



شركة الأكاديمية لتكنولوجيا المعلومات والاتصالات

ACICT

إحدى شركات

الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري

AASTMT

الدبلومات المهنية

- دبلوم مهني متخصص في أساسيات علوم الإدارة.
- دبلوم مهني متخصص في تدريب المدربين (TOT).
- Professional Certificate in Business Development
- Professional Certificate in Customer Relationship Management (CRM)
- Professional Certificate in Leadership
- Professional Certificate in Project Management Professional (PMP)
- Professional Certificate in Marketing



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21.....	Program Overview
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39.....	Main topics
40.....	Learning Objectives
41.....	Target Audience
41.....	Pre-requisites
50.....	Professional Certificate in Leadership
51.....	Program Overview
51.....	Main topics
52.....	Learning Objectives
53.....	Target Audience
53.....	Pre-requisites
62.....	Professional Certificate in Project Management Professional (PMP)
63.....	Program Overview
63.....	Main topics
64.....	Target Audience
64.....	Pre-requisites
64.....	Certification
77.....	Professional Certificate in Marketing
78.....	Program Overview
78.....	Main topics
81.....	Financial Offer





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أولاً: دبلوم متخصص في أساسيات علوم الإدارة

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مقدمة

صمم هذا الدبلوم المهني لمساعدة المهنيين على تطوير خبراتهم وكفائتهم ومهاراتهم في الإدارة لتحقيق النجاح والتطوير المهني في عالم الأعمال وبناء جدارات إدارية متميزة من خلال دراسة نظرية وتطبيق عملي باستخدام دراسات الحالة والتمارين والمشاريع في عدد مختلف من المسارات التدريبية (الاقتصاد – التسويق – استراتيجيات الإدارة – حوكمة المؤسسات -). لدعم الفرد في التخطيط والتنبؤ واتخاذ القرار الفعال.

م	المادة
1	إقتصاد كلي وجزئي
2	تسويق
3	إدارة معاصرة
4	حوكمة المؤسسات
5	إدارة إستراتيجية
6	قانون دولي
الإجمالي	
12 يوم تدريب	



الاقتصاد الجزئي

نظرة عامة عن البرنامج:

يتناول هذا البرنامج المبادئ الأساسية لعلم الاقتصاد الجزئي وتشمل التعريف بعلم الاقتصاد والمشكلة الاقتصادية ومنحنى امكانيات الانتاج والطلب والعرض وتوازن السوق ومرونة الطلب والعرض وتوازن المستهلك وتوازن المنتج وتكاليف الانتاج والاشكال المختلفة للأسواق وشروطها وتوازن المنتج في هذه الأسواق.

النقاط الفنية:

- الاقتصاد والاقتصاد الاداري
- العرض والطلب
- مرونة العرض والطلب
- سلوك المستهلك
- التنبؤات والتحليلات التسويقية
- تحليل الإنتاج
- البرمجة الخطية



الاقتصاد الكلي

نظرة عامة عن البرنامج:

يتناول البرنامج دراسة مجموعة الحلول التي تتعامل مع الاقتصاد كتلة واحدة، وتلامس أفضل الحلول الواقعية ومن أهم المواضيع الناتج المحلي الإجمالي (GDP) ومعدلات البطالة والأرقام القياسية للأسعار وذلك بهدف فهم الاقتصاد المحلي والعالمي يستخدمها الاقتصاديون في هذا المجال وتتمثل في الدخل القومي للدولة والناتج المحلي، والاستهلاك المحلي، ومعدلات البطالة، والادخار، والاستثمار، والتضخم

النقاط الفنية:

- أساسيات الاقتصاد الكلي
- الحسابات القومية والنمو الاقتصادي
- البطالة
- العرض الكلي والطلب الكلي
- توازن الاقتصاد الكلي
- السياسات النقدية
- السياسات المالية
- نظرة عن الاقتصاد الدولي



التسويق

نظرة عامة عن البرنامج:

في ظل ازدهار الأسواق العالمية، والإقليمية، والمحلية بالعديد من السلع والخدمات المتشابهة والبديلة في شتى مجالات الحياة سواء الأكاديمية أو الاقتصادية، أو الاجتماعية أو التجميلية، أو حتى الصحية وغيرها، أصبح التسويق ضرورة ملحة لا يمكن الاستغناء عنها، ومن هنا يأتي التسويق كأداة وركيزة أساسية للنجاح وتعظيم الأرباح وتحقيق كافة الأهداف قريبة وبعيدة المدى.

النقاط الفنية:

- تعريف التسويق
- أساسيات وأهداف التسويق
- العلاقة بين التسويق والمبيعات
- خطوات التسويق
- تحليل ودراسة السوق
- بحوث السوق
- سلوكيات المستهلكين ودوافع الشراء
- التسويق الاستراتيجي والتسويق التكتيكي



إدارة معاصرة

نظرة عامة عن البرنامج:

يتناول البرنامج دراسة علم الإدارة الحديثة، والطريقة المثلى للقيام بالأعمال في المؤسسات وشرح أهم مجموعة من القواعد والمبادئ العلمية لتحقيق الاستخدام الأمثل والأنسب للموارد في المنظمات والمؤسسات لتحقيق هدفها بأقل وقت وجهد وتكلفة ممكنة.

النقاط الفنية:

- الإدارة والمديرين.
- اتخاذ القرارات وحل المشكلات.
- الهياكل الادارية
- التخطيط.
- التنظيم.
- التوجيه.
- الرقابة.
- الاتجاهات والممارسات الإدارية المعاصرة.
- استراتيجيات الإدارة.



حوكمة المؤسسات

نظرة عامة عن البرنامج:

تنمية مهارات المشاركين من خلال تزويدهم بأساسيات الحوكمة وركائزها والصلاحيات الممنوحة بالإضافة لاهم المعايير التي تحكمها، كما يهدف البرنامج إلى لقاء الضوء علميات الأدار المنوطة والممارسات الجيدة لمقاومة غسل الأموال وتمويل الإرهاب وكيفية إدارة التوقعات المتعلقة بأصحاب المصلحة المختلفين.

النقاط الفنية:

- تعريف الحوكمة وبيان أهميتها.
- أهداف ومحددات الحوكمة وركائزها.
- معيار الهيكلية التنظيمية والمسئوليات والعلاقات (مهام وصلاحيات مجلس الادارة – اللجان الادارة التنفيذية)
- إدارة أصحاب المصلحة - إدارة المخاطر – مراقبة الأداء.
- الممارسات الجيدة للإلتزام
- مكافحة غسل الأموال وتمويل الإرهاب ومخاطر الإلتزام
- نظرة عامة على حوكمة القطاع العام



الإدارة الإستراتيجية

نظرة عامة عن البرنامج:

يهدف البرنامج لرفع مستوى الأداء الاستراتيجي للأفراد داخل الشركات والمؤسسات من خلال توضيح المفاهيم والمراحل المختلفة للإدارة الاستراتيجية من صياغة وتطبيق ورقابة وكيفية وضع ذلك موضع التطبيق العملي لأنها أداة أساسية للمنظمات لكي تتعلم وتتطور إذا أرادت صياغة حالة من التميز والاستجابة بطريقة فعالة للتغيرات العالمية الأخذة في التسارع والازدياد.

النقاط الفنية:

- المفاهيم الأساسية للإدارة الاستراتيجية
- المتغيرات العالمية الحديثة وأثرها على تطبيق الاستراتيجية
- الإدارة الاستراتيجية والتخطيط الاستراتيجي.
- الإدارة بالأهداف وصياغة الاستراتيجية (دراسة تحليل البيئة الداخلية والخارجية – الرؤية والرسالة – الأهداف).
- كيفية تطبيق الاستراتيجية والرقابة عليها.
- معايير تقييم وقياس الأداء KPI'S.



