Training Catalogue 2020
Your Business Success Is Our Mission
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Who We are?

About Us

hpa is a committed Business Solutions company founded in 2004 to provide organizations with high quality services, that enable them to achieve their goals, by enhancing the skills for their most valuable assets – people – as well as their business processes, in order to reach their strategic and operational objectives.

Mission and Vision

hpa is a leading Business Solutions Company in MEA assisting organizations to achieve their strategic and operational objectives by enhancing the business processes and developing the employees, who are the most valuable assets of the organization.

Our Core Values

We value our human assets and believe in human mind
We find success in satisfying our clients and partners
We deliver quality and excellence
We require premium return on our clients and partners’ investments
We use world-class technology to develop market leadership.
Our Services

All our services are designed and presented to our clients to increase the profitability and the stability of their companies.

Training and Development Services

The purpose of Training Courses is to maintain and improve effectiveness and efficiency of individuals and organizations thus to bring out the finest capabilities and potentials. hpa believes that developing individuals boosts the organization’s performance and takes it beyond expectations, providing different kinds of training courses programs and services is our major aspect.

Consulting Services

Our aim is to develop the performance of our SME clients to achieve growth in business volume and profitability also to create a working environment that is capable of achieving the desired objectives through a range of specialized professional services.

Recruitment Services

By using a huge database of professionals in different disciplines and using the latest methods of selection and evaluation, we offer our clients the most suitable human elements for their employment needs in the shortest possible time.
The diversity of business solutions in hpa increasing rapidly from a year to another with the same level of quality

Shady Mohamed, Training Specialist (B-Tech)

hpa is the most professional and organized training provider. They have professional alternative business solutions in all business sides

Sara Emam, OD manager (WADI DEGLA)

Many thanks for inviting us to your excellent event. Actually, the pleasure is mine, and I hope we can establish a long term business partnership between us. Again, thanks for your cooperation and I appreciate your help

Elhakam M. Zarouk, LEONI Wiring Systems Egypt
Training Courses

QAC | Qualified Accountant Certificate

Program Content
- Financial Accounting Certificate
- Banks & Treasury
  ~ Treasury Management
  ~ Banking Transactions
- Purchase & Inventory Cycle
- Sales Cycle

General Information
- Duration: 30 hours
- Language: English
- Accounting Certificate By hpa

QAD | Qualified Accountant Diploma

Program Content
- Preparation and Measurement of the Financial Statements
- Financial Analysis
- Cash Flow Management
- Cost Management
- Income Tax
- Trade Finance

General Information
- Duration Hours: 68
- Language: English / Arabic

Financial Modelling for Planning, Forecasting & Financial Analysis

Program Content
- Modelling Tips, Tools & Routines
- Maintaining the Integrity of the Model
- Useful Modelling Functions
- Database Techniques
- Consolidations
- Tables of Results
- Setting Up “Controls”

General Information
- Duration: 24 training hours
  4 training days
- Language: English / Arabic
## Workshop

### FNF | Finance For Non-Financers

**Program Content**
- Basic Accounting Concepts
- Understanding financial statements
- Financial analysis (meaning, equation and impact)
- Budgeting Techniques
- Budgeting process
- Forecasting Methods
- Steps toward building a budget

**General Information**
- Duration: 2 full day
- Language: English / Arabic

### IA&IC | Internal Audit and Internal Control

**Program Content**
- Internal Auditing
- Risk and the Control Environment
- The assessment and management risk
- The system of internal control
- PCAOB approach
- Components of internal control
- The control environment
- Board of directors’ role
- Audit committee’s role
- Objectives of internal control
- The importance of human resources
- Control Procedures

**General Information**
- Duration: 18 hours
- Language: English / Arabic
International Certificates

CMA P1 | Certified Management Accountant Part 1

Program Content
- External Financial Reporting Decisions
- Planning, Budgeting, and Forecasting
- Performance Management
- Cost Management
- Internal Controls
- Technology and Analytics

General Information
- Duration: 132 hours
- Language: English/Arabic

CMA P2 | Certified Management Accountant Part 2

Program Content
- Financial Statement Analysis
- Corporate Finance
- Decision Analysis
- Risk Management
- Investment Decisions
- Professional Ethics

General Information
- Duration: 90 Hours
- Language: English/Arabic

CMA Exam

4 hours – 100 multiple choice questions and two 30-minute essay questions
International Certificates

IFRS Cer. | International Financial Reporting Standards

Program Content
- The nature and operations of the IASB
- Presentation and profit
- Accounting for assets and liabilities
  part 1
- Accounting for assets and liabilities
  part 2
- Group accounting
- Disclosure standards
- Principal differences between UK/US GAAP and IFRS

General Information
- Duration: 36 hours
- Language: English

IFRS Dip. | International Financial Reporting Standards

Program Content
- International Sources of authority
- Elements of financial Statement
- Presentation and additional disclosures
- Preparation of external financial reports for combined entities and joint arrangements

General Information
- Duration: 80 hours
- 2 Session workshop
- Language: English

