



## Egypt Future Academy Teaches Students How to Start a Business with the Entrepreneurship and Small Business Certification

ESB Earns Accreditation From The Egyptian Ministry Of Higher Education



### CHALLENGE

Future Academy, also called the Higher Institute for Specialized Studies in Cairo, Egypt offers degrees of bachelor of Computer Science, Management Information System, Business Administration and Accounting to more than 4.000 students.

Established in 1993, Future Academy educates and trains students to be skilled technology professionals who will go on to positively transform the Egyptian economy.

Future Academy has differentiated itself by offering Microsoft Courses and Certifications from Certiport

since 2002. These certifications help their students and graduates attract better job opportunities and improve placement.

In recent years, entrepreneurship has grown in popularity, especially as the government has struggled to absorb all graduates into the labor force. As a result, Egypt President Abdel Fattah el-Sisi has spoken about the need to enable youth with entrepreneurship skills and the Ministry of Trade is developing a five-year national strategy to promote small and medium-sized enterprises.

“Two years ago, at Future Academy we saw how entrepreneurship skills were important in the national and





international market and we also saw a large number of our students interested in starting a business,” said Dalia Hussein Sadek, Future Academy Manager of Training & Testing Center. “We were worried those students were not equipped with the necessary skills and market research to successfully start a business, so we wanted to teach those skills at Future Academy.”

## SOLUTION

Since Ms. Sadek was already working with Certiport on other certification programs at Future Academy, she had heard of Certiport’s Entrepreneurship and Small Business (ESB) certification. ESB validates skills and knowledge for those students interested in working in a middle-skill trade profession as their own boss and those with entrepreneurship and small business career aspirations.

Future Academy wanted to implement ESB and began by holding a training course for professors and teaching assistants to prepare them to teach a course called Entrepreneurship and Small Business. After the training, they opened the course in Arabic and English for all students

studying Business Administration and Information Systems.

The course was designed to prepare students to validate their skills with ESB certification and also to be empowered to start their own business. “The ultimate goal is to provide our students with the information and education they need to compete in the local and international marketplace and ESB will help us to accomplish that goal,” said Sadek. “Entrepreneurship allows people to follow their passion and it plays a major role in the economy of a country.”

## RESULTS

After just one year of ESB implementation, over 900 students studied entrepreneurship at Future Academy and more than half of those earned ESB certification.

“The entrepreneurial spirit is strong among Egyptian youth who are overcoming financial, cultural and legal challenges to maintain local, sustainable business models to improve the economy and help decrease unemployment rates,” said Sadek. “ESB gives them a certification, or proof, that they have

the foundational skills necessary to successfully start a business.” After the first year of implementation, many students who had taken the ESB course went on to create business plans and obtain funding to start sustainable businesses. Future Academy will continue to follow these students’ progress as they implement their businesses and project ideas within the next year.

Eman Amer, a Future Academy Training Department Instructor, believes that ESB is valuable and looks forward to seeing students’ progress. “ESB helps students develop the skills needed for success in their own business,” she said.



**ESB**  Entrepreneurship and Small Business