القانون الدولي العام

نظرة عامة عن البرنامج:

يتناول البرنامج مجموعة القواعد التي تنظم العلاقات بين الدول لتنظيم السيادة والسلطة والتعريف بالقواعد الحقوقية التي تهيمن على هذه العلاقات.

النقاط الفنية:

- تعريف القانون الدولي العام.
- التطور التاريخي للقانون الدولي العام.
- فروع القانون الدولي العام.
- مصادر القانون الدولي العام.
- تميز قواعد القانون الدولي العام عن غيرها.
- القوة الإلزامية لقواعد القانون الدولي العام.



تتضمن التكلفة توفير الآتي:

- 1- مدة التدريب لعدد (12) يوم تدريبى.
- 2- المحاضر.
- 3- المادة العلمية (بلوك نوت + قلم + CD).
- 4- المنسق الإدارى والمتابعة الإدارية.
- 5- تقارير نهائية
- 6- الشهادات المعتمدة من شركة الأكاديمية لتكنولوجيا المعلومات والاتصالات بنهاية البرنامج.

ملاحظات هامة:

- أسعار العطاء بالجنيه المصري شاملة جميع أنواع الضرائب والرسوم.
- مدة سريان العرض (3) ثلاثة أشهر من تاريخ تقديم العرض.
- سيتم تنفيذ التدريب خلال العام المالي الحالي.
- يتم السداد بموجب مطالبة مالية بإجمالي التكلفة المالية المطلوب سدادها





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الدبلوم المتخصص فى تدريب المدربين

الهدف من الدبلوم

يهدف البرنامج الى إعداد مدرب محترف يتمتع بمهارات العرض ونقل الخبرات الفعالة لذا سيتدرب المشاركون على الإلقاء من خلال عدد من العروض التقديمية وجلسات التدريب كما سيتعلم المشاركون كيفية استخدام الوسائل والأدوات التدريبية المتقدمة باحتراف بما في ذلك دراسات الحالة ولعب الأدوار والاستطلاعات والتقييمات الذاتية وأدوات الصوت / الفيديو مع التأكيد على اكتساب مهارات لكيفية تطوير دورة تدريبية وفهم المفاهيم الأساسية المتعلقة بتعلم الكبار وصقلها جيداً وكتابة نتائج التعلم وتصميم الدورات وتقييم التدريب.

م	المادة
1	السلوك التنظيمى للمتدرب
2	التخطيط الاستراتيجى للعملية التدريبية
3	بناء وإدارة العملية التدريبية
4	المهارات الاحترافية للعرض والتقديم
5	اليات التعامل النفسى مع الجمهور
6	نظريات ومنهجيات تعليم الكبار
	الإجمالي
	12 يوم تدريب

موضوعات الدبلوم

سيتم تغطية عدد من المعارف والمهارات من خلال دراسة تفصيلية لعدد 6 موضوعات رئيسية وهى كالتالى:

- السلوك التنظيمى للمتدرب
- التخطيط الاستراتيجى للعملية التدريبية
- بناء وإدارة العملية التدريبية
- المهارات الاحترافية للعرض والتقديم
- اليات التعامل النفسى مع الجمهور
- نظريات ومنهجيات تعليم الكبار

أهداف التعلم

في نهاية التدريب سيتمكن المشاركون من:

1. تطوير مواد تدريبية وتقديم عروض فنية فعالة ومثيرة للاهتمام.
2. القيام بأنشطة جماعية هادفة في بيئة تعليمية مناسبة.
3. إجراء التدريبات من خلال توفير المعرفة المتعمقة والخبرة العملية خلال الدورة المخطط لها.
4. تطبيق المعارف والمهارات والقيم على المواقف الصعبة المحتملة أثناء التدريب.
5. التواصل الفعال على المستوى الشخصي والمهني.

6. كيفية تنظيم العرض التقديمي الخاص بك لتحقيق الهدف المنشود.
7. كيف تصبح متحدثاً تحفيزياً.
8. المبادئ التي يقوم عليها اختيارك للأدوات السمعية والبصرية.
9. كيفية استخدام PowerPoint لدعم وتحسين عرضك التقديمي.
10. المهارات التي تمكنك من الأداء بثقة.
11. التعرف على المفاهيم السلبية وكيفية تجنبها: العنصرية، التحيز، الصور النمطية السلبية.

منهجية التدريب:

ستجمع الدورة بين العروض التقديمية للفصول الدراسية ، مثل Power Point ، مع التقييمات العملية ، مدعومة بـ مواد الفيديو وورش العمل. من المتوقع أن يشارك المندوبون بنشاط في ربط مبادئ التدريب بالاحتياجات المحددة لصناعاتهم وسيتم عليهم إظهار فهمهم للمعرفة المكتسبة من خلال الإجابة على استبيان ما بعد البرنامج والمشاركة في ورش العمل كمدرسين من خلال ورش العمل التي تتضمن تمارين شاقة لتصبح مدرب محترف بنهاية الدورة (محاكاة - لعب الأدوار - دراسات الحالة - الألعاب - تمارين العرض - ... إلخ)

يقدم مشروع تخرج بانتهاء البرنامج يعكس كيف تكون مدرباً ومقدمًا محترفًا لمناقشة نقاط القوة والضعف سيكتسب كل متدرب المهارات وطرق التدريس لبعضهم البعض ، مما سيحقق أعلى قيمة مضافة مستهدفة

ستوفر الدورة مبادئ تعليم الكبار على النحو التالي:



السلوك التنظيمي للمتدرب

- اختيار واستخدام طرق التدريس المناسبة
- بناء مهارات الاتصال والقدرة على تدريب وتقييم المتدربين بشكل فعال
- استخدام تقنيات التحدث والعرض الفعالة
- نبرات الصوت واستخداماتها.
- لغة الجسد ومتى وكيف تطبقها.
- كيف نقرأ لغات جسد الآخرين.
- تحليل أنماط الشخصية.
- أنماط المتدربين وطرق التعامل مع كل نمط.
- مهارات العرض والتقديم وأسرارها.
- الحواجز النفسية التي تعيق المدرب.
- الخوف ومصادره وأنواعه وطرق التخلص منه.
- القلق والتوتر أثناء الإلقاء وكيفية التخلص منه

بناء وإدارة العملية التدريبية

- خصائص البرنامج التدريبي الفعال
- تحديد أهداف التعلم بناءً على تصنيف بلوم
- التخطيط والاستعداد لجلسة التدريب الخاصة بك
- التخطيط لورشة العمل
- إعداد خطة الدرس
- التصميم والتدريب على رأس العمل
- تقييم أهداف التعلم
- تقييم التدريب
- عرض التقييم النهائي

آليات التعامل النفسى مع الجمهور

- دورك كمتواصل فعال
- استخدام التواصل غير اللفظي ولغة الجسد الفعالة
- كسر الجليد
- إدارة فترة السؤال والجواب
- التعامل مع المواقف الصعبة.
- فعالية استخدام الوسائل وأدوات التدريب المختلفة
- كيفية التعامل مع الأشخاص الصعبين
- اختلاف الشخصية واضطراب الشخصية

المهارات الاحترافية للعرض والتقديم واستخدام الوسائل البصرية بشكل فعال

- اختيار الأدوات السمعية والبصرية المناسبة
- ضبط مهارات العرض واستخدام أساليب محفزة وجذابة للمتدربين.
- استخدام دراسات الحالة في التدريب: حالات قصيرة وحالات طويلة
- استخدام لعب الأدوار في التدريب
- استخدام التدريبات العملية

نظريات ومنهجيات تعليم الكبار

- مبادئ تعليم الكبار
- تحفيز المتعلم
- التوجيه نحو التعلم.
- ميزة الخبرة لدى الشخص البالغ.
- محفزات التعلم: الذاتية والمهنية.