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## Program Content

- **Internal Audit Basics**
  - Mandatory Guidance
  - Internal Control / Risk - Awareness Level
  - Conducting Internal Audit Engagements - Audit Tools and Techniques

- **Internal Audit Practice**
  - Managing the Internal Audit Function
  - Managing Individual Engagements
  - Fraud Risks and Controls

- **Internal Audit Knowledge Elements**
  - Governance / Business Ethics
  - Risk Management
  - Organizational Structure / Business Processes and Risks
  - Communication
  - Management / Leadership Principles
  - IT/Business Continuity
  - Financial Management
  - Global Business Environment

## General Information

- **Duration:**
  - Part 1: 56 Hours
  - Part 2: 56 Hours
  - Part 3: 90 Hours

- **Language:**
  - English/Arabic
## International Certificates

### ADIT Diploma

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- BASIC PRINCIPLES OF INTERNATIONAL LAW</td>
<td>- Duration:</td>
</tr>
<tr>
<td>- DOUBLE TAX CONVENTIONS IN THE LIGHT OF THE OECD MODEL TREATY</td>
<td>Program knowledge: 72 Hours</td>
</tr>
<tr>
<td>- HARMFUL TAX RULES AND INTERNATIONAL TAX AVOIDANCE</td>
<td>Exam Preparation: 24 Hours</td>
</tr>
<tr>
<td>- TRANSFER PRICING AND THIN CAPITALISATION</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- MISCELLANEOUS TOPICS</td>
<td></td>
</tr>
</tbody>
</table>
## Training Courses

### HRD | Human Resources Diploma

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Introductory Module 0</td>
<td></td>
</tr>
<tr>
<td>• Introduction to Human Resources and why it is important?</td>
<td></td>
</tr>
<tr>
<td>• Human Resources main functions and their Objectives</td>
<td></td>
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<tr>
<td>• Organization Structure</td>
<td></td>
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<tr>
<td>• Strategic HR Role</td>
<td></td>
</tr>
<tr>
<td>- Module 1: Effective Recruitment and Selection</td>
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<tr>
<td>- Module 2: Performance Management</td>
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<tr>
<td>- Module 3 Training and Development</td>
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<tr>
<td>- Module 4: Compensation, Benefits and Incentives</td>
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<tr>
<td>- Module 5: Egyptian Labor and Social Insurance Law</td>
<td></td>
</tr>
<tr>
<td>- Module 6: Payroll administration</td>
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<tr>
<td>- Module 7: Excel for HR “optional”</td>
<td></td>
</tr>
</tbody>
</table>

- Duration: 124 hours
- Language: English / Arabic
Training Courses

HRMD | Human Resources Management Diploma

Program Content
- Module 1: Strategic HR Planning
- Module 2: Talent Management
  - Recruitment, selection
  - Performance management
  - Training and Development
  - Career Development
  - Succession planning
- Module 3: Change management for HR
- Module 4: Advanced compensation & Benefits
- Module 5: Social insurance and labor law
- Module 6: HR Audit
- Module 7: HR balanced Scorecards
- Module 8: Financial intelligence for HR professionals

General Information
- Duration: 142 hours
- Language: English / Arabic

TOT | Training Of Trainers

Program Content
- Training Introduction
- Trainees Analysis Tools
- Trainer Skills
- Training Cycle
  - Training Needs Assessment (TNA)
  - Designing the Presentation
  - Logistics Preparation
  - Development
  - Delivery
  - Evaluation

General Information
- Program Duration: 48 Hours
- Language: English / Arabic
## Training Courses

### Excel for HR

**Program Content**
- Basics of excel
- Recruitment
- Performance management
- Advanced excel
- Payroll
- Organizational charts

**General Information**
- Duration: 28 hours
- Language: English / Arabic
- Laptop is a must

### OD | Organizational Development Certificate

**Program Content**
- Is organisation ready for Organisational Development?
- The relationship between organisational development and HR
- Understanding Organizations: Weisbord's six box model for understanding organization.
- OD concepts, tools, and Models
- OD Interventions:
  - Interpersonal intervention
  - Group intervention
  - Intergroup interventions
  - Organizational intervention
- OD & Change management

**General Information**
- Duration: 28 hours
- Language: English / Arabic
Training Courses

KPIs from A to Z

Program Content
- What is KPIs?
- Performance metrics
- How to set SMART KPIs for your employees
- Types of indicators and the use of each
- KPI selection techniques
- KPI Dashboard
- KPI design template
- How to estimate the weight of each KPI.
- Strategic Objectives and how to cascade them to employees
- Linking KPIs to Strategy to Ensure Measurement of the Right Things at the Right Time
- Balanced scorecards and how to use them
- Tracking KPIs using Balanced Scorecard

General Information
- Duration: 18 hours
- Language: Arabic / English

TAC | Talent Acquisition Certificate

Program Content
- Strategic HR planning
- Workforce planning
- Recruitment and selection
- Employer branding
- Succession planning

