



Training Courses

Course		Dates	Time
Specialized courses			
Digital Marketing	Dr. Muhamed Emad	Friday 21/05 Friday 28/05 Friday 04/06	1:00 to 4:30 PM 6:00 to 9:30 PM
		Saturday 22/05 Saturday 29/05 Saturday 05/06	6:30 to 9:30 PM
Financial Analysis	Dr. Khaled Ahmed	Friday 21/05 Friday 28/05 Friday 04/06	1:00 to 4:30 PM 6:00 to 9:30 PM
		Saturday 22/05 Saturday 29/05 Saturday 05/06	6:30 to 9:30 PM
Excel For Accounting	Dr. Hossam Mahmoud	Friday 21/05 Friday 28/05 Friday 04/06	1:00 to 4:30 PM 6:00 to 9:30 PM
		Saturday 22/05 Saturday 29/05 Saturday 05/06	6:30 to 9:30 PM
Motion Graphics	Eng. Jhon Osama	Friday 21/05 Friday 28/05 Friday 04/06	1:00 to 4:30 PM 6:00 to 9:30 PM
		Saturday 22/05 Saturday 29/05 Saturday 05/06	6:30 to 9:30 PM
Soft skills course			
Life coaching & leadership	Dr. Hisham Abd El - Hamid	Sunday 23/05 Monday 24/05 Tuesday 25/05 Wednesday 26/05 Thursday 27/05 Sunday 30/05 Monday 31/05 Tuesday 01/06 Wednesday 02/06 Thursday 03/06	6:30 to 9:30 PM



Financial Analysis

Course Outline:

- Financial accounting & Managerial accounting.
- Introduction to financial statements.
- Preparation of FS.
- Cash Management.
- Financial analysis tools & techniques.
- Financial ratios & related companies risks.
- Investments types.
- Companies capital structure.

1000 L.E
For
AASTMT
Students

Continuing Education &
Community Services
(CECS)

For more inquiries please contact:
Dr. Sara ElKhayat on:
sara_elkhayat@yahoo.com



Life Coaching & Leadership Skills

Course Outline:

- Develop self-awareness
- Know most strengthen values
- Practice self-motivation
- Master the directing of emotions
- Identify leadership
- Identify leadership style
- Lead your life effectively
- Mastering the planning skill
- Know how to think strategically
- Know how to influence people and persuade them
- Know how to manage people's skills

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Motion Graphics

Course Outline:

- 1-Edit shape
 - 2-Layers
 - 3-Isolation Mode Separate Layers
 - 4-Transform-Rotation-Reflection
 - 5-Shape Builder Tool
 - 6-Align&Distribute - Save Files
- Adobe Aftereffect
- 1-Motion Graphics Vs VFX
 - 2-Motion Infographics Workflow
 - 3-Create New Composition
 - 4-Import Files
 - 5-Resize Elements In Comp

- 6-Basic Animation Concept
- 7-Text Tools
- 8-Animated Typography Basics
- 9-Effects&Presets Fast Blur
- 10-Solid Layer
- 11-Shape Layer
- 12-Sequence Layers
- 13-Motion Path
- 14-Easy Ease
- 15-Graph Editor
- 17-Graph Editor
- 19-Matte Layers

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ADVANCED Excel

Excel for Accounting

Course Outline:

- Basic functions
- Advanced Functions
- Pivot Tables
- Tables & Graphics
- Building Financial Statements
- Accounting Ledgers

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Digital Marketing

Course Outline:

- Social Media
- Content marketing
- SEO
- E-Business Models
- E-Marketing vs Marketing
- Strategy, Plan & Goals
- Online Research
- Web Analytics
- CRM & Marketing Automation
- Search Engine Marketing
- Display advertising
- Mobile marketing
- Affiliate marketing
- Email



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