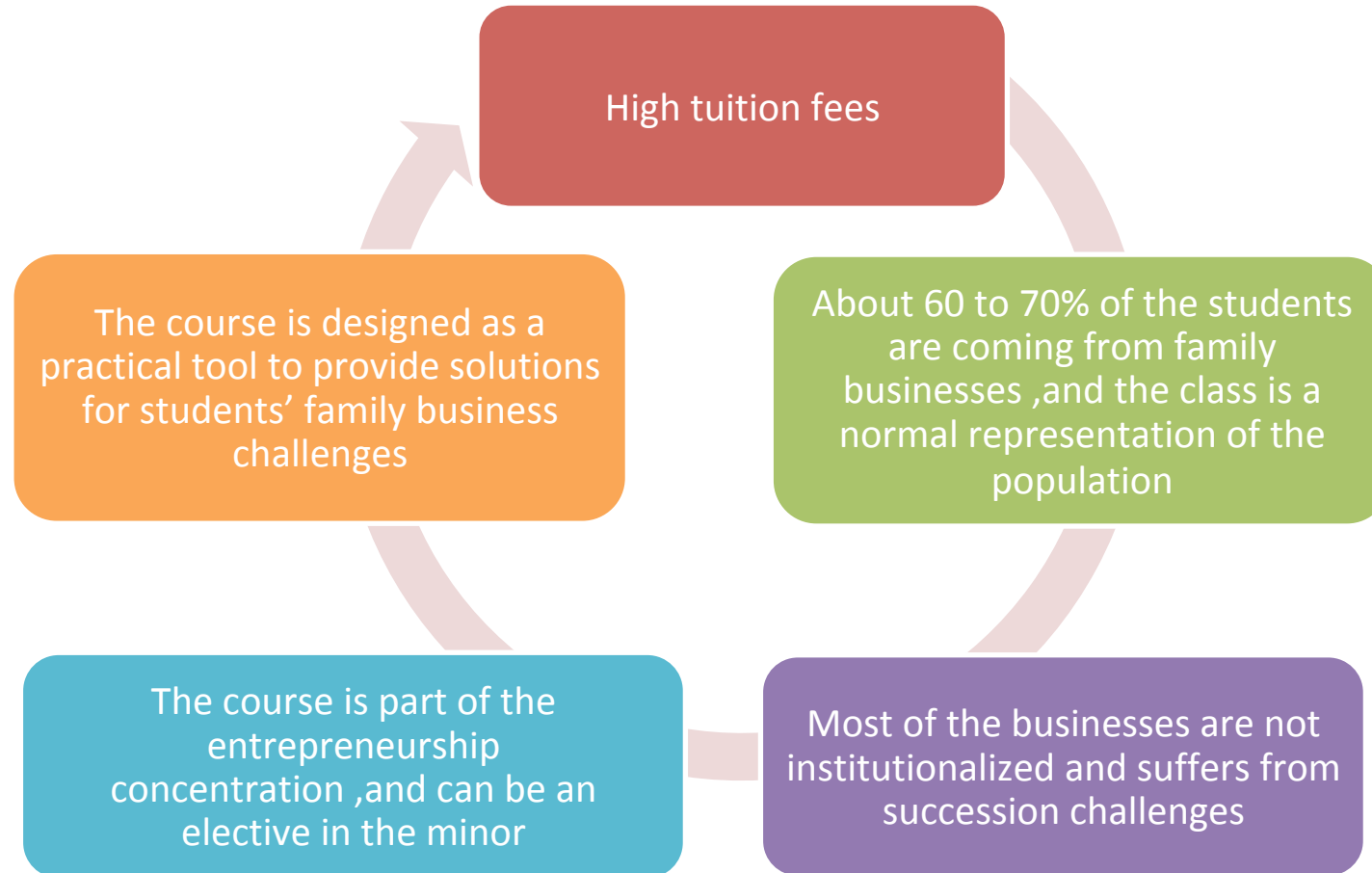


Teaching entrepreneurship The family business perspective

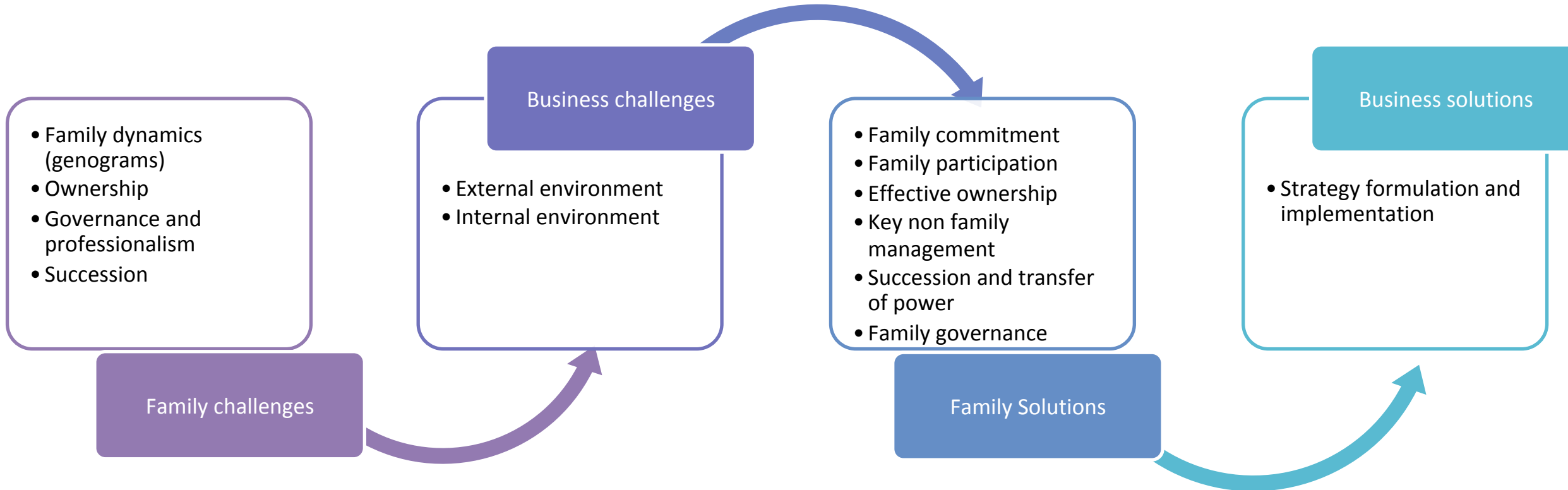
Dr /Ashraf Sheta BSc .engineering ,MBA,DBA

