



# GETTING **YOU** **FUTURE** **READY!**







# OUR VALUES

## QUALITY

We are committed to the highest standards of excellence.

## LEARNING

We make informed decisions, and take appropriate actions to enhance the students' experience.

## RESPONSIVENESS

We enhance innovative mindsets and creative thinking by monitoring the markets and responding promptly.

## TEAMWORK

We communicate effectively and honestly. We also work collaboratively and collectively to achieve shared goals.

## INCLUSION

We embrace the principles of fairness and equality in everything we do. We also thrive in a stimulating, professional and receptive environment.



# WHY STUDY AT ESLSCA?



Grupo  Planeta

**UNIQUE  
& DIVERSE**  
SPECIALISATIONS

**FUTURE  
FOCUSED**

**PROMISING  
CAREERS**

BACHELOR'S DEGREE  
**3 YEARS**

**ACADEMIC  
PARTNERS**

**PRME**  
an initiative of the  
United Nations Global Compact



**1st** BRANCH OF **FOREIGN  
UNIVERSITY** IN EGYPT

**4+** YEARS IN  
**EGYPT** UNDER  
GRAD

**70+** YEARS IN  
**FRANCE**

**20+** YEARS IN  
**EGYPT** POST  
GRAD



# Complete Your Entire Bachelor's Degree in 3 Years

*ESLSCA adheres to the Bologna system, a European standardized educational framework that enables students to obtain a Bachelor's degree in just three years. This internationally accredited system employs the 3-5-8 structure: three years for a Bachelor's degree, five years for a Master's degree, and eight years for a Doctorate degree.*







## European **BOLOGNA** SYSTEM

3  
5  
8

### Undergraduate **Programs** (3 YEARS)

The undergraduate program aims to enable qualified candidates to acquire a solid base in the fundamentals of business administration and more disciplines.

### Masters in (2 YEARS) **Business Administration**

Stimulating, enhancing and completely customizable, our MBA program provides an impeccable opportunity to build your global network and aid the advancement of your career.

### Doctorate in (3 YEARS) **Business Administration**

Whether it is for a personal interest in furthering your expertise in a given functional area, to launch your career as a professor of practice, or part of your lifelong learning challenge, the program will help you develop a deeper understanding of how to apply rigorous academic research to concrete managerial problems.

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# SCHOOL OF BUSINESS

ESLSCA closely monitors professional trends within the industry and actively develops specializations that align with the highest professional standards in specific fields. This commitment ensures that their programs remain relevant and meet the evolving needs of the workforce.

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## DISCOVER YOUR CAREER

In just **3 years** of your enrollment in ESLSCA you will be able to achieve the required skill set to become the next:

Account Executive	Customer Insight Analyst
Accountant	Economist
Auditor	Entrepreneur
Banker	Financial Controller
Brand Manager	Financial Planner
Business Advisor	Market Analyst
Business Analyst	Market Research Consultant
Creative Director	Operations Manager
Customer Experience Expert	Social Media Manager



## YEAR 1 — FUNDAMENTALS

SEMESTER 1	- Applied Business Math Systems	SEMESTER 2	- Applied Accounting Principles
	- Applied Statistical Methods: Basic Statistics		- Applied Business Math systems: Intermediate level
	- French 1		- Applied Management theories: Business Cases
	- Spanish 1		- Applied Statistical Methods: Univariate Statistics
	- Business English 1		- French 2
	- Microeconomics		- Spanish 2
	- Multicultural Management theory		- Entrepreneurship and storytelling
	- Organizational Systems and Team Management		- French Civilization
	- Strategic Marketing		- Macroeconomics
	- French Heritage		- Operations Management
	- Personal Development 1		- Oral and written english
			- Problem Solving and smart systems
			- Product, Services and Brand Management
			- Personal Development 2

## YEAR 2 — FUNDAMENTALS

SEMESTER 3	- Applied Business Math Systems: Advanced Level	SEMESTER 4	- Analytical Accounting
	- Business English 2		- Business and Economic Intelligence
	- Commercial Law		- French 4
	- Conferences and talks		- Spanish 4
	- Corporate social responsibility		- Innovation and disruptive technology
	- Visits		- International Business Law and Ethics
	- Cost Accounting		- Internship/Social Activity
	- Econometrics and Big Data		- Logistics and Supply Chain
	- French 3		- Mandarin 2
	- Spanish 3		- Marketing Research: Applied Methods
	- Fundamentals of financial analysis		- Startup Project
	- IT Systems and Artificial Intelligence		- Stock Market Lab
	- Mandarin 1		- Strategic Models
	- Social Networks and Marketing		- Advanced Business English

## YEAR 3 — SPECIALISATIONS

**BUSINESS  
INTELLIGENCE**

**MARKETING**

**HOSPITALITY  
MANAGEMENT**

**FINANCE**

**LUXURY BRAND  
MANAGEMENT**

**MANAGEMENT**



# SCHOOL OF COMPUTING & DIGITAL TECH



The Bachelor of Computing and Digital Technology provides students with essential technical and managerial skills for a successful career in computing. It features industry-standard equipment and labs, along with partnerships that enhance practical learning.

