

ACCOUNTING FOR NON-ACCOUNTANTS

This course seeks to assist participants with no accounting background to explain and apply basic concepts, conceptual framework, basic principles, tools, and techniques of the accounting process, as well as interpretation for sound business decisions. To help managers without an accounting background understand and appreciate how business transactions are recorded and interpreted for sound business decisions.



COURSE OBJECTIVES:

After course you should be able to :

- Describe the nature and importance of Accounting.
 - Explain the basic concepts and conceptual framework of Accounting.
 - Discuss the regulatory environment of financial reporting and its basic principles, tools and techniques of the accounting process.
 - Distinguish the types of transactions of a business organization and illustrate how they are recorded in the books.
 - Demonstrate the structure and contents of the basic financial statements.
 - Understanding the Financial Statements
 - Interpretation and Analysis of the Financial Statements.
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COURSE OUTLINES :

- Introducing Accounting and Financial Statements
 - Generally Accepted Accounting Principles
 - Feasibility study elements
 - The Income statement
 - Preparing and Using a Statement of Cash Flows
 - The annual report
 - Double-Entry Accounting
 - Audits and Auditors
 - Company accounts
 - Capital investment
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COURSE DURATION : 3 Days , 6 Hours /day

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BUDGETING

The main aim of the course is to equip you with adequate information on budgeting and budgetary procedure that will enable you access sufficient knowledge that is applicable to Public Sector Management. Primarily, the course is presented in a form that will aid easy assimilation and application as you invest your time in studying the course material. The course is a useful material in your academic pursuit as well as in your place of work as managers, administrators, and so on.



COURSE OBJECTIVES:

After course you should be able to :

- Explain the role of budgeting as an element of strategic management accounting
 - Differentiate elements of master budget.
 - Connect individual operating budgets for financial budget preparation.
 - Prepare projection of financial statements.
 - Preparation of flexible budget as an element of adaptation to unexpected business situations.
 - Apply knowledge of budgeting in budget preparation using accounting systems and spreadsheets.
 - Analyse differences between budgeted and realised figures.
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COURSE OUTLINES :

- The What and Why of Budgeting
 - Strategic Planning and Budgeting
 - Administering the Budget
 - Break-Even and Contribution Margin Analysis
 - Profit Planning: Targeting and Reaching Achievable Goals
 - Master Budget: Genesis of Forecasting and Profit Planning
 - Cost Behavior: Emphasis on Flexible Budgets
 - Evaluating Performance: The Use of Variance Analysis
 - Budgets for a Long-term Plan
 - Reducing Risk in Decision Making
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CONTEMPORARY MANAGEMENT

This course will help develop the knowledge and competence you need to be an effective manager. The ability to use assets effectively and get things done through other people is vital to the success of modern organizations and your own career. So, this course will help you gain both the knowledge of the principles that underlie effective management as well as the opportunity to practice in effectively applying that knowledge to demonstrate competence in management.



COURSE OBJECTIVES:

After course you should be able to :

- Describe and apply foundational managerial concepts and skills in complex business environments
- Work together effectively in teams
- Design creative solutions to management problems and advocate for their implementation
- Identify and describe how managers monitor the effectiveness of employees, work groups, and organisations

COURSE OUTLINES :

- Introduction to Management
 - Decision Making
 - Global Management
 - Valuing a diverse workforce
 - Social conscious management
 - Managing change
 - Constraints on Managers
 - Planning and goal setting
 - Managing Strategy
 - Organization design
 - Human Resources Management
 - Controlling activities and operations
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CONFLICT MANAGEMENT & NEGOTIATION SKILLS

Conflict is a feature of our current reality. Private and public sector organizations, find that they have to be more equipped to deal with different types of conflict. Management and negotiation skills are critical skills for any manager to be effective in the workplace. Conflict situations are common in the work situation. It is thus important for managers to become familiar with the principles, processes, and techniques of conflict management and negotiations.