Visiting assistant professor of entrepreneurship, American university
in Cairo

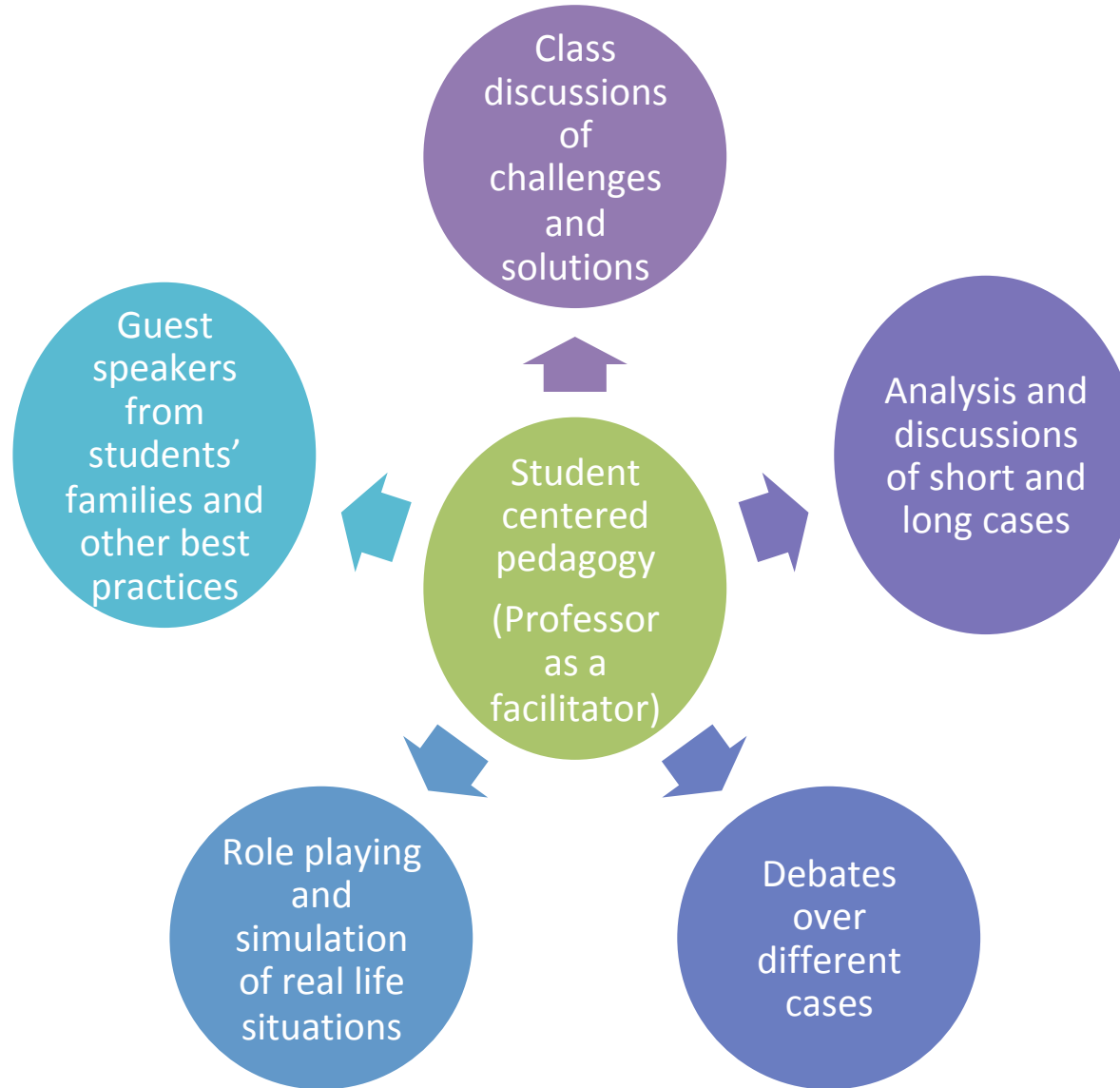
Understanding the context at the AUC

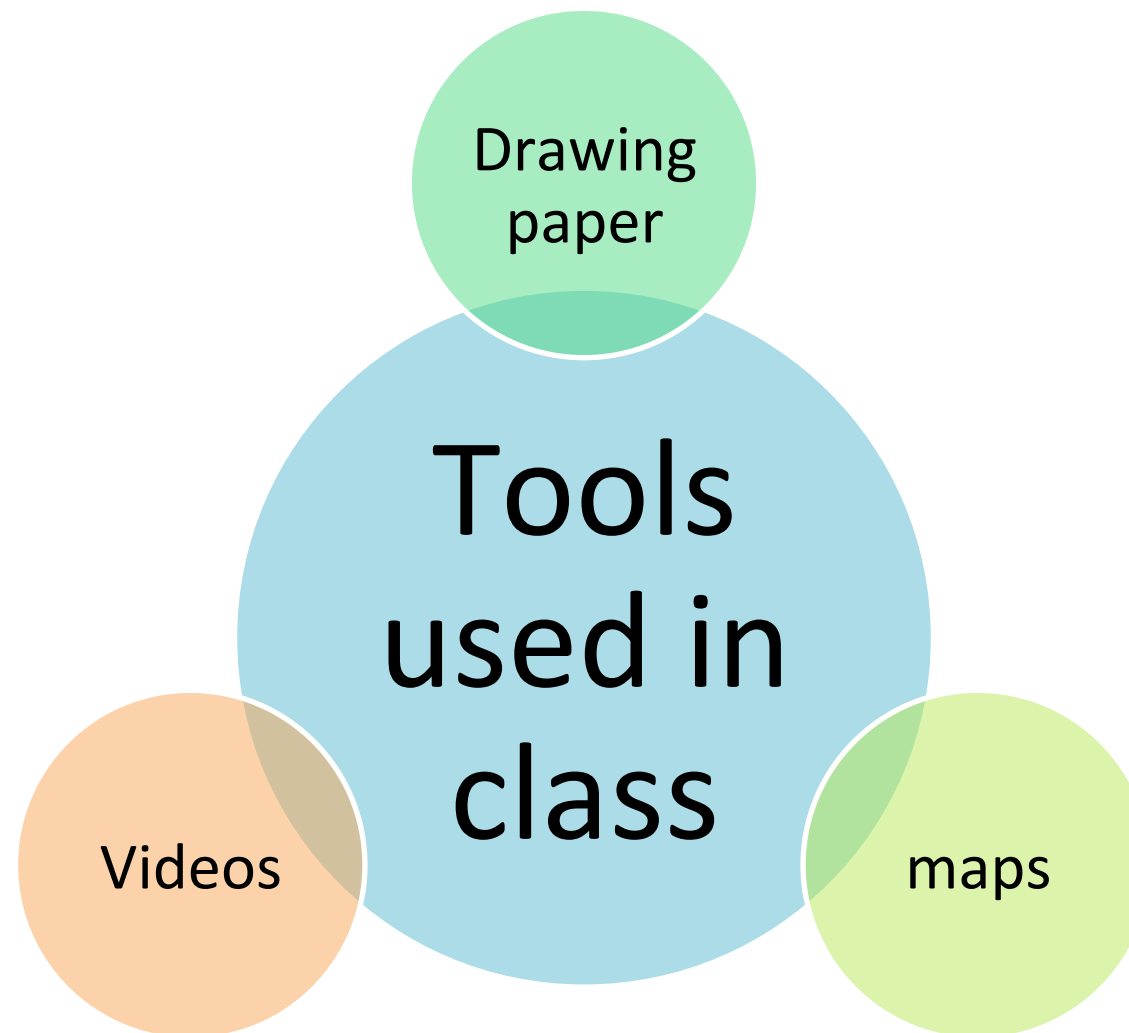


The syllabus



The final outcome big case study with teaching notes (taken from students' families) with an average of 4 cases / semester published after peer review by the Khazindar case center







Thank you