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## DISCOVER YOUR CAREER

In just 3 years of your enrollment in ESLSCA you will be able to achieve the required skill-set to become the next:

- |                                       |                            |
|---------------------------------------|----------------------------|
| Blockchain data scientist             | Applications architect     |
| Blockchain marketing specialist       | Enterprise architect       |
| Cryptocurrency banker                 | Data scientist             |
| Cryptocurrency wealth manager         | Machine learning scientist |
| Cryptocurrency exchange operators     | Full Stack Developer       |
| Cryptocurrency transaction specialist | Games SW Engineers         |
| AI Research Scientist                 | AR/VR content developer    |
| AI Data Analyst                       | AR/VR content strategist   |
| AI engineer                           | AR/VR community manager    |
| Data architect                        | AR/VR project manager      |







## YEAR 1 — FUNDAMENTALS

SEMESTER 1	-	Introduction to Computing	SEMESTER 2	-	Management of Technology
	-	Calculus		-	Object Oriented Programming
	-	Information Systems		-	Cloud Computing
	-	Operating Systems		-	Data Structures and Algorithms
	-	Principles of Management		-	Dynamic Web Applications
	-	Fundamentals of Web Development		-	Mathematics for Machine Learning
	-	Computer Networks		-	Supply Chain Management
	-	Python Fundamentals		-	Fundamentals of Accounting and Finance
	-	Database Management Systems		-	Business English 2
	-	Business English 1		-	French3/ DLAN303 Spanish3
SEMESTER 1	-	French 1/DLAN103 Spanish 1	SEMESTER 2	-	France Today
	-	Personal Development 1		-	French Civilization

## YEAR 2 — FUNDAMENTALS

SEMESTER 3	-	Entrepreneurship	SEMESTER 4	-	Fundamentals of Software Engineering
	-	Probability and Statistics		-	Introduction to IoT
	-	Database Systems and SQL		-	Big Data Analysis
	-	Linear Algebra		-	Applied Machine Learning
	-	Disruptive Technologies		-	Principles of Cybersecurity
	-	Python Programming-Intermediate		-	Introduction to Blockchain & Cryptocurrencies
	-	Web Development - Intermediate		-	Agile, Scrum & DevOps Methodologies
	-	Introduction to Artificial Intelligence and Machine learning		-	Augmented, Virtual and Mixed Reality
	-	Social networks & Digital Marketing		-	Advanced Business English
	-	Oral and Written English		-	French4 / Spanish 4
SEMESTER 3	-	French2/ DLAN203 Spanish 2	SEMESTER 4	-	
	-	Personal Development 2		-	

## YEAR 3 — SPECIALISATIONS

**FINTECH &  
BLOCKCHAIN**

**ARTIFICIAL  
INTELLIGENCE &  
DATA SCIENCE**

**MEDIA INFORMATICS  
& MIXED REALITY**



# SCHOOL OF NEW MEDIA & COMMUNICATION

The fast-changing global communications landscape requires professionals skilled in analyzing and creating media. This Bachelor's degree trains students to examine print, film, radio, television, and the internet through historical, technological, sociological, and textual lenses. Graduates are equipped for advanced studies and careers in communications, design, and film.



## DISCOVER YOUR CAREER

In just 3 years of your enrollment in ESLSCA you will be able to achieve the required skill-set to become the next:

Advertising Specialist	Editorial Manager
Broadcast Producer	Journalist
Broadcast Analyst	Multimedia Specialist
Content Strategist	Podcast and Radio Producer
Copywriter	Technical Communicator
Director of Communications	Metaverse Specialist
Digital Strategy	





## YEAR 1

### FUNDAMENTALS

SEMESTER 1	- Communication Theories	System	SEMESTER 2	- Aesthetics, Image & Digital Communication	- Corporate Communication
	- Journalistic Writing	- Business English		- Audiovisual Narrative	- Oral & Written Expression & Argumentation
	- Audiovisual Language	- Social Networks		- Technologies for the Multiplatform Environment	- Script & Adaptation Workshop
	- Structure of the Media	- Communication & New Media		- History of Communication & Journalism	