COURSE OBJECTIVES:

After course you should be able to :

- Recognise how our own attitudes and actions impact on others.
- Find new and effective techniques for managing negative emotions in others and self.
- Describe the main sources of conflict.
- Describe appropriate techniques to manage conflict.
- Explain the appropriate techniques in inter-personal conflict management.
- Describe the appropriate action plan and strategies to manage inter-group conflict.
- Explain the attributes of an effective conflict manager.
- The steps needed to resolve conflict.
- Negotiations and other strategies to resolve conflict.

COURSE OUTLINES :

- What is conflict ?
- Key questions to assist conflict analysis
- Different types of conflict
- Conflict stages
- Attitudes towards conflict management
- Strategies for resolving conflict
- Mediation
- Conflict management techniques
- Preparing the negotiation process
- Types of negotiation
- Conflict resolution & negotiation steps
- Behaviour and conduct during negotiations
- Negotiation mistakes to avoid
- Closing the negotiations

COURSE DURATION : 2 Days , 7 Hours and 30 Minutes / day

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FEASIBILITY STUDY

The feasibility study helps the organisations to understand if the ideas or projects being considered for investment are worth investing time, money, energy, and effort. A well-developed feasibility study lays the foundation for project analysis and design activities in a focused manner.



COURSE OBJECTIVES:

After course you should be able to :

- Understand the importance of feasibility study
- Compare feasibility study to business plan
- Understand the elements of the feasibility study
- Understand the types of a feasibility study conducted
- Understand the financial model's feasibility study
- Develop and create a report for a feasibility study
- Importance of interpersonal relationship in conducting a feasibility study

COURSE OUTLINES :

- Definition and Importance of feasibility studies
 - Is feasibility a need or want?
 - Feasibility study elements
 - Diagnosing, Assessment and evaluation of Feasibility
 - Accounting methods and financial models of Feasibility
 - Report preparation of Feasibility Study
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FINANCE FOR NON-FINANCIAL MANAGERS

Finance for Non-Finance Managers course has been designed to provide you with a fundamental understanding of financial business decisions and how they can improve an organisations' overall performance.

Through our Finance for Non-Finance Managers training, you will be able to grasp the fundamentals of financial activity within your organisation. This short course will also clarify jargon, explore key ratios and examine key trends and areas for concern.



COURSE OBJECTIVES:

After course you should be able to :

- Make better bottom-line decisions with a working knowledge of the numerical side of business.
- Understand business dynamics and take initiatives that are in line with short and long-term goals.
- Take the guesswork out of your decision-making and deliver the results you need.
- Cultivate proactive working relationships with financial professionals and enhance your value to the organisation.
- Learn how to “think finance” and translate various measurements of performance into financial terms.

COURSE OUTLINES :

- Main pillars of financial accounting
- Finance, objectives, and framework, the wealth creation concept
- Financial statement analysis and framework
- Types of costs and their impact on risk and return
- Financial budgeting preparation process
- Decision-making using financial fundamentals and frameworks
- Business implementation plan using financial objectives

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HUMAN RESOURCE MANAGEMENT

This course will introduce and overview the major topics in Human Resource Management (HRM). HRM is a fundamental component of the competitiveness, effectiveness, and sustainability of any organization, as it influences who is hired, how they are trained, evaluated, compensated, and what steps are taken to retain them. In turn, HRM plays a critical role in predicting employees' attitudes, behavior, and performance. In other words, if an organization wants good people, it must practice good HRM.



COURSE OBJECTIVES:

After course you should be able to :

- Understand the rationale Organizational Behavior (OB) importance of HRM.
- Become familiar with evolution and development of HRM as discipline.
- Distinguish between personnel Management and HR management.
- Comprehend and apply the HR operations.
- Have a brief account about recent developments in HRM.
- Have the skill of conducting job interview for recruitment purposes.
- Develop a manpower plan.
- Will be aware of the body of organized knowledge concerning theories and practices of HRM.