General Information
- Duration: 62 hours
- Language: English / Arabic
Training Courses

HR Analytics

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- HR Analytics:</td>
<td>- Duration: 24 hours</td>
</tr>
<tr>
<td>• Why Is Analytics Important to the HR Field?</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>• Main types of analytics:</td>
<td></td>
</tr>
<tr>
<td>• Descriptive Analytics</td>
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<tr>
<td>• Predictive Analytics</td>
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<tr>
<td>• Prescriptive Analytics</td>
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</tr>
<tr>
<td>• Analyze HR activities that provide the critical deliverables for the organization’s strategy map</td>
<td></td>
</tr>
<tr>
<td>- The importance of HR data and how can it be used effectively by organizations to fulfill strategic objectives.</td>
<td></td>
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<tr>
<td>- HR Metrics</td>
<td></td>
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<tr>
<td>• Deciding what metrics are important to your business.</td>
<td></td>
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<tr>
<td>• Approaches for designing HR metrics</td>
<td></td>
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<tr>
<td>• Building HR functions metrics</td>
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<tr>
<td>• Workforce Planning Metrics</td>
<td></td>
</tr>
<tr>
<td>• Recruitment Metrics</td>
<td></td>
</tr>
<tr>
<td>• Training &amp; Development Metrics</td>
<td></td>
</tr>
<tr>
<td>• Compensation &amp; Benefits Metrics</td>
<td></td>
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<tr>
<td>• Employee relations &amp; Retention Metrics</td>
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<tr>
<td>• Align HR metrics with business strategy, goals and objectives.</td>
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</tbody>
</table>
## Competency Framework Workshop

**Program Content**
- What is competency framework?
- Components of competency framework
- Types of competencies and how to use them:
  - Core competencies
  - Technical competencies
  - Behavioral competencies
  - Leadership competencies
- Designing your company framework
- Competency based interviews
- Designing the CBI questions

**General Information**
- Duration: 18 hours
- Language: Arabic \ English

## How To Build Pay Structure

**Program Content**
- An Ideal Compensation Program
- Point Factors of Job Evaluation
- Anatomy of Pay Structure
- Maintain a Pay Structure

**General Information**
- Duration: 12 hours
- Language: Arabic \ English
International Certificates

**PHRi™ | Professional in Human Resources International**

**Program Content**
- Talent Acquisition
- HR Administration and Shared Services
- Talent Management and Development
- Compensation, Benefits, and Work Experience
- Employee Relations and Risk Management
- HR Information Management

**General Information**
- Duration: 44 hours
- Language: English

**Eligibility**
- A minimum of one (1) year of professional-level experience in an HR position with a Master’s degree or global equivalent.
- A minimum of two (2) years of professional-level experience in an HR position with a Bachelor’s degree or global equivalent.
International Certificates

SPHRi™ Senior Professional in Human Resources International

Program Content
- Business Leadership
- Talent Development and Management
- HR Service Delivery
- Measurement and Analysis

Eligibility
- A candidate must meet one of the following exam eligibility requirements to sit for the SPHRi™ exam:
  - A minimum of four (4) years of professional-level experience in an HR position with a Master’s degree or global equivalent.
  - A minimum of five (5) years of professional-level Experience in an HR position with a Bachelor’s degree or Global equivalent.

General Information
- Duration: 44 Hours
- Language: English
Marketing Sector

Training Courses

Marketing Certificate

Program Content

- What is the definition of:
  • Marketing
  • Marketing Management
  • Strategic Marketing
  • Marketing Strategy
- What is the difference between:
  • Need, Want, and Demand
  • Marketing & Sales
- What is the problem you are working on?
  • Market Research
  • Problem Definition
  • Data collection
  • Data analysis
  • Conclusion
- Vision & Mission
- Situation Analysis (SWOT Analysis)
- Objectives (SMART)
- Strategic Formulation
- Porter Generic Strategies
- Cost Leadership
- Differentiation
- Cost Focus
- Differentiation Focus
- Segmentation & Targeting
- Reflecting on consumer behavior analysis
- Brand Positioning & Differentiation
- Brand Perceptual Map
- Marketing Mix
  - Product
  - Price
  - Place
  - Promotion
  - Integrated Marketing Communication
  - Advertising
  - Sales Promotion
  - Public Relations
  - Direct Selling
  - Brand Equity
  - High Awareness
  - Favorable Image
  - Positive Responses
  - Strong Relation

General Information

- Duration: 40 hours
- Language: English / Arabic
Training Courses

PMD | Professional Marketing Diploma

Program Content
- Module 1: Marketing Research
- Module 2: Marketing Strategy and Planning
- Module 3: Consumer Behavior
- Module 4: Introduction Digital Marketing

General Information
- Duration: 68 hours
- Language: English / Arabic
- Location: hpa | Head Office