## YEAR 2

### FUNDAMENTALS

SEMESTER 3	- Ethics & Deontology	Political Thought	SEMESTER 4	- Ideation & Content Management	- Audiovisual Genres & Formats
	- Consumption & Digital Audiences	- Journalistic Genres		- Mobile Applications & Communication	- Methods & Techniques of Analysis & Use of Information
	- Image & Sound Workshop	- Management Skills		- Legal Framework of Communication	- Transmedia Narrative
	- Contemporary	- Animation & Video Game Workshop		- Creativity & Innovation in New Environments	

## YEAR 3

### FUNDAMENTALS

SEMESTER 5	- Direction & Audiovisual Production	- Social Research Methods	SEMESTER 6	- Development of Audiovisual Projects	Personal Brand
	- Health Communication	- Media & Communication Companies		- Economics Fundamentals	- Media Spokesperson
	- Sports Media	- Final Degree Project 1		- Professional Entrepreneurship &	- External Practices
					- Final Degree Project 2



**The Media Hub** serves as a vital resource for students in New Media and Communication, providing a platform to develop their audiovisual projects through engaging them in different forms of production, including podcasts, television shows, social media content, news stories, and a digital magazine.



# SCHOOL OF CINEMATIC STUDIES

This degree teaches you how to combine traditional filmmaking techniques with new technologies ensuring you are ready to enter the fast-paced, ever-changing film industry. You will focus on the creative processes involved in film, television and media production – developing practical skills in screenwriting, directing, producing, editing and production management.

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## DISCOVER YOUR CAREER

In just 3 years of your enrollment in ESLSCA you will be able to achieve the required skill-set to become the next:

Audio Composer

DOP

Set Designer

Playwright

Cinematographer

Scenographer

Producer

Screenwriter

Film Editor

film/TV Stylist

Creative Director







## YEAR 1

SEMESTER 1	- Screenwriting & Storytelling	- Introduction To Multimedia	- Introduction To Lighting	Filmmaking
	- Introduction To Directing	- History of Cinema	- Practical Editing	- First Shooting
	- Introduction To Film Art	- Introduction To Videography	- Introduction To Acting	- Camera Technology
	- History Of Art & Theater	- Theory Of Editing	- Sound Recording	
	- Introduction to Photography	- Introduction To Sound & Sound System	- Scenography	
			- Introduction To	

## YEAR 2

SEMESTER 3	- Film Music	- History Of Cinema In The Arab World	- Film Business and Marketing and distribution	- TV Production
	- Sound Aesthetics	- Film Production	- Film Analysis 1	- Video Art
	- Visual Effects - Compositing	- Cinematography Workshop 1	- Cinema Directing	- Photo- Novel
	- Introduction To Numerical Sound	- Screenwriting Workshop 1	- Audio Mixing (Protocols)	- Technical Listening
	- Real Life Cinema (Documentary)	- Image Analysis	- Film Genre	- Cinema Lighting Workshop
		- Dancing		

## YEAR 3

SEMESTER 5	- SFX Make Up	- "Animation or Editing & Sound Mixing"	- Production Design	- Sound Design & Post-Production
	- Methodology & Film Research	- Screen Writing Workshop 2	- Film Analysis 2	- TV Commercial
	- Documentary Filmmaking	- Cultural Event	- Filmmaking Workshop	- Final Project: Short Movie
	- Adaptation		- Foley & Modulation	
	- Color Grading		- Cinematography 2	



# SCHOOL OF **SPORTS** MANAGEMENT

ESLSCA proudly announces its venture into the dynamic realm of sports education, bringing you a cutting-edge dynamic bachelor's degree in Sports Management. As a renowned business school, ESLSCA extends its expertise into the exhilarating field of sports, offering students a unique opportunity to blend their passion for sports with a comprehensive business education.

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## DISCOVER YOUR CAREER

In just 3 years of your enrollment in ESLSCA you will be able to achieve the required skill-set to become the next:

Sports Marketing

Sports Media Communications

Sports Sustainability & Environmental Development

Sports Sponsorship

Sports Administration

Event Coordination & Management

Entrepreneurship in the Sports Industry

Facility Management

Sports, Handicaps & Public Policy

Sports Charities & Sponsorship







## YEAR 1 — FUNDAMENTALS

SEMESTER 1	- History of Sport	SEMESTER 2	- Sports Economics
	- Introduction to Sport Science		- Introduction to AI & Machine Learning
	- Principles of Sports Management		- Sports Sociology
	- Sport Physiology		- Sports for Persons with Disabilities
	- Fundamentals of Sport Psychology		- Introduction to Sports Technology
	- Programming (Python) I		- Programming (Python) II
	- Strategic Marketing		- Operation Management
	- English in Sports		- Disruptive Technology
			- English in Sports