COURSE OUTLINES :

- Fundamentals of Human Resource Management
 - Workforce Planning and Job Analysis
 - Recruitment, Selection and Hiring Employees
 - Socializing, Training and Developing Employees
 - Performance Management and Appraisal
 - Compensation: Rewards and Pay Plans
 - Employee rights, disciplinary practices and termination
 - Creating high-performance work systems
 - Global human resource management
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LEADERSHIP

This course is designed to provide introduction to leadership by focusing on what it means to be a good leader. Emphasis in the course is on the practice of leadership. Leadership training is beneficial to current and future leaders, managers and supervisors. During your career, you might need to participate in various management training initiatives to help you develop your skills to become a more effective leader.



COURSE OBJECTIVES:

After course you should be able to :

- Describe foundational leadership development concepts and theories for leading self and engaging others.
- Spot leader character in situational contexts and discuss how character supports leader competencies and commitment as well as shapes decisions and actions.
- Diagnose and develop own leader character.
- Assess and reflect on leadership strengths and weaknesses for self, others, teams, and the organization.
- Create a personal leadership development plan in writing.
- Demonstrate competency in oral and written communication.
- Demonstrate professional behavior.

COURSE OUTLINES :

- Understanding Leadership
 - Recognizing Your Traits
 - Engaging People's Strength
 - Understanding Philosophy and Styles
 - Attending to Tasks and Relationships
 - Developing Leadership Skills
 - Creating a Vision
 - Establishing a Constructive Climate
 - Listening to Out Group Members
 - Handling Conflict
 - Addressing Ethics in Leadership
-

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MANAGERIAL ACCOUNTING

The course aims to equip you with analytical skills for problem solving and managerial skills for decision making. After the completion of this course, you should be equipped with a strong conceptual and technical knowledge in managerial accounting. You should understand and appreciate how managerial accounting information supports organizational planning and control, and day-to-day decision making. The course also exposes you to real-life scenarios and gives you an opportunity to integrate theories to business practice.



COURSE OBJECTIVES:

After course you should be able to :

- List the basis of cost elements categorizations.
- Recognize the cost behaviour patterns.
- Understanding the contribution and role of managerial accounting in decision-making process.
- Show the significance of alternative cost categories.
- Analyze and interpret information from a variety of sources relevant to managerial accounting.
- Associate and discuss appropriate theories, principles and concepts relevant.
- Develop effective written and oral communication skills relevant to managerial accounting.
- Solve problems relevant to managerial accounting using ideas and techniques some of which are at the forefront of the discipline.
- Show how to use relevant costs when taking special decisions.

COURSE OUTLINES :

- Managerial accounting and the business environment
 - Cost behavior and cost-volume-profit analysis
 - Cost accumulation, tracing and allocation
 - Product costing in service and manufacturing entities
 - Activity-based costing and cost management
 - Relevant information and managerial decisions
 - Contemporary management accounting practices
 - Planning for profit and cost control 9
 - Performance and variance analysis
 - Responsibility accounting and business performance
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MARKETING FOR NON-MARKETERS

"Marketing for Non-Marketers" course is to empower individuals with a foundational understanding of marketing principles, enabling them to contribute effectively to marketing-related discussions, collaborate with marketing teams, and make informed decisions that align with organizational objectives. Our programmes have been designed to be accessible to both professionals who want to gain new and advanced knowledge, and those who are new to the marketing industry and need a solid foundation.



COURSE OBJECTIVES:

After course you should be able to :

- Understanding Marketing Basics
- Customer Focus
- Identify market segments
- Marketing Communication
- Market Research
- Develop a marketing plan
- Understanding Competition

COURSE OUTLINES :

- Introduction to Marketing
- Marketing Strategy
- Marketplace & Consumers
- Marketing Information
- Segmentation
- Consumer Buyer Behavior
- Products , Services & Branding
- Communication & Advertising
- Marketing Plan

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PRESENTATION SKILLS & COMMUNICATION SKILLS

The broad learning objective of this course is to develop the awareness, knowledge, skills and attitudes of participants needed to deliver effective professional presentations. The course is divided between what good communication is, how to prepare an effective presentation, and delivering your presentation so that you have a persuasive impact on your audience.