Customer Psychology

Program Content
- Introduction
- Perception “Perception is the reality”
- Motivation “Actions are visible, though motives are secret”
- Personality “You are what you buy!”
- Culture “A nation’s culture resides in the hearts and in the soul of its people”
- Persuasion “The Power of persuasion is the greatest superpower of all time”
- Decision Making “We think we’re making smart and rational choices, but are we?”
- Qualitative Marketing Research “Marketing without research is like driving with your eyes closed”

General Information
- Duration: 2 Days
- Language: English
Training Courses

DMC | Digital Marketing Certificate

Program Content
- Module 1: Digital Marketing Course Fundamentals
- Module 2: Build Up Your Website & Manage Your Online Visibility
- Module 3: Content Marketing & Blogging
- Module 4: Social Media & Email Marketing
- Module 5: Digital Advertising & Performance Media
- Module 6: Digital Analytics & Measurement

General Information
- Duration: 40 hours
- Language: English / Arabic
- Number of Sessions: 10

DMD | Digital Marketing Diploma

Program Content
- Introduction to Digital Marketing
- Build-up your website "Host - Domain - WordPress/WIX"
- Content Marketing
- SEO "Search Engine Optimization"
- Social Media Marketing (Part 1 – Organic Activity)
- Social Media Marketing (Part 2 – Paid Activity)
- Google AdWords and Display Network Advertising
- Email marketing
- Fundamentals of Google Analytics
- Create Digital Marketing Strategy and Plan
- Manage full Campaign Activity (Practical)

General Information
- Duration: 30 hours
- Language: English
- Accounting Certificate By hpa
## Training Courses

### SEM Cert. | Search Engine Marketing Certificate

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
</table>
| - Introduction to Search Marketing  
- SEO Content  
- SEO "Search Engine Optimization" (SEO) Content  
- Paid Search  
- Display Advertising  
- Strategy and Planning | - Duration: 28 hours  
- Language: English/Arabic |

### CMC | Professional Content Marketing Certificate

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
</table>
| - Introduction  
- The Power of Storytelling  
- Building a Content Creation Framework  
- Planning a Long-Term Content Strategy  
- Generating Content Ideas  
- Creating Quality Blog Content Your Audience Loves to Read and Share  
- How to Effectively Promote Content | - Duration: 24 hours  
- Language: English / Arabic |

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Social Media Secret

Program Content

- Advanced Social Media Marketing
- Getting to Know Social Media
- Knowing Your Audience
- The Platforms – Social Content
- User Generated Content – YouTube, Instagram & Beyond…
- Facebook Advertising
- The Sales Funnel – Turning Your Leads Into Buyers
- Data Driven Marketing & Sales

General Information

- Duration: 28 hours
- Language: English/Arabic
Supply Chain
Training Courses

PSCD | Professional Supply Chain Diploma

Program Content
- Supply Chain Introduction
- Forecasting and Demand Planning
- Procurement & Supply Management
- Production Management
- Inventory Control and Costing
- Warehousing and Materials Handling
- Logistics Management
- Excel for Supply Chain

General Information
- Duration: 78 hours
- Language: English / Arabic

Strategic Supply Chain Diploma

Program Content
- Strategic Management and Business Analysis
- Supply Chain Configuration for Excellence
- Supply chain design
- Finance for supply chain
- Advanced operation management
- KPIs for supply chain

General Information
- Duration: 60 hours
- Language: English / Arabic

Certificate of Professional Procurement

Program Content
- Procurement Foundations
- Costing and Pricing
- Procurement processes
- Procurements Performance measurements
- Procurement contract management
- Partnership with Suppliers
- Final Project.

General Information
- Duration: 40 hours
- Language: English / Arabic
## Training Courses

### Shipping and Logistics Management

**Program Content**
- Module 1: Logistics & supply chain
- Module 2: International Shipping
- Module 3: International Trade
- Module 4: Custom Clearance
- Module 5: Final project

**General Information**
- Duration: 40 hours
- 4 hours case study and final project
- Language: English / Arabic

### Warehousing and material management

**Program Content**
- Introduction of warehousing management
- Warehouse Processes
- The role of the warehouse
- Warehouse categorization
- Warehouse design and Layout
- Storage and material handling
- Warehouse costs and impact on financial statements
- Performance Management & KPIs
- Final project

**General Information**
- Duration: 30 hours
- Language: English / Arabic

### Excel for Supply Chain Executives

**Program Content**
- Supply Chain Introduction
- Forecasting and Demand Planning
- Procurement & Supply Management
- Quality Management
- Inventory Control and Costing
- Logistics Management

**General Information**
- Duration: 20 hours
- Language: English / Arabic
## Negotiation Skills for Procurement workshop

**Program Content**

- **Day: 1**
  - Negotiation process
    - What is the negotiation
    - Types of Negotiation
    - Negotiation Objectives
    - Negotiation Skills
    - Case study
  
- **Day: 2**
  - Supplier Evaluation
    - Element of Successful Negotiation
    - Suppliers behaviors
    - Negotiation Strategies
    - How to influence others
    - Case study

