



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?

ESLSCA
University
Get Your Future
In Kind Award



H.E. Éric Chevallier, the Ambassador of France to Egypt, with our Admissions Team

Grupo  Planeta

**UNIQUE
& DIVERSE**
SPECIALIZATIONS

**FUTURE
FOCUSED**

**PROMISING
CAREERS**

BACHELOR'S DEGREE
3 YEARS

**ACADEMIC
PARTNERS**

PRME
an initiative of the
United Nations Global Compact

AACSB
Business
Education
Alliance
Member



RUR
ROUND
UNIVERSITY
RANKING

**EFMD
GLOBAL
MEMBER**



AABS
Association of African
Business Schools



1st BRANCH OF A **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 8-5-3 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.

Master 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 driven by personal interest in deepening your expertise within a specific functional area, aspiring to launch a career as a professor of practice, or pursuing lifelong learning, this program enables you to develop a profound understanding of how to apply rigorous academic research to real-world managerial challenges.



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.

DISCOVER YOUR CAREER

Within just **three years** of your enrollment at **ESLSCA**, you will have developed the essential skill set needed to become the next:

Account Executive

Accountant

Auditor

Banker

Brand Manager

Business Advisor

Business Analyst

Creative Director

Customer Experience Expert

Customer Insight Analyst

Economist

Entrepreneur

Financial Controller

Financial Planner

Market Analyst

Market Research Consultant

Operations Manager

Social Media Manager

YEAR 1 — FUNDAMENTALS

SEMESTER 1	- Applied Business Math Systems	SEMESTER 2	- Applied Business Math Systems: Advanced Level
	- Applied Statistical Methods: Basic Statistics		- Business English 2
	- French 1		- Commercial Law
	- Spanish 1		- Conferences and Talks
	- Business English 1		- Corporate Social Responsibility (CSR)
	- Microeconomics		- Visits
	- Multicultural Management Theory		- Cost Accounting
	- Organizational Systems and Team Management		- Econometrics and Big Data
	- Strategic Marketing		- French 3
	- French Heritage		- Spanish 3
SEMESTER 1	- Personal Development 1		- Fundamentals of Financial Analysis
			- IT Systems and Artificial Intelligence
			- Mandarin 1
			- Social Networks and Marketing

YEAR 2 — FUNDAMENTALS

SEMESTER 3	- Applied Accounting Principles	SEMESTER 4	- Analytical Accounting
	- Applied Business Math Systems: Intermediate Level		- Business and Economic Intelligence
	- Applied Management Theories: Business Cases		- French 4
	- Applied Statistical Methods: Univariate Statistics		- Spanish 4
	- French 2		- Innovation and Disruptive Technology
	- Spanish 2		- International Business Law and Ethics
	- Entrepreneurship and Storytelling		- Internship/Social Activity
	- French Civilization		- Logistics and Supply Chain
	- Macroeconomics		- Mandarin 2
	- Operations Management		- Marketing Research: Applied Methods
SEMESTER 3	- Oral and Written English		- Startup Project
	- Problem Solving and Smart Systems		- Stock Market Lab
	- Product, Services and Brand Management		- Strategic Models
	- Personal Development 2		- Advanced Business English

YEAR 3 — SPECIALIZATIONS

BUSINESS

HOSPITALITY

LUXURY BRAND

MARKETING

FINANCE

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.

DISCOVER YOUR CAREER

Within just **three years** of your enrollment at **ESLSCA**, you will have developed the essential skill set needed 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 Operator	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	-	Entrepreneurship
	-	Calculus		-	Probability and Statistics
	-	Information Systems		-	Database Systems and SQL
	-	Operating Systems		-	Linear Algebra
	-	Principles of Management		-	Disruptive Technologies
	-	Fundamentals of Web Development		-	Python Programming-Intermediate
	-	Computer Networks		-	Web Development - Intermediate
	-	Python Fundamentals		-	Introduction to Artificial Intelligence and Machine learning
	-	Database Management Systems		-	Social Networks & Digital Marketing
	-	Business English 1		-	Oral and Written English
	-	French 1/DLAN103 Spanish 1		-	French2/ DLAN203 Spanish 2
	-	Personal Development 1		-	Personal Development 2