التخطيط الاستراتيجى للعملية التدريبية

- حصر وتحليل وتحديد الاحتياجات التدريبية.
- صياغة الأهداف التدريبية وفق الاحتياج
- تحضير وتجهيز المادة العلمية
- اختيار وتنويع أنسب الأساليب التدريبية
- استخدام المعينات والوسائل التدريبية
- تقييم الاهداف وتقييم التدريب

تتضمن التكلفة توفير الآتي:

- 1- مدة التدريب (12) يوم تدريبي.
- 2- المحاضر.
- 3- المادة العلمية (بلوك نوت + قلم + CD).
- 4- المنسق الإداري والمتابعة الإدارية.
- 5- تقارير نهائية
- 6- الشهادات المعتمدة من شركة الأكاديمية لتكنولوجيا المعلومات والاتصالات بنهاية البرنامج.

ملاحظات هامة:

- أسعار العطاء بالجنيه المصري شاملة جميع أنواع الضرائب والرسوم.
- مدة سريان العرض (3) ثلاثة أشهر من تاريخ تقديم العرض.
- سيتم تنفيذ التدريب خلال العام المالي الحالي.
- يتم السداد بموجب مطالبة مالية بإجمالي التكلفة المالية المطلوب سدادها





Academy Company For Information Communication Technology

Professional Certificate in Business Development

www.acict.com



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Program Overview

Business Development is a practice for setting business strategy, defining market segments, develop offerings with real value proposition, marketing and positioning, along with the essentials of the basic business delivery techniques such as business analysis, project management, finance and budgeting and some basic essential business skills.

This diploma provides a framework for building the knowledge and practice for future leaders and middle level managers to ensure having sustainable growth and remain competitive to enable organizations to effectively response to clients, competitors and market dynamics and meet client's expectations and outperform competitors.

This diploma provides intensive, hands-on workshops covering all major aspects for the planning, implementing and controlling an effective Business Development Plans for business, government and not-for-profit organizations, covering the following subjects:

Main topics

1. Module 1: Introduction to Business Development (Management and Leadership Essentials).
2. Module 2: Strategic Planning.
3. Module 3: Business Model Generation (**Creativity and Innovation**).
4. Module 4: Development of product Distribution and Marketing.
5. Module 5: Finance and Budgeting.
6. Module 6: Project Management Essentials.
7. Module 7: Business Analysis Essentials.
8. Module 8: Human Resources and Talent Management.



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Learning Objectives

Our highest-level diploma in business development was designed for anyone looking to climb the career ladder to the highest possible levels in a business setting. We focus on the kind of practical and valuable content that can be immediately transferred to a professional working environment.

Upon successful completion of this course, the participant will be able to:

- Confidently work in a leadership position in any business environment.
- Understand a variety of business types and management positions.
- Perform a wide variety of development management functions and duties.
- Carry out the most important business development tasks.
- Have a solid understanding of the overall Business Development lifecycle.
- Have the tools and knowledge required to conduct market, competitors and clients' analysis.
- Know how to identify and select cost-effective solutions that meet client's expectations.
- Know how to develop offerings to meet client's expectations and outperform competitors.
- Know how to establish the organizational framework to enable Business Development.
- Have the tools and knowledge required to plan and coordinate effective business development activities.

Target Audience

Business Leaders, Business Managers, marketing and sales practitioners, marketing and sales planners and business unit staff who are involved in or manage business development functions

Pre-requisites

There are no pre-requisites.

Total Duration

(132) Hrs. – (33) Days.





*Module 1: Introduction to Business Development
(Management and Leadership Essentials)*

In today's business environment there are a lot of constraints, the manager(s) role is to maximize the productivity within these constraints. To compete we should understand the basics, best practices and the principles behind this practice to have a productive business environment.

The term management refers to the process of using organizational resources to achieve organizational objectives through the functions of planning, organizing and staffing, leading, and controlling.

Upon completion of this course the attendees will have excellent understanding of:

- The mind-set shifting from pure technical to managerial work
- Introducing the management basics and concepts
- What is required from the manager to be an effective manager?

Introduction

- What is management?
- What is leadership?
- Types and Levels of Management
- What Managers Do
- Management Role
- Key Managerial Skills
- Managerial Competencies

Functional Aspects of Management

- Management Functions/Process
- Goals and Plans
- Planning Levels and Process
- The One-Page Plan.
- Developing Your Business Structure
- Monitoring and Control
- Concept Development and Testing





Operational Aspects of Management

- Group dynamics and team functions
- Change management
 - o Process
 - o Key Factors in Successful Change.
 - o Building support.

Leadership

- Leadership Styles
- New Realities of Leadership
- The 5 levels of leadership

Basic Interpersonal Skills

- Communication Management
- Time Management
- Delegation & Empowerment
- Emotional Intelligence
- Conflict resolution
- Motivation

Duration

(16) Hrs.



Module 2: Strategic Planning

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation and control of the strategy.

This course targets the mind-set shifting to balance between the day to day operational activities and putting strategy into action, and how to develop, implement and control strategies. Also, addresses the tips that lead to developing, implementing and controlling effective strategies, challenges and traps that hinder having good strategy and ensure effective implementation.

This course introduces the concepts of drawing the vision and strategy, ensure excellent understanding of what is the strategic management? How to develop a strategy? What is required from managers to put strategy into action? How to link the strategic objectives with individuals' objectives? Measuring strategy effectiveness?

Strategy Formulation

- **Preparing for the strategic planning process**
 - The Phases of the Strategic Planning Process
 - Stakeholder Management
 - Establish a Strategic Planning Committee
- **Initiating the Strategic Planning Process**
 - Vision & Mission Statement and Core Competencies
 - Assess Internal/External Environments
 - Perform SWOT Analysis
- **Developing the Strategic Plan**
 - Set SMART Goals and Hierarchy of Objectives
 - Develop Strategy for Achieving Goals
 - Draft the Strategic Plan





Strategy Implementation

- Assign Responsibility and Authority
- Establish a Monitoring System

Strategy Evaluation

- Performance Management (Balanced Scorecard)
- Cascade the SMART Goals and Hierarchy of Objectives

Progress Review and Corrective Actions

- Continuous Feedback through the Balanced Scorecard
- Link Budgets to Strategic Plan
- Feedback upstream – revise plans

Duration

(20) Hrs.



Module 3: Business Model Generation (Creativity and Innovation)

Business Model Canvas, a tool to visualize, challenge and (re-) invent business models, is used by leading organizations around the world, like GE, P&G, Ericsson, and 3M.

Anyone looking for hands on tools to apply to their business model could be a Senior, Executive, Strategist, Innovation Manager, Entrepreneur, Consultant, or Business Coach.