**Duration:** 10 hours

**Language:** English / Arabic

## MRP | Material Requirements Planning

**Program Content**

- **Day: 1**
  - MRP environment (Inputs, processes, Outputs)
  - Relations between MPS, BOM, inventory records & MRP
  - Real case study:
    - Create a linkage system with MPS, BPM & inventory for automotive product.
    - Design a complete MRP processes

- **Day: 2**
  - Different types of Bill of Material (BOM)
  - Different Types MRP Reports
  - Real Case study:
    - Create different types of BOM for actual one of FMCG products.
    - Issue different types of MRP reports and manage it

**Duration:** 10 hours

**Language:** English / Arabic
Supply Chain Sector

Workshop

Supplier Management (Evaluation & Selection)

Program Content

- Day: 1
  Supplier Selection
  - Surveying and engaging the market
  - Appraising suppliers
  - Verifying pre-qualification information
  - Weighted criteria of supplier selection
  - Strategies of supplier pricing.
  - Case study

- Day: 2
  Supplier Evaluation
  - Suppliers evaluation processes
  - Performance Metrics
  - Key Performance Indicators (KPI) For Procurement
  - Tools of supplier evaluation.
  - Case study

General Information

- Duration: 10 hours
- Language: English / Arabic

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التخليص الجمركي

التخليص الجمركي

- الإجراءات الجمركية على الرسائل الواردة وخطوات
- الإفراح عن الرسائل المختلفة من الدوائر الجمركية
- تطبيقات عملية عليها
- التعاقد الجمركي ومسائل لتحديد وعاء الغريبة
- الجزء، وكذا وعاء الغريبة على القيمة المضافة
- وكيفية حساب الضريبة الجمركية والضربية على
- القيمة المضافة جمركيا
- الاجراءات الجمركية على البضائع المصدرة
- النظام الجمركي الخاص
- كيفية تحديد البند الجمركي "النظام المنقى"
- طرق تحديد القيمة للاغراض الجمركية "اتفاقية الجات"
- تعريف النظام الاستيرادي والمشاكل الاستيراديه
- وكيفية حلها و التخليص الجمركي

معلومات عامة
- مدة البرنامج : 36 ساعة
- لغة البرنامج : عربي

محتوى البرنامج

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**International Certificates**

**CPIM P1 | Certified Production and Inventory Management**

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Materials Management</td>
<td>- Duration: 48 hours</td>
</tr>
<tr>
<td>- Demand Management &amp; Forecasting</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Master Planning (S&amp;CIP, MPS etc)</td>
<td></td>
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<tr>
<td>- Materials Requirements Planning (MRP)</td>
<td></td>
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<tr>
<td>- Capacity Management and Production Activity</td>
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<tr>
<td>Control</td>
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<tr>
<td>- Purchasing</td>
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<tr>
<td>- Inventory Management</td>
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<td>- Execution and control</td>
<td></td>
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<tr>
<td>- Physical Distribution (Transportation &amp; Warehousing)</td>
<td></td>
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<tr>
<td>- Continuous improvement</td>
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</tbody>
</table>

**CPIM P2 | Certified Production and Inventory Management**

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Master Planning of Resources</td>
<td>- Duration: 60 hours</td>
</tr>
<tr>
<td>- Detailed Scheduling and Planning</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Execution and Control of Operation</td>
<td></td>
</tr>
<tr>
<td>- Strategic Management of Resources (SMR)</td>
<td></td>
</tr>
</tbody>
</table>
International Certificates

CLTD | Certified in Logistics, Transportation and Distribution

Program Content
- Logistics and Supply Chain Overview
- Capacity Planning and Demand Management
- Order Management
- Inventory and Warehouse Management
- Transportation
- Global Logistics Considerations
- Logistics Network Design
- Reverse Logistics and Sustainability

General Information
- Duration: 48 hours
- Language: English / Arabic

CSCP | Certified Supply Chain Professional

Program Content
Module 1: CSCP – Supply chain design
  • Develop the supply chain strategy
  • Design the supply chain
Module 2: Supply chain planning and Execution
  • Procure and deliver goods and services
  • Manage the relationship with supply chain partners
  • Manage Reverse logistics
Module 3 – Improvement and best practices
  • Comply with standards, regulations and sustainable best practices
  • Manage risk in the supply chain
  • Measure, analyze and improve the supply chain

General Information
- Duration: 48 hours
- Language: English / Arabic
## Certified Manager (New Managers)

<table>
<thead>
<tr>
<th>Program Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Managing Yourself</td>
</tr>
<tr>
<td>- The Role of the Manager</td>
</tr>
<tr>
<td>- Management vs. Leadership</td>
</tr>
<tr>
<td>- Business Communication &amp; Life Excellence</td>
</tr>
<tr>
<td>- Time and Priorities Management</td>
</tr>
<tr>
<td>- Problem Solving &amp; Decision Making</td>
</tr>
<tr>
<td>- Personal Action Plan</td>
</tr>
<tr>
<td>- Managing Others</td>
</tr>
<tr>
<td>- Delegation without Losing Control</td>
</tr>
<tr>
<td>- Performance Management Appraisal</td>
</tr>
<tr>
<td>- Conflict Management</td>
</tr>
<tr>
<td>- Negotiation Skills</td>
</tr>
<tr>
<td>- How to Manage your Team?</td>
</tr>
<tr>
<td>- Personal action plan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Duration: 50 hours</td>
</tr>
<tr>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Accredited by Chartered Management Institute, England.</td>
</tr>
</tbody>
</table>

