



الجامعة الفرنسية في مصر
Université Française d'Égypte

French University in Egypt

Center for Continuing Education

Course Catalog

February 2009

General presentation

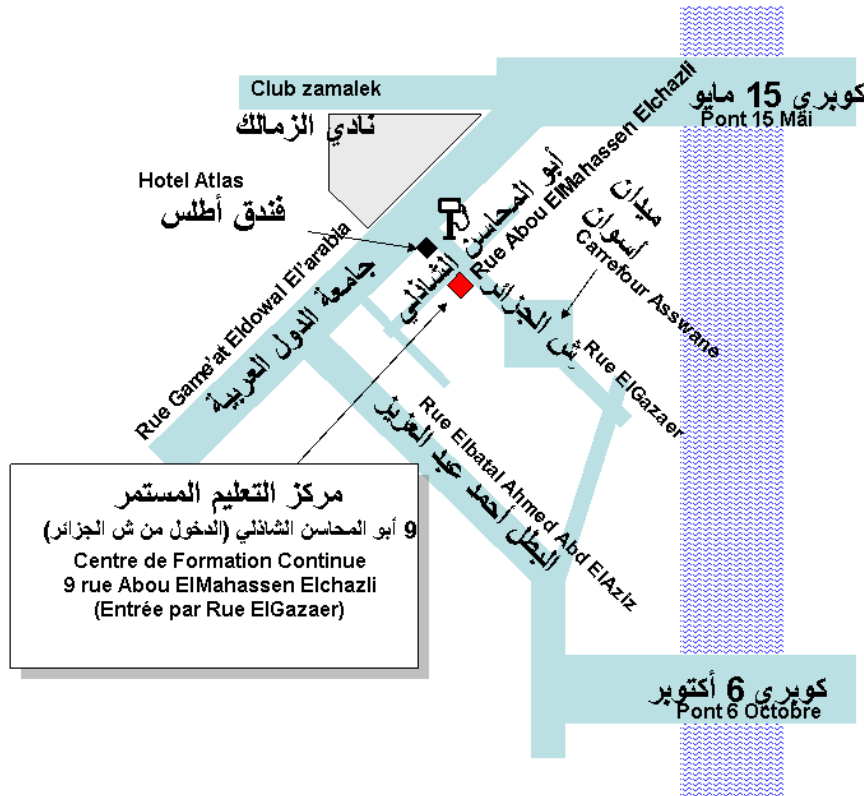
The mission of the Center for Continuing Education is to develop skills of professionals to empower them for an active participation in national and regional modernization plans.

Programs were built after long and thorough consultations with professionals from different sectors, viewed as partners rather than clients. They focus on modern areas where training supply is either insufficient to face growing demands or simply inexistent. In all courses, as will show course descriptions that will follow, the methodology is modern; and for some of them the whole concept is new and unique to our center. In addition to catalogued courses, the Center would be glad to consider tailored courses addressing specific partner needs.

Contact details are given below.

Course description follows.

At the end, a short client list is supplied.



Université Française d'Egypte Centre de Formation Continue et à Distance 9 rue Abou ElMahassen ElShazli, El Mohandessine, Le Caire	French University in Egypt Center for Continuing Education & Distance Learning 9 Abou ElMahassen ElShazly st., Mohandesseen, Cairo	الجامعة الفرنسية في مصر مركز التعليم المستمر والتعلم عن بعد 9 ش أبو المحاسن الشاذلي - المهندسين - القاهرة
☎ (00202) 330 26 172 / (002) 012 024 3080 - 📠 (00202) 268 75 333 – cufcad.ufe@gmail.com		

Table of Contents

1. Enterprise Resource Planning Awareness Workshop.....	4
2. Micro Finance.....	5
A. Microfinance: from donors support to sector performance	5
B. Microfinance: Financial analysis and evaluation	5
C. Microfinance: Strategic marketing & product development	6
3. Entrepreneurship	7
A. Business legal issues and taxes.....	7
B. Feasibility studies:	7
C. Management methods and human resources development	7
D. Finance and budgeting for non financials.....	8
E. Marketing	8
4. Management Courses.....	9
A. Advanced Practical Project management Professional	9
B. Project Management Essentials	11
C. HR Management Techniques	11
D. Leadership	12
E. Building better teams (“I” and “Team”).....	12
F. Procurement Techniques and Procedures	13
G. Cost Management	13
H. TIME MANAGEMENT	14
I. Time and Cost Management	14
5. Branding and Product Management for RMG.....	15
6. Cinema and Television.....	16
7. Soft Skills.....	17
A. Effective technical writing.....	17
8. 17	
A. Writing Effective Technical/ Professional Reports	17
B. How to make a persuasive presentation	17
C. Communication and negotiation skills	18
D. Communication & Negotiation Workshop.....	18
8. French for Business Courses	19
A. Elementary Level.....	19
B. Pre-intermediate Level	19
C. Intermediate Level.....	20
D. Advanced Level.....	20
9. English for Business	21
A. Elementary Level.....	21
B. Pre-intermediate Level	21
C. Intermediate Level.....	22
D. Advanced Level.....	22
10. Advertising that gives results	23
11. Client List.....	24

1. Enterprise Resource Planning Awareness Workshop

Enterprise Resource Planning (ERP) designates systems designed to plan the use of enterprise-wide resources. ERP systems typically attempt to cover all basic functions of an organization, regardless of the organization's business or charter. Business, non-profit organizations, non governmental organizations, governments, and other large entities utilize ERP systems.