COURSE OBJECTIVES:

After course you should be able to :

- Understand the purpose of your presentation.
- Strategically plan your presentation based upon an audience analysis.
- Apply verbal skills to capture and maintain audience interest.
- Apply critical listening skills and respond confidently to questions.
- Develop awareness of how effective non-verbal messages are communicated.
- Improve your written communication skills, using memos, emails and reports.
- Overcoming blocks - using mind maps for designing your power point presentation.
- Hearing your Speaking Voice, tone, articulation, pitch and volume.
- Speaking with energy.
- Design and use appropriate visual aids to support your presentation.
- Deliver and evaluate your presentation by reviewing a video of your presentation.
- Apply a rigorous communication checklist for evaluating presentations.

COURSE OUTLINES :

- Effective Communication
 - Understanding your audience
 - Presentation skills
 - Non-verbal Communication
 - Using the Voice
 - Delivering your presentation
 - Feedback and evaluation of your presentation
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QUANTITATIVE ANALYSIS & DEMAND FORECAST

This Quantitative Analysis course helps you quickly learn and review topics related to quantitative decision making in business

Quantitative Analysis Depend on Data and Analytical Techniques . Our engaging lessons and interactive quizzes can help you prepare for upcoming exams.



COURSE OBJECTIVES:

After course you should be able to :

- Basics of quantitative research
- Fundamentals of statistical data analysis
- Types of quantitative research
- What is Forecasting
- Levels of quantitative data analysis
- Measures of quantitative data analysis
- Advantages of quantitative data analysis

COURSE OUTLINES :

- Introduction to quantitative data
 - Understanding Hypothesis
 - Types of quantitative research design
 - Levels of quantitative analysis
 - Quantitative Decision Making and Risk Analysis
 - Quantitative data gathering method
 - Quantitative data analysis techniques
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Strategic Management

Strategic management is crucial for organizations of all sizes and across various industries. It helps organizations adapt to changing market conditions, seize opportunities, mitigate risks, and gain a competitive edge. By taking a long-term perspective and considering the broader business environment, strategic management enables organizations to make informed decisions and navigate complex challenges effectively.



COURSE OBJECTIVES:

After course you should be able to :

- Explain What is Strategic Management
- Explain What is a Strategy
- Describe the Strategy Statement and its Components
- Explain the Steps of Strategic Management Process
- Describe the Components of Strategic Management Process
- Differentiate between Strategy Formulation and Strategy Implementation
- Describe the Qualities of a Strategic Leader
- Explain What is a Business Policy
- Describe the Factors of SWOT Analysis
- Explain What is Business Ethics

COURSE OUTLINES :

- Introduction to Strategic Management
 - Environmental Analysis
 - Strategy Formulation
 - Strategy Implementation
 - Strategic Innovation and Entrepreneurship
 - Global Strategic Management
 - Ethical and Social Responsibility in Strategic Management
 - Case Studies and Analysis
 - Strategic Management in Practice
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STRATEGIC PLANNING

Effective strategic business planning helps organisations to stay focused, analyse the marketplace, set accurate goals, assign responsibilities and identify appropriate staff development plans. Strategic Business Planning Training Course provides you with the skills to use a SWOT analysis, create and implement a strategic plan, implement required changes, identify the foundation of your organisational values, create valuable reports, set achievable goals and implement smart strategies.



COURSE OBJECTIVES:

After course you should be able to :

- Write a mission statement that explains what the company's purpose is.
- Complete meaningful SWOT analyses.
- Use tools and techniques to create a strategic plan that directs the organisation.
- Learn ways to implement, evaluate, and review a strategic plan.
- Use related tools, such as the strategy map and balanced scorecard, to help develop a strategic plan.
- Understand strategic planning.
- Set SMART goals.
- Assign roles and responsibilities.
- Use presentation options (reports).

COURSE OUTLINES :

- Course introduction
- Understanding Strategic Planning
- Identifying Our Values
- Designing Our Vision
- On a Mission
- Performing a SWOT Analysis
- Setting Goals
- Sustained Competitive Advantage
- Assigning Roles, Responsibilities, and Accountabilities
- Needs assessment, including environmental scanning using SWOT's analysis.

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