

# DIPLOMAS

Year 2011



**Trasology**

Training  
Solutions  
Egypt

**In Accordance with CTC**

**Trade Finance Diploma**

**CTFS - Certified Trade Finance Specialist**



**The Outline:**

1. International payment tools
2. Advance payment
3. Open Account
4. Documents for collection
5. Analyzed Drafts
6. Letter of Credit
7. Issuing of L/C
8. Utilization Forms of L/C
9. Confirmed L/C
10. Transferrable L/C
11. Back to Back
12. Revolving & Standby L/C
13. Assignment of proceeds
14. INCO Terms 2010
15. Partial shipments
16. Tolerance
17. Transshipment
18. Types of payment
19. Shipping documents
20. UCP 600
21. Rules
22. Applications
23. ISBP 681
24. Rules
25. Applications & Case studies

# Small & Medium Enterprises Management Diploma

**CSMES – Certified Small and Medium Enterprises Specialist**



## **Outline:**

1. Managing Action plan (Feasibility Study) (Marketing, Operational & Financial)
2. Managing SMEs Case Studies
3. International Trade (Importing & Exporting)
4. Effective Leadership Skills & Superior Customer Service
5. Time Management & Effective Team Building
6. Human Resources Management
7. Developing Selling Skills
8. Supply chain

# Banking Operations Diploma

## CBOS – Certified Banking Operations Specialist



### Outline:

1. The banking sector
2. The role of the central banks
3. Deposits and Bank accounts
4. Checks
5. Power of Attorney
6. Credit Cards (Master , Visa ...etc )
7. Credit Operations (Retail, Corporate)
8. Foreign Exchange
9. S.W.I.F.T
10. L/Cs
11. L/Gs
12. Anti Money Laundry and Terrorism Combating
13. Internal Control
14. Corporate Governance

# The Marketing Diploma

## PMO - Professional Marketing Officer

### Description:

This Diploma is a thorough & comprehensive package that tackles all aspects of Modern Marketing from every single perspective, from its simplest approaches to the very complex and controversial trends & techniques that face Marketers & non – Marketers locally & Globally.



### Outline:

1. Introduction to Marketing
2. Understanding Consumer Behavior and analyzing consumer markets.
3. Sales Management & promotion.
4. Mastering personal selling.
5. Public relations and CSR.
6. Successful Advertising Management
7. Marketing Mix & IMC
8. Marketing research.
9. International Marketing.
10. Holistic Marketing management.

## **The HRM Diploma**

### **PHRO – Professional Human Resources Officer**

#### **Description:**

This Diploma outlines the roles and functions of members of the human resources department, as well as educating others outside human resources, in how their roles include human resources-related activities. Participants will learn about the modern day importance of HRM and the new "corporate view" of the function. Additionally, participants will also be exposed to the view of HRM from the perception of both management and subordinate employees. The importance of maintaining fair and equitable compensation and benefit programs will be discussed. Participants will be exposed to practical situations and problem solving regarding areas of employee counseling, discipline and termination & Equal Employment Opportunity. Upon finishing this program participants are expected to Master the ART of HRM and all its activities and it's most complex modern issues.



#### **Outline:**

1. Introduction to HRM
2. Strategic HRM.
3. Recruitment & effective placement
4. Job Analysis & Design
5. The Selection process.
6. Flawless Interviewing.
7. Training & Developing personnel.
8. Performance Management & Appraisals.
9. Compensation Systems.
10. Performance-related & Financial Incentives.
11. Services & Benefits.
12. Employee Relations & the working environment.
13. Ethics & Fair Treatment.
14. Managing Successful Global HRM

# Supply Chain Management Diploma

## PSCO - Professional Supply Chain Officer

### Description:

This Diploma introduces helicopter approach of the giant Supply Chain Management covering all aspects of Supply chains, Logistics, warehousing and inventory management & different distribution channels and all the factors that affect the product/service cycle in a thorough realistic approach. It includes a good balance of theory and practical applications.



### Outline:

1. Overview of supply Chain Management
2. Develop an End-to-end Process Infrastructure
3. Design your Organization for Performance
4. Build the Right Collaborative Model
5. View your Supply Chain as a Strategic Asset
6. Use Metrics to Drive Business
7. Forces Affecting Today's Supply Chain
8. Avoid Barriers to Supply Chain Management
9. Supply Chain Challenges Across Industries
10. Creating a Global Leader Action Plan

## **Accounting & Finance Diploma**

### **PAFO – Professional Accounting and Finance Officer**

#### **Description:**

Throughout this Diploma, participants shall be trained on all financial & accounting aspects of the business world, shall be subjected to the fundamentals, theories, challenges, the regulations & the diverse ways of the financial world in a practical – hands on approach...



#### **Outline:**

1. Introduction to Accounting.
2. Financial Accounting and Reporting.
3. Financial Management & Analysis.
4. Cost Accounting.
5. Managerial Accounting.
6. Auditing & Taxation.
7. Advanced Accounting