## YEAR 2 — FUNDAMENTALS

SEMESTER 3	- Fundamentals of Biomechanics	SEMESTER 4	- Performance Analysis in Sports
	- Management of Technology		- Events Management in Sports
	- Fitness and Health		- Introduction to Sports Technology
	- Nutrition & Human Health		- Health Management in Sports (Prevention and Health Care)
	- Fundamental of Financial Analysis		- Sports Finance
	- Corporate Social Responsibility (CSR)		- Sports Law
	- Conference and Talks		- Start-up Project
	- Social Networks & Marketing		- English in Sports
	- English in Sports		

## YEAR 3 — SPECIALISATIONS

SPORTS  
TECHNOLOGY

FITNESS & HEALTH  
MANAGEMENT

SPORTS MARKETING  
& RECREATION  
MANAGEMENT



# ESLSCA'S ENTERPENURIAL ENTERPRISE



**ESLSCA Entrepreneurial Enterprise (EX3)** by **ESLSCA University**, was established to create a new wave of **young entrepreneurs** that lead change. We **assist our young entrepreneurs** in their journeys **from ideation** till they **establish their startups**. Our secret formula is **customizing each of our entrepreneurs'** experiences and delivering **hands-on support**, while **fostering industry, market connections** and **mentorship**.

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FOR MORE **INFO**



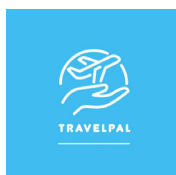
## EX3 STARTUPS 3<sup>RD</sup> BATCH

AgriFin



**GLIMR.**  
A Glimpse into the Future

**GPR3E**  
Growth. Product. Revenue. Scale.



**HANWALHOM**





## STUDENT

# BODY REPRESENTATIVE

**Elected by students**, the **Student Body Representative** serves as **the voice of the student community**. They **support clubs** and **committees** in **planning activities**, **manage budgets**, and **work with the Office of Student Development** to foster a vibrant campus life. Through this **leadership role**, they ensure **student voices are heard**, **turning ideas** into impactful **initiatives** that enrich campus culture.

## May El Amir

Student Body President

***"I am honored to receive the Student of the Year award from AMBA-BGA, and this achievement speaks to the unwavering support and motivation I've received from ESLSCA. The guidance and mentorship from the esteemed faculty at ESLSCA have been instrumental in shaping my academic pursuits and career aspirations."***

May Al Amir, recipient of the prestigious Student of the Year Award at the BGA Annual Awards in London, is a dedicated business student at ESLSCA, specializing in Business Intelligence. With a keen interest in leveraging data for strategic decision-making, May actively engages in academic pursuits and serves as an active member of the Model United Nations (MUN) club, where she hones her negotiation and diplomacy skills while addressing global issues.







# TRAVEL ABROAD

FROM **CAIRO**  
TO **PARIS**  
**EXPERIENCE**

At **ESLSCA**, we care to foster an environment in which **students grow their talents, explore new interests, feel connected to a community, and cultivate positive social change**, through transformational co-curricular experiences that complement their studies. With over **17 clubs up and running**, your commitment to students' activities will help you with **networking, hands-on technical experience, leadership and professionalism skills**. Whatever your interests and hobbies may be, you can explore them at **ESLSCA**.



## OFFICE OF STUDENT DEVELOPMENT

The **Office of Student Development** at **ESLSCA University** is dedicated to **enhancing the student experience** by supporting **personal growth, leadership development, and active engagement** in campus life.







## CAREER CENTER



The Career Center is a service dedicated to assisting our students and alumni to enter the labour market via internships and employment opportunities, as well as accompanying them throughout their professional development. The goal is to provide career guidance and support to our students throughout their studies at ESLSCA. We bring companies and students closer through this hands-on experience.

### What do we provide?

- Internships and Recruitment opportunities
- Workshops and Events
- Advice and guidance
- Career fairs
- Mentoring alumni program

## CLUBS & COMMITTEES



- Travel Club
- Donation Club
- Photography Club
- Theatre Club
- Film Club
- Music Club
- Art Space Club
- Student Body Representative
- Business Dev & Community Committee
- Fashion Club
- Sports Club
- Cooking Club
- Media Committee
- Organising Committee
- Rotaract
- MUN



# Contact Us

## Pyramids Heights Campus

Headquarters and Bachelor study location  
Km. 22 Cairo Alexandria Desert Road, Giza, Egypt.

## Heliopolis Campus

51 Abd El Moneim Hafez, Heliopolis, Cairo, Egypt

## Dokki Campus

17 El-sad El-Aly St., Finney Sq., Dokki, Giza

## Alexandria Campus

91 Abd El Salam Aref St., Gleem Area, Alexandria, Egypt.

## France

11 rue de Cambrai,  
75019, Paris.



[www.eslsca.edu.eg](http://www.eslsca.edu.eg)

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