



**Ecole Supérieure Libre
des Sciences Commerciales Appliquées**

**Master's of International Business Administration's
MIBA**

**The perception of E-Learning on the Egyptian
market.**

A case study of Pharos University in Alexandria.

Supervised by: Dr. Wafaa Marzouk.

Presented by: Ahmed Mohamed Ibrahim Hassan Khalifa.

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Executive summary

The aim of this study is to recognize the perception of E-Learning on the Egyptian market higher education. The research is a case study of Pharos University in Alexandria. PUA is a private university which is located in Alexandria.

The main objective of the study is to recognize the perception of E-Learning on the Egyptian market higher education specially to determine the Forms of E-Learning on the market, and to specify the Capabilities of using the E-Learning tools in higher education, and to recognize the Easiness of using E-Learning tools in higher education, to know the effect of E-Learning on higher education service quality.

The importance of this study emerges from the importance of educational quality assurance among the Egyptian Academic Institutes and the Egyptian Society. E-Learning became an integral part of the accreditation requirements for the (NAQAAE) National Authority for quality assurance and accreditation of education.

This research is conclusive, descriptive research which is trying to find answers for the main question of the research which is how the Egyptian market perceives the E-Learning.

A voluntary sample of 49 students was taken from the population of Pharos University in Alexandria which includes 11 faculties.

2 different data collection tools were used during the research; Questionnaire and In-Depth interview form.

The most significant limitation of this study is that it focused solely on PUA's (Pharos University in Alexandria) students.