Business Model Thinking as a Strategy Tool

- Understanding what business models are and why they are important today
- Exploring the Business Model Canvas — a systematic approach to working with business models
- Situating the business model concept in the enterprise
- Generation Ideas

Business Model Mechanics - Beyond Product Innovation and New Customer Segments

- Introduction to Business Model Mechanics
- Competing on Business Models
- Differentiation / Blue Oceans

The Business Model (Innovation) Process - Applied Design Thinking

- Prototyping business models
- Starting points for business model innovation and techniques
- How to present business models and evaluating

The Value Proposition Canvas

- Customer (Segment) Profiles: jobs to be done, pains, gains
- Value (Proposition) Map: products & services, pain relievers, gain creators
- Problem-Solution Fit / Product-Market Fit





Facilitating Business Model Innovation Projects

- How to Managing a 3-day business model innovation workshop
- The Business Model Design Environment
- Challenges of business model innovation in (large) companies

Testing Business Models

- The Sanity Test: testing the prototype numbers
- Introduction to market testing: Customer Development
- Extracting Hypotheses from BM Canvas & VP Canvas

Duration

(16) Hrs.





Module 4: Development of product Distribution and Marketing

Participants in this Marketing Essentials training class will learn techniques to define a company's goals, guide the company's actions toward achieving those goals, and provide guidelines for evaluating the company's progress toward those goals. The role of a marketing plan as a part of the strategic plan of a company is discussed, as well as an overview of marketing fundamentals.

Marketing Planning: New Pace, New Possibilities

- Marketing Planning Today
- Developing a Marketing Plan
- Preparing for Marketing Planning

Understanding the Marketing Environment

- Analyzing the Internal Environment
- Analyzing the External Environment

Segmenting, Targeting, and Positioning

- Assessing and Targeting Segments
- Positioning for Competitive Advantage
- Functions of Channels of Distribution

Planning Direction, Objectives, and Marketing Support

- Setting Marketing Plan Objectives
- Planning Marketing Support

Developing Pricing Strategy

- Understanding Value and Pricing Today
- Planning Pricing Decisions

Developing Marketing Communications and Influence Strategy

- Social Media and Selling Your Product
- Planning to Communicate with and Influence Audiences
- Using Communication Tools to Engage Audiences





Planning Metrics and Implementation Control

- Measuring What Matters and Planning Metrics
- Planning Forecasts, Budgets, and Schedules
- Controlling Marketing Plan Implementation

Duration

(20) Hrs.



Module 5: Finance and Budgeting

Every manager needs to understand finance if they are to play an active role in helping their organization achieve its objectives. To succeed as a nonfinancial manager, knowledge of basic accounting and financial principles and the budgeting process is critical.

This course transforms financial and accounting concepts into decision-making tools you can use successfully every day. You learn to apply the fundamentals of finance to improve budget management, increase potential profits and assess the financial viability of projects.

Upon completion of this course, the participant will gain competencies in:

- Integrate financial concepts and policies into the management decision and budgeting process
- Evaluate the financial viability and activities through income statements and balance sheets
- Employ cash flow to analyze business status
- Calculate the cost of business activities
- Control business operations through effective budget management
- Communicate effectively with financial executives and staff

Basic finance and accounting language

- Basics of Accounting
- Basics of Financials

Understand and evaluate financial statements

- Analyzing the income statement
- Analyzing the balance sheet

Cash Flow (The Lifeblood of Organizations)

- Connecting business activity with cash flow

Effective budget management techniques

- Basics for budgeting process
- Budgeting as a planning and control tool





See your initiative through the eyes of the CFO

- Time value of money
- Assess investment opportunities
- ROI vs. TCO and when to use each as justification
- Fixed vs. variable costs

Duration

(16) Hrs.



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Module 6: Project Management Essentials

Almost all available project Management training courses target project managers and project management certification. What about the project team members, line managers, senior management who deal with project managers?

This course is designed to provide the Project Management fundamentals, concepts, processes and techniques in a simple non-technical approach. It is recommended for everyone engaged in a project to ensure effective role in achieving project objectives.

Participants benefit from an optimal mix of learning methods to acquire project management concepts, and learn how to apply these concepts in real life through multiple hands on exercises and assignments.

Upon completion of this course, the participant will have a comprehensive understanding of:

- How projects have been selected, initiated and chartered?
- Managing the stakeholders, requirement, time, cost, quality, risks and estimation
- Managing the balance between competing constraints scope, time, cost, quality, risk and resources
- Leading effective project team (roles and responsibilities, performance and accountability, motivation, communication, conflict resolution, etc.)

Introduction

- Management, Project and Project Management framework
- Start up and initiating a Project

Project Planning

- Stakeholder Engagement
- Requirements and Scope Management (collect requirements, defining scope, product based planning)
- Quality Management (define which quality standard to be applied, how are you going to achieve the required standard, plan for inspection and quality controls).





- Time Management (estimate durations, product roadmap / sequence activities, develop schedule)
- Resource Management (estimate the required resources, and develop resource plan)
- Cost Management (estimate project cost, determine budget)
- Risk Management (identify risks, analyze risks, plan for risk treatment)
- Get the required approval and kick off the project

Project Execution

- Acquire and develop a project team
- Coordinate project work
- Manage delivery and acceptance

Project Control

- Control schedule, quality, risks, costs and stakeholder's engagement
- Control the information flow in the project
- Develop project status / progress report

Project Closing

- Handover to operation
- Lessons learned
- Close out the project

Duration

(16) Hrs.



Module 7: Business Analysis Essentials

This course trains participants to help clients articulate their needs and wants, and to document them clearly, concisely, and completely. By grasping this core Business Analyst (BA) skill, BAs can contribute significantly to successful projects (such as business automation, improvement and transformation) and the products they create.

This enable business owner to understand their current system “As Is”, address stakeholders needs and requirements, then enable the business analyst to design the new system “To Be”, get the stakeholders buy in to fix the current system issues and pain areas to be aligned with business objectives.

You'll learn how to define the scope of work and master requirements elicitation techniques that will work for a variety of projects and audiences. You'll consider the unique needs of customers, stakeholders, and departments as you work toward building, documenting, communicating, and managing requirements.

Upon completion of this course, the participant will be able to:

- Adopt a business analysis process model approach to change initiatives
- How to identify and document business issues
- Consider the perspectives of different stakeholders in the change project and document their views
- Overview of techniques to model business systems
- Recognize the skills and competencies required of the business analyst

Overview of Business Analysis

- The solutions lifecycle
- What is business analysis and terminology?

Enterprise Analysis

- The business architecture
- Feasibility studies, Project scope and Business case
- Risk assessment, selecting and prioritizing projects





Requirements Planning and Management

- Requirements scope
- Requirements activities (selection and estimation - Measurement and reporting)

Requirements Analysis and Documentation

- Elicit requirements
- Analyze stakeholder's requirements
- Analyze system requirements (functional and non-functional)
- Analyze quality of service requirements
- Requirement Priority and Dependencies
- Modeling techniques

Requirements Communication

- Requirement documentation
- Requirement approval
- Requirement change control
- Requirement configuration management

Duration

(16) Hrs.





Module 8: Human Resources and Talent Management

This course introduces the functions of personnel/human resource management within an organization. Topics include equal opportunity and the legal environment, recruitment and selection, performance appraisal, employee development, compensation planning, and employee relations

Upon completion, students should be able to anticipate and resolve human resource concerns.

- Orient personnel to organizational goals, policies, rules, and procedures
- Supervise employees
- Evaluate employees
- Reward/discipline employees
- Talent Development within an Organization.

Development of human resources management

- The role of human resources management
- Stages of development

Talent management

- Talent and Performance Management.
- Creating a Talent Management Plan.
- Talent Development within an Organization

Selection

- Sources of information about job candidates
- The employment interview and employment tests
- Reaching a selection decision

Duration

(12) Hrs.