## Certified Manager (Top Level)

<table>
<thead>
<tr>
<th>Program Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What is Strategy? Understanding The Big Picture</td>
</tr>
<tr>
<td>- Scanning the Environment</td>
</tr>
<tr>
<td>- Strategy Formulation</td>
</tr>
<tr>
<td>- Strategy Implementation Developing Programs, Budgets, and Procedures</td>
</tr>
<tr>
<td>- Evaluation and Control</td>
</tr>
<tr>
<td>- Bole of Digital Technology in Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Duration: 42 hours</td>
</tr>
<tr>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Accredited by Chartered Management Institute, England.</td>
</tr>
</tbody>
</table>
## Training Courses

### Strategic Management

**Program Content**
- Strategic Management Overview
- Internal and External Analysis
- Mission, Vision, and Goals
- Turning analysis Into strategic plans
- Strategy Map and Balanced Scorecards (BSC)
- Cascading and Strategic Alignment
- Strategic Execution and Monitoring
- Corrective Actions

**General Information**
- Duration: 12 hours
- Language: English / Arabic

### Planning and Execution

**Program Content**
- Understanding the distinctions between strategy, operations, and tactics
- Defining Planning and Execution
- The Key Elements of the Planning Cycle
- Setting Goals and Objectives
- SMART Goals and Their Use in The Workplace
- Planning and Organizing
- Types of Planning Tools
- The Key Elements of Organizing
- Using A Gantt Chart
- Prioritizing Workload for Effectiveness and Efficiency
- The Pareto Principle

**General Information**
- Duration: 20 hours
- Language: English / Arabic

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Training Courses

Secrets of Successful Leadership

Program Content

- Effective Leadership Skills
  • Differentiate "management" and "leadership"
  • Demonstrate the main leadership styles
  • How to avoid common administrative leadership pitfalls
  • Assessing your strengths and areas for growth in the competencies.
  • Setting expectations and providing support
  • What is monitoring (control) and how to apply it?
  • Standards and how to set them
  • Measure deviations and take the necessary corrective actions
  • Corrective actions

- Performance Management
  • Setting smart targets
  • How to set milestones
  • Performance review meetings
  • How to deliver feedback
  • Corrective actions

General Information

- Duration: 16 hours
- Language: English / Arabic
## Training Courses

### ISO 9001-2015 Foundation (ISO)

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Introduction</td>
<td>- Duration: 16 hours</td>
</tr>
<tr>
<td>- The planning phase</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Operation</td>
<td></td>
</tr>
<tr>
<td>- The Check and Act phases</td>
<td></td>
</tr>
</tbody>
</table>

### ISO 45001 Foundation (ISO)

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Introduction to ISO 45001</td>
<td>- Duration: 16 hours</td>
</tr>
<tr>
<td>- The planning phase</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Risks, opportunities and environmental aspects</td>
<td></td>
</tr>
<tr>
<td>- Operation</td>
<td></td>
</tr>
<tr>
<td>- The Check and Act phases</td>
<td></td>
</tr>
</tbody>
</table>

### ISO 22000 FSMS (ISO)

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Overview of the Food Management System</td>
<td>- Duration: 18 hours</td>
</tr>
<tr>
<td>- Requirements of ISO 22000</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Documentation Process</td>
<td></td>
</tr>
<tr>
<td>- The Steps of the Application</td>
<td></td>
</tr>
<tr>
<td>- The HACCP Principles</td>
<td></td>
</tr>
<tr>
<td>- Implementation and maintenance of the HACCP plan</td>
<td></td>
</tr>
</tbody>
</table>
## Training Courses

### Fire Fighting

**Program Content**
- Aims of fire safety
- Fire prevention
- Causes of Fires / Fire Triangle & Tetrahedron
- Types of fire
- Actions upon discovering a fire
- Fire growth and spread
- The role of fire fighter
- Workplace fires
- How to use fire extinguishers depending on the type of fire
- Fire Extinguishers Rating / Distribution
- Methods of evacuation
- Human behavior in fire
- Means of escape

**General Information**
- Duration: 12 hours
- Language: English / Arabic

### First Aid

**Program Content**
- The role of the first aider
- Contents of first aid kits according to frequently occurred situations
- Assessing the situation in an emergency
- Providing the right first aids according to previous situation assessment.
- Recognize the presence of major illness and provide appropriate first aid including heart attack, stroke, epilepsy, asthma and diabetes.
- RIDDOR - Reporting of Injuries, Diseases and Dangerous