YEAR 2 — FUNDAMENTALS

SEMESTER 3	-	Management of Technology	SEMESTER 4	-	Fundamentals of Software Engineering
	-	Object Oriented Programming		-	Introduction to IoT
	-	Cloud Computing		-	Big Data Analysis
	-	Data Structures and Algorithms		-	Applied Machine Learning
	-	Dynamic Web Applications		-	Principles of Cybersecurity
	-	Mathematics for Machine Learning		-	Introduction to Blockchain & Cryptocurrencies
	-	Supply Chain Management		-	Agile, Scrum & DevOps Methodologies
	-	Fundamentals of Accounting and Finance		-	Augmented, Virtual and Mixed Reality
	-	Business English 2		-	Advanced Business English
	-	French3/ DLAN303 Spanish3		-	French4 / Spanish 4
	-	France Today			
	-	French Civilization			

YEAR 3 — SPECIALIZATIONS

**FINTECH &
BLOCKCHAIN**

**ARTIFICIAL
INTELLIGENCE &
DATA SCIENCE**

**MEDIA INFORMATICS
& MIXED REALITY**



SCHOOL OF NEW MEDIA & COMMUNICATION

The rapidly evolving global communications landscape demands professionals who are skilled in both media analysis and creation.

This bachelor's degree trains students to examine print, film, radio, television, and the internet through historical, technological, sociological, and textual lenses. Graduates are well-prepared for advanced studies and careers in communications, design and film.

DISCOVER YOUR CAREER

Within just **three years** of your enrollment at **ESLSCA**, you will have developed the essential skill set needed to become the next:

Advertising Specialist

Broadcast Producer

Broadcast Analyst

Content Strategist

Copywriter

Director of Communications

Digital Strategist

Editorial Manager

Journalist

Multimedia Specialist

Podcast and Radio Producer

Technical Communicator

Metaverse Specialist





YEAR 1

— FUNDAMENTALS

SEMESTER 1	- Communication Theories	- Business English	SEMESTER 2	- Ethics & Deontology	- Journalistic Genres
	- Journalistic Writing	- Social Networks		- Consumption & Digital Audiences	- Management Skills
	- Audiovisual Language	- Communication & New Media		- Image & Sound Workshop	- Animation & Video Game Workshop
	- Structure of the Media System			- Contemporary Political Thought	

YEAR 2

— FUNDAMENTALS

SEMESTER 3	- Aesthetics, Image & Digital Communication	- Corporate Communication	SEMESTER 4	- Ideation & Content Management	- Audiovisual Genres & Formats
	- Audiovisual Narrative	- Oral & Written Expression & Argumentation		- Mobile Applications & Communication	- Methods & Techniques of Analysis & Use of Information
	- Technologies for the Multiplatform Environment	- Script & Adaptation Workshop		- Legal Framework of Communication	- Transmedia Narrative
	- History of Communication & Journalism			- Creativity & Innovation in New Environments	

YEAR 3

— FUNDAMENTALS

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

DISCOVER YOUR CAREER

Within just **three years** of your enrollment at **ESLSCA**, you will have developed the essential skill set needed to become the next:

Audio Composer

DOP

Set Designer

Playwright

Cinematographer

Scenographer

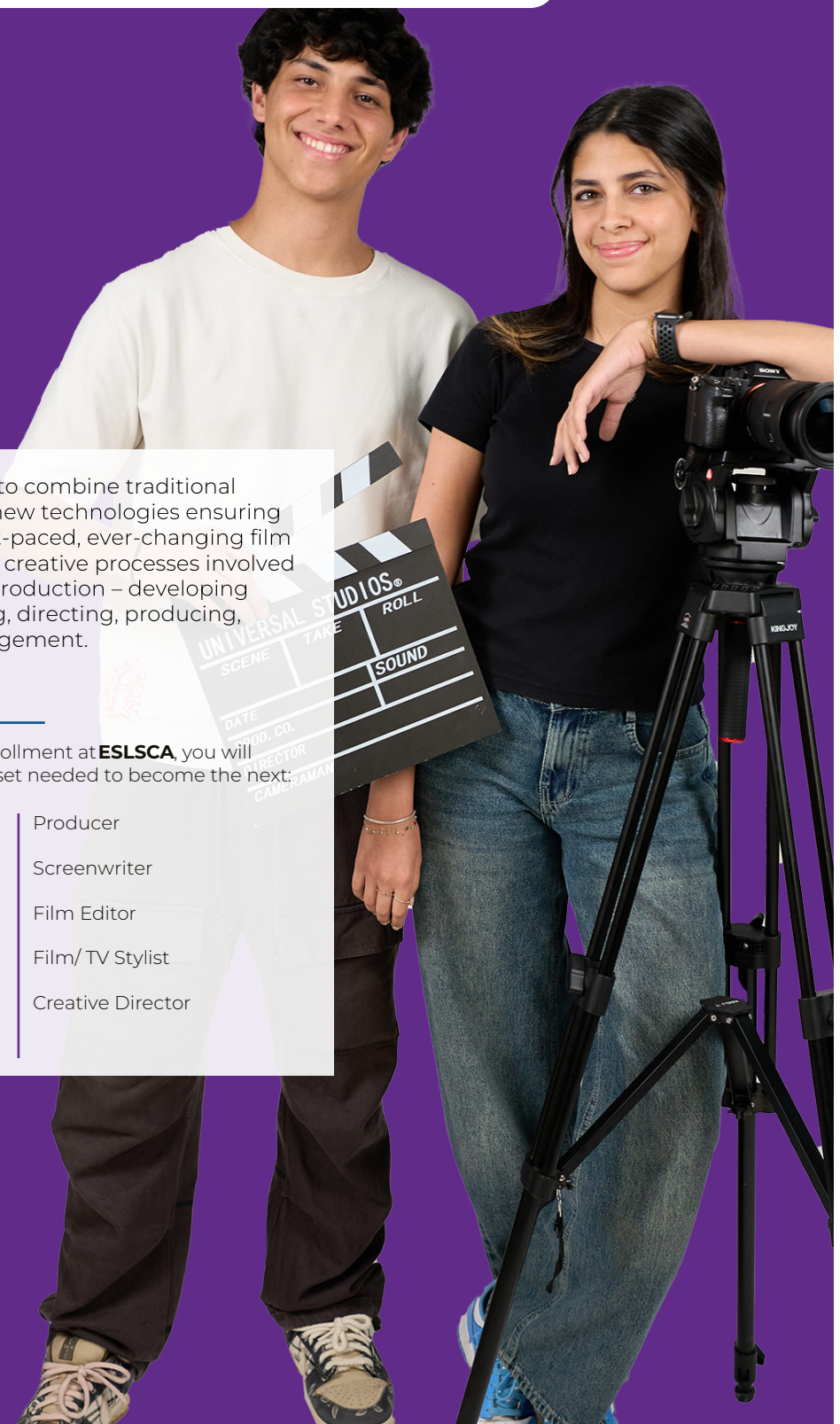
Producer

Screenwriter

Film Editor

Film/ TV Stylist

Creative Director





YEAR 1

SEMESTER 1	- Screenwriting & Storytelling	- Psychology in Film	SEMESTER 2	- Film Music	- History Of Cinema In The Arab World
	- Introduction to Directing	- History of Cinema		- Sound Aesthetics	- Film Production
	- Sound Recording	- Introduction to Videography		- Visual Effects - Compositing	- Cinematography Workshop 1
	- History of Art & Theater	- Theory of Editing		- Real Life Cinema (Documentary)	- Screenwriting Workshop 1
	- Introduction to Photography	- Introduction to Sound & Sound System			- Image Analysis
					- Dancing

YEAR 2

SEMESTER 3	- Introduction to Lighting	- First Shooting	SEMESTER 4	- Entrepreneurship	- TV Production
	- Practical Editing	- Camera Technology		- Film Analysis 1	- Foley & Modulation
	- Introduction to Acting			- Cinema Directing	- Photo- Novel
	- Scenography			- Audio Mixing (Pro tools)	- Technical Listening
	- Introduction to Filmmaking			- Production Design	- Cinema Lighting Workshop

YEAR 3

SEMESTER 5	- Film Curation & Event management	- Animation	SEMESTER 6	- Film Analysis 2	- Sound Design & Post-Production
	- Methodology & Film Research	- Screenwriting Workshop 2		- Filmmaking Workshop	- TV Commercial
	- Documentary Filmmaking	- The Art of the Pitch or The Film Industry Startup Lab		- Cinematography 2	- Final Project: Short Movie
	- Adaptation				
	- Color Grading	- Film Genre			
		- Alternative methods: Film and Video Art			



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.