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Professional Certificate in Customer Relationship Management (CRM)

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Program Overview

Customer relationship management refers to the set of practices, methods, strategies, and technologies used by businesses to manage customer's relations. This is important since customers are important for the success of the business.

Good customer Service can be considered as the big differentiator between firms. While competing products are often similar and can anyway be easily duplicated, good customer service is a holistic system, requiring a sustained organization-wide effort, driven by the top and permeating all aspects of the organization culture. The resulting customer-centric organization becomes a formidable competitor whose model cannot be easily copied.

Customer Relationship Management helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably.

In this course, we look at what it takes to build a customer-centric organization. Case studies, self-evaluation exercises, application of service quality tools, video clips with debriefs, and oral and written questions resulting in debates and more are all used in this course in addition to brief instructor and participant presentations.

Main topics

1. Module 1: Defining and Appreciating the Customer.
2. Module 2: The internal customer and vital communication tools.
3. Module 3: Building and Enabling Customer Relationships.
4. Module 4: Customer Service as a Strategic Imperative.
5. Module 5: Developing the Relationship.
6. Module 6: Customer satisfaction surveys and other vital tools.
7. Module 7: Excellence in Service.
8. Module 8: The Role of CR in Building Customer Loyalty.





Learning Objectives

You will apply methods and models to understand customer value, grow this value, and target customers individually, with the goal of optimizing customer loyalty. Here's what you will have the opportunity to accomplish.

Upon successful completion of this course, the participant will be able to:

- Learn what CRM is and why it is so important to focus on your customers.
- Develop his/her interpersonal skills.
- Known facts about relationships, loyalty and how these two go hand-in-hand.
- Identify why customer relationship management is so important to the success of the company.
- Learn how to look for customers and what customers expect from the company in terms of service and support.
- Utilize customer information to segment and develop customer targeted marketing programs.
- Define Customer Service Concept and techniques.
- Interact with customers to help them feel more comfortable and satisfied.
- Deal successfully with difficult customers.
- Ask questions to discover and meet customer needs.
- Describe customer service/relationship approaches and models such as RFM, CLV, etc..
- Handle Customer complaints, resistance and objections effectively.
- Recognize why companies use CRM and how CRM touches all aspects of an organization and impacts sales and marketing strategies.
- Evaluate various CRM systems and select one that fits the needs of an organization.
- Build and maintain customer loyalty.
- Get an understanding on how to measure customer relationship management from the characteristics to problems that may faced to the standards that wanted to achieve.
- Know how to develop a relationship effectively.
- Explore issues regarding privacy, ethics and the future of CRM.



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Target Audience

- Sales/Business Development Leaders
- General Managers
- Marketing Consultants
- Strategy Consultants
- Customer Experience Managers
- customer service managers
- Growth Hackers

Pre-requisites

There are no pre-requisites.

Total Duration

(45) Hrs. – (9) Days.



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Module 1: Defining and Appreciating the Customer

Learn to identify which customers to target for the greatest value by analyzing a business from a customer-centric viewpoint, examining steps to developing a customer strategy, and determining the lifetime value of your customers individually and collectively.

This module covers the following key topics:

- Definition of customer.
- Definition of customer service.
- The internal and external customer.
- What is Customer Service?
- Why Care for customers?
- Customer Service in Globalized Market.
- Customers Types.
- Who are your customers?
- Interpersonal skills needed for customer service.

Duration

(5) Hrs.



Module 2: The Internal Customer and Vital Communication Tools

Internal communication tools are vital for every business across any industry, especially with so many employees working remotely. Having efficient communication is the difference between providing an exceptional customer experience or a mediocre one. So how do the best companies address their internal communication strategy? They utilize a combination of strategy, employee adoption, and of course, an internal communication tool to house all the discussion.

This module covers the following key topics:

- The need for motivated employees.
- The need for qualified employees.
- Silo mentality.
- Destroying the silos.
- Communicating with your customer.
- Building Customer Rapport.
- Call Centers.
- Telephone skills and Etiquette.
- The professional use of E-mail.

Duration

(5) Hrs.

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Module 3: Building and Enabling Customer Relationships

Develop a strategic framework for growing customer loyalty by examining strategies to identify, track, and predict customer relationships and secure customer value across the customer life cycle.

This module covers the following key topics:

- Definition of CR.
- Why CR.
- CR in Globalized Market.
- Tools of building CR.
- Skills needed for professional CR agent.
- Why to build relationships with customers?
- How to build relationships with customers?

Duration

(5) Hrs.





Module 4: Customer Service as a Strategic Imperative

Customers that feel positively about their experience of interacting with your brand, product or service is paramount to success in a heavily connected digital age.

This module covers the following key topics:

- From 'suspect' to 'partner'.
- Going up the ladder.
- The 'KANO' model. 'Basic' attributes. 'Performance' attributes. 'Delight' attributes.
- The customer-centric organization.
- Customer service as a strategic imperative.
- The 7 practices of Customer-centric organization.

Duration

(5) Hrs.





Module 5: Developing the Relationship

By building positive relationships with others, we will be happier and more fulfilled and feel more supported and connected and staying aware of the purpose of the relationship helps to keep it on track.

This module covers the following key topics:

- Promotional Items to Enhance Customer Relations.
- It isn't enough to build relationships if you don't maintain them.
- It doesn't have to take much time.
- Friendship is a choice, not a response. Business-relationship-development.
- Employees rarely treat customers better than their employer treats them.
- Nice isn't enough if you're not competent.
- Relationships aren't built in a day.

Duration

(5) Hrs.



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Module 6: Customer satisfaction surveys and other vital tools

Customer satisfaction and measurement issues have vital roles for businesses in providing and maintaining a competitive advantage. It is recognized that the businesses forming components of marketing mix by acknowledging the customers' expectations, receive customer loyalty and profit in return.

This module covers the following key topics:

- The Art of Customer Follow-up.
- Importance of segmentation in understanding customers.
- Principles of customer segmentation.
- Focus groups.
- Major survey methods.
- Questionnaire examples.
- Customer survey guidelines.
- Types of satisfaction surveys.
- Basics of sampling.
- Attributes to measure.
- Customer satisfaction index.
- "RATER" in depth (Reliability, Assurance, Tangibles, Empathy, Responsiveness).
- Service quality gaps model.

Duration

(10) Hrs.

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Module 7: Excellence in Service

Service excellence is not just about delivering luxury-level service. By definition, service excellence refers to the ability of service providers to consistently meet and occasionally even exceed customers' expectations. This implies that the true meaning of excellent service is relative to the service itself and customers' expectations of it.

This module covers the following key topics:

- Satisfy Customer Needs.
- Fundamentals for managers.
- Fundamentals for employees.
- Establishing Service Standards.
- Providing Superior Customer Service.

Duration

(5) Hrs.





Module 8: The Role of CR in Building Customer Loyalty

Customer loyalty is the measurement of a customer's willingness to continue engaging in and purchasing your product or service. Building customer loyalty is important for improving the lifetime value of current customers, which can make up most of your consistent revenue. It even helps bring in new customers, since happy customers are more likely to recommend your product or service to others.

This module covers the following key topics:

- CR Representatives.
- Handling Customer Complaints.
- Handling Angry Customers.
- Turning Complaints into Delight.
- Creating Customer Loyalty.
- The power of Wow Customer Service.
- Action Plan - to apply CS techniques on participant's organization.
- Loyalty Programs.

Duration

(5) Hrs.





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Program Overview

Leadership is the ability to influence a group to lead it to achieve its goals. The success of a company is based on the conjunction of three factors: teams with diverse skills, a common vision and solvent leadership. In many cases, good ideas couldn't be applied due to the lack of ability to manage the human team. It is for this reason that this program is necessary to achieve success.