**General Information**
- Duration: 12 hours
- Language: English / Arabic
## Training Courses

### ITPD | Information Technology Professional Diploma

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Advanced IT support Essentials</td>
<td></td>
</tr>
<tr>
<td>- Networks Administration</td>
<td></td>
</tr>
<tr>
<td>- System Administration</td>
<td></td>
</tr>
<tr>
<td>- Information Technology Security</td>
<td></td>
</tr>
<tr>
<td>- Duration: 90 hours</td>
<td></td>
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<tr>
<td>- Language: English / Arabic</td>
<td></td>
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</tbody>
</table>

### CISA | Certified Information Security Auditor

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Information System Auditing Process</td>
<td></td>
</tr>
<tr>
<td>- Governance and Management of IT</td>
<td></td>
</tr>
<tr>
<td>- Information Systems Acquisition, Development and Implementation</td>
<td></td>
</tr>
<tr>
<td>- IS Operations and Business Resilience</td>
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<tr>
<td>- Information Asset Security and Control</td>
<td></td>
</tr>
<tr>
<td>- Duration: 30 hours</td>
<td></td>
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<tr>
<td>- Language: English / Arabic</td>
<td></td>
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</tbody>
</table>

### CISM | Certified Information Security Manager

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Information Security Governance</td>
<td></td>
</tr>
<tr>
<td>- Information Risk Management and Compliance</td>
<td></td>
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<tr>
<td>- Information Security Program Development and Management</td>
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<tr>
<td>- Information Security Incident Management</td>
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<tr>
<td>- Duration: 30 hours</td>
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</tr>
<tr>
<td>- Language: English / Arabic</td>
<td></td>
</tr>
</tbody>
</table>
Training Courses

Front-End Web Development

Program Content
- Web development fundamentals
- Structuring and Styling
- JavaScript and jQuery
- Content Management Systems
- Front-end web development projects

General Information
- Duration: 80 hours
- Language: English / Arabic

UX Design | User Experience Design

Program Content
- UX Design Overview
- Planning and research the app or website
- Validation, testing and documenting
- Hands on activities and projects

General Information
- Duration: 40 hours
- Language: English / Arabic

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### ITIL 4 Foundation

**Program Content**

- IT Service Management definitions
- Key concepts of value creation
- Key concepts of service relationships
- The 4 dimensions of service management
- The service value system
- The service value chain
- Service value chain elements
- The purpose of the ITIL practices
- Information security management
- Relationship management
- Supplier management
- Availability management
- Capacity and performance management
- Service configuration management
- IT asset management
- Business analysis
- Service continuity management
- Deployment management
- Monitoring and event management
- Release management

**General Information**

- Duration: 16 hours
- Language: English / Arabic
Training Courses

Essential Salesman Skills

**Program Content**
- Time Management
- Negotiation Skills
  - Introduction to Negotiating
  - Implementing Your Preferred Approach
  - Identifying Interpersonal Components of Successful Negotiations
  - The Negotiation Life Cycle
  - Deploying Negotiation Strategies
  - Applying Negotiation Skills to Build Professional Success
- Communication and Presentation Skills

**General Information**
- Duration: 12 hours
- Language: English / Arabic

Professional Sales Diploma

**Program Content**
- Module 1: Sales Process and Techniques
- Module 2: Sales and Marketing Relationship
- Module 3: Sales Planning and Forecasting

**General Information**
- Duration: 52 hours
- Language: English / Arabic

Ready to start (Pharmaceutical Companies)

**Program Content**
- Pharmaceutical Industry overview
- Medical representative tasks and KPIs
- Knowledge Management (Customers/ Territory, Product, Competition)
- Customers' selection and Coverage plan
- Handling objection
- Interactive Strategic Selling processes
- Rx Generation
- Getting the objectives Achieved

**General Information**
- Duration: 12 hours
- Language: English / Arabic
Consultative Selling Skills (Real Estate)

Program Content
- Module 1
  • Definition of Real Estate Sales Process as a (Developer - Broker)
  • Communication, Presentation, Negotiation and Time Management Skills
  • Knowledge of "Product Values, Market and Competitors, Technical and Legal specifics of product":
  • Ethics with (Colleague - Company - Competitors - Brokers - Developers)

Module 2
- How to Use success factors of sales people through sales cycle
- Effective selling call
- Effective Client's Meeting
- Explore Client's Real Need, and put Solution
- Effective Site visit
- Effective Following up Through Sales cycle
- Closing Deals

General Information
- Duration: 24 hours
- Language: English / Arabic

Auto Sales Professional (Automotive Companies)

Program Content
- Module 1
  • Targeting the right prospects
  • High impact prospecting methods
  • Prospecting tips
  • Time management
  • Qualifying the prospects & uncovering buying motives
  • How to use facts and benefits effectively?