DISCOVER YOUR CAREER

Within just **three years** of your enrollment at **ESLSCA**, you will have developed the essential skill set needed to become the next:

Sports Marketing
Specialist / Manager

Sports Media &
Communications Officer

Sports Sustainability &
Environmental Development Officer

Sports Sponsorship Executive

Sports Administrator / Sports
Operations Coordinator

Event Coordinator / Sports
Event Manager

Sports Entrepreneurship Founder
/ Startup Owner

Sports Facility Manager

Sports Policy & Inclusion Officer
(Sports, Disability & Public Policy)

Sports Charity &
Sponsorship Manager





YEAR 1 — FUNDAMENTALS

SEMESTER 1	-	History of Sports	SEMESTER 2	-	Groups Dynamic in Sports
	-	Introduction to Sports Science		-	Management of Technology
	-	Principles of Sports Management		-	Fitness and Health
	-	Sport Physiology		-	Sports Marketing
	-	Fundamentals of Sport Psychology		-	Fundamentals of Financial Analysis
	-	Programming: Python I		-	Public Relations in Sports
	-	Principles of Marketing		-	Social Networks & Marketing
	-	English in Sports I		-	Internship

YEAR 2 — FUNDAMENTALS

SEMESTER 3	-	Sports Economics	SEMESTER 4	-	Nutrition & Human Health
	-	Introduction to AI & Machine Learning		-	Measurement and Evaluation in Sports
	-	Sports Sociology		-	Sports Finance
	-	Sports for Persons with Disabilities		-	Sports Media
	-	Introduction to Sports Technology		-	Generative AI Technology
	-	Programming: Python II		-	Sports Law
	-	Sports Operation Management		-	Talent Identification in Sports
	-	English in Sports II		-	Sport Consumer Behavior

YEAR 3 — SPECIALIZATIONS

SPORTS
TECHNOLOGY

FITNESS & HEALTH
MANAGEMENT

SPORTS MARKETING
& RECREATION
MANAGEMENT



The Startup Lab at ESLSCA is where students take their first real step into the world of entrepreneurship. It equips them with hands-on experience, practical problem-solving skills, and the foundational mindset needed to explore and develop innovative ideas. Students who want to continue shaping their concepts and take them to the next level can advance into Ex3, ESLSCA's incubator program.



ESLSCA'S ENTREPRENEURIAL ENTERPRISE

Ex3 is ESLSCA's powerhouse of innovation an incubator built to transform promising ideas into real, scalable ventures. Through expert mentorship, structured sprints, industry exposure, and access to competitions and investors, Ex3 equips students and graduates to build startups with tangible, real-world impact. It's where vision becomes opportunity, and opportunity turns into execution.





TRAVEL ABROAD

FROM **EGYPT**
TO **THE WORLD**

At **ESLSCA**, students have the opportunity to broaden their horizons through a wide range of international experiences. Whether through **short academic trips, specialized courses abroad, exchange programs, or semester-long study opportunities**, our global initiatives are designed to enrich students both personally and academically.



Through these international journeys, students gain exposure to diverse cultures, experience different educational environments, and develop essential global competencies that enhance their future careers. From exploring global business hubs to attending hands-on workshops in leading universities, each destination offers a unique opportunity for growth, cultural immersion, and real-world learning.





OFFICE OF STUDENT DEVELOPMENT



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



STUDENT

BODY REPRESENTATIVE

Elected by students, the Student Body Representative serves as the voice of the student community. It supports clubs and committees in planning activities, manages budgets, and works with the Office of Student Development to foster a vibrant campus life. Through this leadership role, the Student Body Representative ensures that 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.





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
- Theater Club
- Film Club
- Music Club
- Art Space Club
- Student Body Representative
- Business Development & Community Committee
- Fashion Club
- Sports Club
- Cooking Club
- Media Committee
- Organizing 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

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