This program will equip who are, or intend to become, supervisors, managers, professionals or executives, with the knowledge to provide effective leadership and to effectively build and manage teams. The ability to work as part of a team, and demonstrate leadership skills is vital for business and career success.

This program covers these important aspects of organizational life, as well as motivation, team behavior, team roles, development and culture, and the use and influence of power in organizations and as the difference between Management and Leadership, Types of Leadership, Leadership Ethics. Through this program, especial attention is paid to translating the academic theory into practical action. The program will help current and future managers and leaders to understand the changes in their leadership role as they rise in seniority and to understand both practical and theoretical leadership.

Main topics

1. Module 1: Management and Human Resource.
2. Module 2: Leadership and its Styles.
3. Module 3: The role of Leadership in Workgroups and Team Building.
4. Module 4: Leadership through Motivation.
5. Module 5: Leadership through Delegation.
6. Module 6: Leadership and Communication in the Workplace.
7. Module 7: The Role of Leadership Coaching, Training and Development of Team Members.
8. Module 8: Leadership and Successful Change Management.





Learning Objectives

Over the past 20 years the general interest in leadership has grown exponentially. Our highest-level program in leadership was designed for anyone looking for understanding and applying theories of effective leadership and to reflect critically on their own leadership style in order to enhance their own effectiveness as leaders.

Upon successful completion of this program, the participant will be able to:

- Apply theories of effective leadership.
- Analyze the effectiveness of different leadership styles in different contexts.
- Reflect critically his own leadership style in order to enhance his/her effectiveness as a leader.
- Communicate ideas in a clear manner both in the role of leader as well as follower across a wide range of situations.
- Provide effective feedback to team members.
- Adjust his/her leadership and followership styles to the requirements of the team and the situation.
- Work collaboratively to complete a task.
- Lead a review process through which a team can reflect on, and learn from, its performance on a particular task.
- Evaluate the links between leadership techniques and the use of power in organizations.
- Analyze the effectiveness of different leadership styles in different contexts from an instrumental, political and ethical perspective.
- Adjust his/her leadership and communication style to suit the cultural expectations of the people with whom he/she is working.
- Understand the role and importance of leadership in building a safety culture and in creating an organizational environment that is psychologically safe.





Target Audience

The program is targeted to leaders in the public, private and non-profit sectors. This includes, but is not limited to all Business Leaders, Business Managers, marketing and sales practitioners, marketing and sales planners and business unit staff who are in need to broaden their leadership and team-management skills.

Pre-requisites

There are no pre-requisites.

Total Duration

(45) Hrs. – (9) Days.



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Module 1: Management and Human Resource

This program, designed for new or up-and-coming organizational leaders, provides an overview of the management and leadership skills all managers need for success. This Module will introduce participants to the responsibilities of a manager, giving positive and corrective feedback, coaching for performance problems, and much more.

This module covers the following key topics:

- Human, financial and material resources.
- The term 'human resource'.
- Management as an activity.
- What management involves?
- Levels of management.
- Employment benefits.
- Working conditions.
- Planning and Organizing Work
- Encouraging employees to work well.
- Training of employees.
- Organizing work environment.
- Health and safety of work environment.
- The work team or workgroup.
- Team goals.
- Supervisors, managers and leadership.
- Planning, setting group objectives and coordination.

Duration

(5) Hrs.





Module 2: Leadership and its Styles

The Module providing you with all the knowledge and resources required to identify the style which is most suitable for yourself as a leader. And will discuss the various definitions of leadership, different leadership roles, tips and techniques. Furthermore, the differences between managerial roles and leadership as a concept will be discussed in depth.

This module covers the following key topics:

- Task-Oriented (TO) and Relationship-Oriented (RO) leadership, the right balance, technical and people skills.
- Conflict, causes and conflict resolution techniques.
- Leadership styles (situational leadership, leadership style and focus on team development).
- Dr. Tuckman's model of the team life-cycle (implications, consequences and practical application).

Duration

(5) Hrs.





Module 3: The role of Leadership in Workgroups and Team Building

This Module seeks to develop and strengthen interpersonal leadership and teamwork skills. This will allow Participants to think more flexibly when solving unexpected problems and to help them reach results on personal and professional levels. In addition, they will learn how to perform well during teamwork and how to understand the specific role of leadership in these tasks.

This module covers the following key topics:

- Development of workgroups, sections and departments.
- Differences between workgroups and teams.
- Meaning of teamwork and team leadership.
- Stages in group or team formation.
- Ensuring group or team cohesiveness
- Group and team norms, values, integrity, respect, empathy, codes of conduct and attitudes.
- Team-Role Theories.
- Specialization of roles and functions, team, operational and strategic leadership.
- Empowering workforces.
- The Belbin Team Roles theory, action oriented, people oriented and thought oriented roles, the best mix
- Action-centered leadership (achieving the goal, building the team, developing the individuals).
- Different Types of Teams (Project teams, functional teams, matrix teams, contract teams, operational teams, self-managed teams)
- Roles in teams (technical and functional, allocating roles to team members, positive and negative behaviors).
- Decision-making within teams and group decision-making models.
- Trust in teams and strategies for building trust.
- Virtual teams (time and spatial boundaries, virtual team sociology, virtual team management and leadership).

Duration

(10) Hrs.

Module 4: Leadership through Motivation

This Module offers a comprehensive introduction to leadership and the steps one must take to become an effective leader. In addition, the learner will receive a solid grounding in leadership approaches, theories and





motivation concepts. The course also discusses the importance of rewards & recognition and grievances & discipline procedures.

This module covers the following key topics:

- Motivation; its importance and goals.
- Job satisfaction, employee loyalty and developing commitment.
- Leaders and motivating individuals and the group.
- Building good work relationships.
- Handling subordinates' mistakes.
- Responsibility and rewards.
- Leader responsibilities towards the employing organization, customer-satisfaction, security, protection of assets.
- Leader responsibilities towards subordinates, fair treatment and community.
- Theories About Motivation (Need-based theories of motivation, Maslow's Hierarchy of Human Needs, McClelland's Acquired-Needs Theory, Herzberg's Motivation-Hygiene Theory).
- Process-based theories of motivation (Equity Theory, Expectancy Theory and effort and rewards, Reinforcement Theory)

Duration

(5) Hrs.





Module 5: Leadership through Delegation

Leaders that are able to delegate are in high demand. In fact, these skills are essential to achieving measurable results.

This Module will teach participants about leadership, the benefits of delegation, and will introduce a practical delegation process that can be easily applied.

This module covers the following key topics:

- The meaning of delegation and authority.
- The need for delegation and its benefits.
- Stages in delegation.
- Delegating correctly, training, allocating work and responsibility.
- Delegation mistakes to avoid.
- Monitoring performance
- Decision-making by managers, by supervisors and by subordinates.
- Leaders and implementing decisions.

Duration

(5) Hrs.



Module 6: Leadership and Communication in the Workplace

While hiring a manager good communication skills are considered to be the most imperative skills a manager must have. A manager is capable to accomplish all this by effective leading, sound planning, monitoring and communicating. It is a manager's communication skills which motivate and inspire teammates to work hard and achieve team targets and organizational goals as well. Effective communication act as an advantage of a leader to lead effectively.

This module covers the following key topics:

- Communication Skills.
- The need for communication in the workplace.
- Spoken, written and visual, signals and body language
- The purpose of communication.
- Encouraging two-way communication.
- Effective communication by team leaders.
- Vertical and horizontal communication.
- Improving communication skills.
- Overcoming barriers to communication.
- Verbal Communication Skills
- Non-Verbal Communication Skills
- Barriers to communication and how to overcome them.
- Communication across cultures.