- Module 2 Negotiation Skills
- Module 3 Communication Skills

General Information
- Duration: 24 hours
- Language: English / Arabic
## Training Courses

### Sales Process and Techniques

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Discover and Cope with your Customer’s Style</td>
<td>- Duration: 24 hours</td>
</tr>
<tr>
<td>- The 6 Steps Selling Process</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- Modern Negotiation Techniques</td>
<td></td>
</tr>
<tr>
<td>- Presentation Skills</td>
<td></td>
</tr>
<tr>
<td>- Business Etiquette Tips for Executives</td>
<td></td>
</tr>
</tbody>
</table>

### Sales Planning and Forecasting

<table>
<thead>
<tr>
<th>Program Content</th>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What is Forecasting?</td>
<td>- Duration: 16 hours</td>
</tr>
<tr>
<td>- Types of Forecasting</td>
<td>- Language: English / Arabic</td>
</tr>
<tr>
<td>- The Strategic Importance of Forecasting</td>
<td></td>
</tr>
<tr>
<td>- Seven Steps in the Forecasting System</td>
<td></td>
</tr>
<tr>
<td>- Forecasting Approaches</td>
<td></td>
</tr>
<tr>
<td>- Time-series Forecasting</td>
<td></td>
</tr>
<tr>
<td>- Associative Forecasting Methods : Regression and Correlation Analysis</td>
<td></td>
</tr>
<tr>
<td>- Monitoring and Controlling Forecasting</td>
<td></td>
</tr>
<tr>
<td>- Forecasting in the Service Sector</td>
<td></td>
</tr>
</tbody>
</table>
Soft Skills
## Let’s Communicate (Communication Skills)

### Program Content

- **Day 1**
  - Defining Communication
  - Understanding the Nature of the Communication Process
  - Understanding the basic differences between the Extended DISCIS types.
  - Adapting communication approaches for different personality styles
  - Disc Assessment
  - The Johari Window in communication a Stages of Communication
  - Building Rapport through communication
  - Tune Your communication "choose the right channel for audience and message'.

- **Day 2**
  - Body Language
  - Impact of Body Language on Communication
  - Identifying the different levels of listening
  - How to become an active Listener
  - The Taboos in any Conversation
  - How to get accurate feedback
  - Different Conflict Styles and how to resolve them
  - Role Plays: handling difficult situations and conversation
  - Action plan

### General Information

- Duration: 12 hours
- Language: English / Arabic

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## Speak like a Pro (Presentation Skills)

### Program Content

- Pre-assessment
- Fundamentals of Presentation
- Audience Analysis And Supporting Materia
- Building Presentations
- Presentation Mechanics
- Presentation Process
- Question-and-Answer Session
- Post assessment

### General Information

- Duration: 18 hours
- Language: English / Arabic
Training Courses

PSDM | Problem Solving and Decision Making

Program Content
- Problem solving and decision making
- The rational approach to problem solving
- Problem analysis supplementary tools
- Creativity and Problem Solving
- Personal Decision Making
- Team Decision Making
- Decision Making Supplementary Tools
- Decision Making Improvement Tools
- Applications of Techniques

General Information
- Duration: 18 hours
- Language: English / Arabic
- Accredited by HRCI

I Can Lead (Leadership Skills)

Program Content
- Differentiate "management" and "leadership"
- Defining the role of the leader
- Demonstrate the main leadership styles
- How to avoid common administrative leadership pitfalls
- Assessing your strengths and areas for growth in the competencies.
- What is monitoring (control) and how to apply it?
- Motivating for Performance.
- Measure deviations and take the necessary corrective actions.
- Setting expectations and providing support.
- Transfer of Learning - Personal Action Plan.
- Post-assessment.

General Information
- Duration: 18 hours
- Language: English / Arabic

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Training Courses

Time Management (TM)

Program Content

Session 1:
• Pre assessment
• Defining Time Management and its benefits
• Changing our perspective
• Lies about Time Management
• What are the Four D's of Time Management?
• The Time Matrix and time management strategies

Session 2:
• 80/20 Rule (Pareto Principle)
• Setting goals
• Planning and setting up routine
• Get out of the Technological Time Sinks
• Managing workload & managing interruptions
• How to get organized?
• Action Plan- to do lists key to efficiency.

General Information

- Duration: 12 hours
- Language: English / Arabic
ACCA is the global body for professional accountants. It offers business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. It is listed on ACCA’s online Registered Learning Partner Directory.

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hpa is HRCI Approved Provider
HRCI is the world's highest standard for HR Professionals. The HR Certification Institute (HRCI), headquartered in the U.S., is the premier credentialing organization for the human resources profession.

hpa is CMI, Approved Provider
The Chartered Management Institute is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence.

hpa is VMEdu Authorized Training Partner
VMEdu is a leader in the professional training and certification industry and has facilitated in training +400,000 students from +3500 corporations across +275 countries with a success rate of 98.7% through its global network of +100 training providers.

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hpa is ADIT, the Advanced Diploma in International Taxation
set by the Chartered Institute of Taxation in international and cross border taxation, it has been created to provide the robust foundation in international tax that today’s professionals need to stand out from the crowd. Complementary qualification – upgrades your domestic studies or relevant Masters level degree. Portable qualification – recognized by a globally respected awarding body.
Contact Us

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El Mergheny, Heliopolis,
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+202 22916952

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