elements	Research Project- Cairo (18 weeks)	Comprehensive Implementation of Conceptual and Empirical Knowledge through Market Research, Data collection and Analysis. Dissertation



**Professional Master of
Entrepreneurship and
Innovation**

Admission

1. A prospective student needs to visit the campus of the Faculty of Economics and Political Science (FEPS), Cairo university. FEPS is located inside Cairo University's main Campus.
2. Admission is available from the 3rd of June to 14th of June 2018.
3. A prospective student needs to submit all required documents to the postgraduate studies' office located in the ground floor of the main faculty's building. The person in charge of the professional master is Ms. "Asmaa Mustafa".
4. Documents can be received from Sunday to Wednesday from 9 AM – 12 PM.

5. The required documents are listed below:
 - a) Birth Certificate (original computerized)
 - b) A photocopy of a valid Egyptian ID.
 - c) Certificate of bachelor's degree (original)

Note_1: Applicants who earned their bachelor's degrees from private universities must present Certificate of Equivalency (al mo3adla) for their bachelor's degree from the Egyptian Supreme Council of Universities.

- d) Certificate of TOEFL (min. score:550).
- e) An original military service card (i.e., evidence of military status)
- f) Four recent personal photos in color.
- g) A plastic document folder to keep the above-mentioned documents

Note: For more information about tuition fees and entry requirements, please contact Ms. Asmaa Mustafa or Dr. Ashraf Samir (see the contact information section)

The logo for the Professional Master of Entrepreneurship and Innovation (PMEI) features the letters 'PMEI' in a bold, white, sans-serif font, set against a dark brown rectangular background.

**Professional Master of
Entrepreneurship and
Innovation**

Contact Information

Dr. Ashraf Samir (A program coordinator)

Email: ashanwar@feps.edu.eg

Telephone: (+2) 0100-586-4465

**Ms. Asmaa Mustafa (An Administrative Officer
-Postgraduate studies office)**

**Working Hours During Ramadan: From 9 a.m.
until 2 p.m.**

Telephone: (+202) 35676478- (+202) 35676487