Duration

(5) Hrs.





Module 7: The Role of Leadership Coaching, Training and Development of Team Members

In this Module, participants will learn how to identify training needs and design training programs that will meet the needs of their employees. The module will discuss conducting needs assessments, the role of training in overall employee development, and the use of technology in employee training.

This module covers the following key topics:

- Coaching, Training and Development of Team Members.
- Planning a good induction program (introductions to existing members, probationary periods, and job induction).
- Coaching and its forms.
- Training and its methods.
- Employee development.
- Disciplinary action and their steps.
- Reducing incidences and joint problem solving.
- Preventing bullying and harassment, workplace stress, job design, redesign, rotation and enlargement.

Duration

(5) Hrs.





Module 8: Leadership and Successful Change Management

This Module will provide Leaders with the tools and knowledge needed to lead their teams through changes that affect their organization. During this session, participants will discuss the importance of clear communication from managers and supervisors throughout the change process, the different ways employees respond to workplace change, common emotions associated with workplace change, stages in change acceptance, and tips for managing resistance to change.

This module covers the following key topics:

- Creativity and Innovation in Business.
- Encouraging Creativity in a Team.
- Building and sustaining an innovative work environment.
- Change management Process.
- Key Factors in Successful Change.
- Building support for the change.
- The individual motivators for change.
- Leaders and successful change implementation.

Duration

(5) Hrs.





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Program Overview

Many industries are realizing the importance of project management and its role in the organization. They are also seeing that simply proclaiming a head technician to be a “project manager” does not make it so. Project management, just like engineering, information technology, and a host of other trades, has its own specific qualifications and skills. This course certificate tells potential employers that you have the skills, experience, and knowledge to drive successful projects and ultimately improve the company's bottom line. A Course certificate will always make you stand out above the competition.

PMP course certification displays your willingness to pursue growth in your professional career and shows that you are not afraid of a little hard work to get what you want. Potential employers will interpret your pursuit of this course certification as a high-energy, success-driven, can-do attitude on your part. They will see that you are likely to display these same characteristics on the job, which will help make the company successful. Your certification displays a success-oriented, motivated attitude that will open up opportunities for future career advancements in your current field as well as in new areas you might want to explore.

Main topics

1. Module 1: Building the foundation for Project Management
2. Module 2: Assess Needs
3. Module 3: Business Value
4. Module 4: Delivering and Project Scope
5. Module 5: Creating the Schedule
6. Module 6: Project Budget Management
7. Module 7: Project Risk Management
8. Module 8: Human Resources Management
9. Module 9: Developing Project Team
10. Module 10: Procurement and Contracts Management
11. Module 11: Information and Quality Management in Project Management
12. Module 12: Monitoring and Controlling Projects



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Target Audience

Project Managers, Project coordinators, Program Managers, Agile practitioners, Business Leaders, Business Managers, marketing and sales practitioners, marketing and sales planners and business unit staff who are involved in or manage Project Management functions

Pre-requisites

There are no pre-requisites.

Certification

You will get a PMP preparation course attendance certificate with signature from Accredited Trainer from the project management institute PMI.

Total Duration

(50) Hrs.-(10) Days



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Module 1: Building the foundation for Project Management

The PMP content from the people domain covered

- Lead a team
 - Set a clear vision and mission
- Collaborate with stakeholders
 - Optimize alignment between stakeholder needs, expectations, and project objectives

The PMP content from the process domain Covered

- Manage communications
 - Communicate project information and updates effectively
- Determine appropriate project methodology/methods and practices
 - Recommend a project methodology/approach



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Module 2: Assess Needs

The PMP content from the people domain covered the following:

- Lead a team
 - Set a clear vision and mission
- Empower team members and stakeholders
 - Evaluate demonstration of task accountability
 - Determine and bestow levels of decision-making authority
- Collaborate with stakeholders
 - Evaluate engagement needs for stakeholders
 - Build trust and influence stakeholders to accomplish project objectives

The PMP content from the process domain covered the following:

- Integrate project planning activities
 - Analyze the data collected
- Manage project artifacts
- Determine appropriate project management methodology

The PMP content from the business environment domain covered the following:

- Plan and manage project compliance
 - Confirm project compliance requirements
- Evaluate and deliver project benefits and value
 - Investigate that benefits are identified
 - Document agreement on ownership for ongoing benefit realization



Module 3: Business Value

The PMP content from the people domain covered the following:

- Lead a team
 - Analyze team members' and stakeholders' influence
- Empower team members and stakeholders
- Build a team
 - Appraise stakeholder skills
- Collaborate with stakeholders
- Build shared understanding
 - Survey all necessary parties to reach consensus
- Mentor relevant stakeholders
 - Allocate the time to mentoring
 - Recognize and act on mentoring opportunities

The PMP content from the process domain covered the following:

- Execute the project with the urgency required to deliver business value
- Manage communications
- Engage stakeholders
- Determine appropriate project management methodology/methods and practices

The PMP content from the business environment domain covered the following:

- Plan and manage project compliance
- Evaluate and deliver project benefits and value
- Evaluate and address external business environment changes for impact on scope
- Support organizational change



Module 4: Delivering and Project Scope

The PMP content from the people domain covered the following:

- Lead a team
 - Set a clear vision and mission
- Empower team members and stakeholders
 - Support team task accountability
 - Determine and bestow level(s) of decision-making authority
- Build a team
 - Appraise stakeholder skills
 - Deduce project resource requirements
- Collaborate with stakeholders
- Build shared understanding
 - Survey all necessary parties to reach consensus

The PMP content from the process domain covered the following:

- Execute project with urgency required to deliver business value
- Plan and manage scope
 - Determine and prioritize requirements
 - Break down scope (e.g., WBS, backlog)
 - Monitor and validate scope
- Determine appropriate project methodology/methods and practices
 - Recommend project execution strategy (e.g., contracting, finance)
 - Recommend a project methodology/approach

The PMP content from the business environment domain covered the following:

- Plan and manage project compliance
- Evaluate and deliver project benefits and value
- Support organizational change



Module 5: Creating the Schedule

The PMP content from the people domain covered in the following:

- Lead a team
 - Set a clear vision and mission
- Build a team
 - Deduce project resource requirements

The PMP content from the process domain covered in the following:

- Execute project with urgency required to deliver business value
 - Support the team to subdivide project tasks as necessary to find the minimum viable product
- Plan and manage schedule
 - Estimate project tasks (milestones, dependencies, story points)
 - Utilize benchmarks and historical data
 - Prepare schedule based on methodology
 - Modify schedule, as needed, based on methodology
- Manage project artifacts
 - Validate that the project information is kept up to date and accessible to all stakeholders
- Determine appropriate project methodology/methods and practices
 - Assess project needs, complexity, and magnitude
 - Recommend project execution strategy
 - Recommend a project methodology/approach

The PMP content from the business environment domain covered the following:

- Support organizational change
 - Evaluate impact of the project to the organization and determine required actions



Module 6: Project Budget Management

The PMP content from the people domain covered the following:

- Lead a Team
 - Analyze team members' and stakeholders' influence
 - Distinguish various options to lead various team members and stakeholders
- Build a Team
- Collaborate with stakeholders
- Build shared understanding
 - Break down situation to identify the root cause of a misunderstanding
 - Survey all necessary parties to reach consensus
 - Investigate potential misunderstandings
- Mentor relevant stakeholders
 - Allocate the time to mentoring
 - Recognize and act on mentoring opportunities

The PMP content from the process domain covered the following:

- Execute project with urgency required to deliver business value
- Manage communications
- Engage stakeholders
 - Develop, execute, and validate a strategy for stakeholder engagement
- Plan and manage budget and resources
- Manage project artifacts
- Determine appropriate project methodology/methods and practices

The PMP content from the business environment domain covered the following:

- Evaluate and deliver project benefits and value
 - Appraise stakeholders of value gain progress



Module 7: Project Risk Management

The PMP content from the process domain covered the following:

- Assess and manage risks
 - Determine risk management options
 - Iteratively assess and prioritize risks
- Manage project artifacts
- Determine the requirements
- Validate that the project information is kept up to date
- Determine appropriate project methodology/methods and practices
 - Assess project needs, complexity, and magnitude
 - Recommend project execution strategy
 - Use iterative, incremental practices throughout the project life cycle
- Manage project issues
 - Recognize when a risk becomes an issue

The PMP content from the business environment domain covered the following:

- Plan and manage project compliance
 - Confirm project compliance requirements—security, health and safety, regulatory compliance
 - Classify compliance categories
 - Determine potential threats to compliance
 - Use methods to support compliance
 - Analyze the consequences of noncompliance
 - Determine necessary approach and action to address compliance needs



Module 8: Human Resources Management

The PMP content from the people domain covered the following:

- Empower team members and stakeholders
 - Organize around team strengths
- Negotiate project agreements
 - Analyze the bounds of the negotiations for agreement
 - Assess priorities and determine ultimate objective(s)
 - Participate in agreement negotiations
 - Determine a negotiation strategy
- Build shared understanding
 - Survey all necessary parties to reach consensus

The PMP content from the process domain covered the following:

- Execute project with urgency required to deliver business value
 - Examine the business value throughout the project
- Plan and manage budget and resources
 - Plan and manage resources
- Plan and manage quality of products/deliverables
 - Determine quality standard required for project deliverables
 - Recommend options for improvement based on quality gaps
- Integrate project-planning activities
- Plan and manage procurement
- Determine appropriate project methodology/methods and practices

The PMP content from the business environment domain the following:

- Evaluate and deliver project benefits and value
- Support organizational change



Module 9: Developing Project Team

The PMP content from the people domain covered in the following:

- Lead a team
 - Set a clear vision and mission
 - Support diversity and inclusion
 - Value servant leadership
 - Determine an appropriate leadership style
 - Inspire, motivate, and influence team members/stakeholders
 - Analyze team members and stakeholders' influence
- Support team performance
 - Appraise team member performance against key performance indicators
 - Support and recognize team member growth and development
 - Verify performance improvements
- Empower team members and stakeholders
- Ensure team members/stakeholders are adequately trained
- Build a team
 - Appraise stakeholder skills
 - Deduce project resource requirements
 - Maintain team and knowledge transfer
- Address and remove impediments, obstacles, and blockers for the team
- Engage and support virtual teams
- Promote team performance through the application of emotional intelligence

The PMP content from the process domain covered the following:

- Execute project with urgency required to deliver business value
- Determine appropriate project methodology/methods and practices

Module 10: Procurement and Contracts Management

The PMP content from the people domain covered includes the following:

- Empower team members and stakeholders



- Organize around team strengths
- Negotiate project agreements
- Build shared understanding
 - Survey all necessary parties to reach consensus

The PMP content from the process domain covered includes the following:

- Execute project with urgency required to deliver business value
 - Examine the business value throughout the project
- Plan and manage budget and resources
 - Plan and manage resources
- Plan and manage quality of products/deliverables
 - Determine quality standard required for project deliverables
 - Recommend options for improvement based on quality gaps
- Integrate project planning activities
 - Assess consolidated project plans for dependencies, gaps, and continued business value
 - Determine critical information requirements
- Plan and manage procurement
- Determine appropriate project methodology/methods and practices

The PMP content from the business environment domain covered the following:

- Evaluate and deliver project benefits and value
- Support organizational change



Module 11: Information and Quality Management in Project Management

The PMP content from the people domain covered includes the following:

- Manage conflict
 - Interpret the source and stage of the conflict
 - Analyze the context for the conflict
 - Evaluate/recommend/reconcile the appropriate conflict resolution solution
- Lead a team
 - Set a clear mission and vision
- Address and remove impediments, obstacles, and blockers for the team
- Negotiate project agreements
- Collaborate with stakeholders
- Define team ground rules

The PMP content from the process domain covered in this chapter includes the following:

- Manage communications
- Assess and manage risks
- Engage stakeholders
- Plan and manage quality of products/deliverables
- Plan and manage procurement
- Manage project artifacts
- Determine appropriate project methodology/methods and practices



Module 12: Monitoring and Controlling Projects

The PMP content from the people domain covered includes the following:

- Empower team members and stakeholders
- Negotiate project agreements
- Collaborate with stakeholders

The PMP content from the process domain covered includes the following:

- Manage communications
- Assess and manage risks
- Engage stakeholders
- Plan and manage quality of products/deliverables
- Integrate project planning activities
- Manage project changes
- Plan and manage procurement
- Manage project artifacts
- Manage project issues

The PMP content from the business environment domain covered in the following:

- Plan and manage project compliance
- Evaluate and deliver project benefits and value
- Evaluate and address external business environment changes for impact on scope
- Support organizational change

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Program Overview

The Diploma in Professional Marketing is for individuals who wish to develop their strategic marketing knowledge and management capabilities. This qualification will enable you to build the skills in order to progress as a Marketing Manager or wider mid-level marketing position.

Main topics

1. Module 1: Essentials of Marketing.
2. Module 2: Consumer Behavior & Merchandising.
3. Module 3: Marketing Research.
4. Module 4: Integrated Marketing Communication.
5. Module 5: Branding & Brand Strategies.
6. Module 6: Digital Strategies.





Module 1: Essentials of Marketing.

- Introduction to marketing.
- Marketing planning: situational analysis objective setting and developing marketing strategies.
- Marketing mix
- Pricing and distribution strategies.
- Promotional strategies: Advertising, personal selling, sales promotion, public relation.

• **Duration** **(10) Hrs.**

Module 2: Consumer Behavior & Merchandising.

- What is consumer behavior?
- Decision making process
- External factors affecting consumer behavior culture and subculture.
- Internal factors affecting consumer behavior.
- Merchandising: how to display your products in such a way that it stimulates interest and encourage customers to make a purchase.

• **Duration** **(10) Hrs.**

Module 3: Marketing Research.

- Analysis of markets & consumers.
- Primary and secondary data.
- Usage and attitude study.
- Quantitative & qualitative research using both questionnaire and focus group.
- Online research using different digital tools.

• **Duration** **(10) Hrs.**

Module 4: Integrated Marketing Communication.

- Advertising objectives.
- Advertising execution strategies.
- Rational & emotional messages.
- 360 Campaigns.
- Online advertising.





- Sales promotion.
- Personal selling.

- ***Duration***
(10) Hrs.

Module 5: Branding & Brand Strategies.

- Local & regional brand management
- Brand essence.
- Brand mantra.
- Brand positioning.
- Brand logo& slogan.
- Brand domain.

- ***Duration***
(10) Hrs.

Module 6: Digital Strategies.

- Introducing Digital Marketing.
- Digital Marketing Mix.
- CRM (Customer Relation Management).
- Online CX (Customer Experience).
- Digital Marketing Channels.
- Advertising.

- ***Duration***
(10) Hrs.

Total Duration

(60) Hrs. – (12) Days.