This workshop is designed to raise awareness of decision makers, top level as well as intermediate level managers, of the potentials of such a solution to improve business management performance. It addresses:

- ERP Overview;
- ERP & Business;
- ERP cost;
- Choosing ERP;
- Critical success factors;
- ERP Project team, planning and monitoring;
- Change management and ERP;
- ERP future;
- ERP solution example/sample.

Course	Volume	Frequency	Fees	Documents
Enterprise Resource Planning awareness workshop	18 Hours	3 days 6 hours/day	2000 EGP	included

This course has been supported by:

ITIDA – Ministry of Telecommunication & Information Technology

This course is delivered in partnership with:

Microtec, an Egyptian supplier of ERP solutions to Egyptian and Arab Markets.

2. Micro Finance

Micro-finance is a rapidly growing sector in the region due to its high impact on social and economical growth. In response to a growing demand for greater expertise in managing microfinance institutions (MFIs), which is a relatively new area in Egypt, these courses will cover the basic issues related to managing a microfinance programs. There are 3 training courses in this group.

Courses are dedicated to the following audience:

- Banks, financial institutions, APEX institutions.
- Professionals working in NGOs,
- National networks
- Governmental bodies
- Donors investing in microfinance

This course is delivered in partnership with PlanetFinance, a worldwide network of NGOs in this field delivering training and consultancies in over 60 countries.

A. Microfinance: from donors support to sector performance

This course contains:

- a. Facing the challenging microfinance sector in Egypt.
- b. Managing the developing and the dynamic expansion to guarantee consistency.
- c. Practical applications, based on real-world experience through case studies.

The program will last 3 days:

Day One: Microfinance from conception to management

Day Two: Management of Microfinance Institutions

Day Three: Microfinance contracts and products

Course	Volume	Frequency	Fees	Documents
Microfinance from donors support to sector performance	18 Hours	3 days 6 hours/day	1500 EGP	included

B. Microfinance: Financial analysis and evaluation

Microfinance organizations are doing financial services for a social purpose. To ensure the consistency and sustainability of such services, the organization should do a very deep analysis for its financial, managerial and strategic operational management structural. The financial analysis is a non-substitutable tool for the consistency of microfinance organizations.

Course	Volume	Frequency	Fees	Documents
Micro-Finance: Financial analysis and evaluation	18 Hours	3 days 6 hours/day	1500 EGP	included

C. Microfinance: Strategic marketing & product development

The purpose of this course is to provide participants with a thorough understanding of the concept of marketing in microfinance and its importance. Indeed, the vast majority of the credit & savings programs prove that program design is more an art than a science. The design of the credit and savings products need to take into account external factors such as the social and economic context and the target group, as well as internal factors such as the mission and institutional sustainability. One major characteristic in designing C&S products is that they should avoid too much complexity and be prepared to respond to the changing institutional and clients needs over time.

Course	Volume	Frequency	Fees	Documents
Microfinance: Strategic marketing & product development	18 Hours	3 days 6 hours/day	1500 EGP	included

3. Entrepreneurship

The key dynamic force for social and economic development is the spirit of entrepreneurship. This ensemble comprises a group of modules that are intended to give a rapid overview of different aspects related to creating or running an enterprise. It addresses entrepreneurs as well as management employees in enterprises of different sizes.

Modules are:

A. Business legal issues and taxes

- Different legal forms for running a business in Egypt
- Most important regulating laws for doing the activity.
- Taxes treatment for different legal entities.

Course	Volume	Frequency	Fees	Documents
Business legal issues and taxes	12 Hours	3 days 4 hours/day	600 EGP	included

B. Feasibility studies:

- Different kinds of feasibility studies and their objectives
- Most important information to collect
- Company strategy
- Decision making based on feasibility studies

Course	Volume	Frequency	Fees	Documents
Feasibility studies	15 Hours	3 days x 3 hours + 1 day x 6 hours	800 EGP	included

C. Management methods and human resources development

- Different management methods and organizational structures.
- Management strategy.
- Process management and the relation between different administrations and external sectors.
- Building and developing human resources.

Course	Volume	Frequency	Fees	Documents
Management methods and human resources development	21 Hours	3 days x 3 hours + 2 days x 6 hours	1000 EGP	included

D. Finance and budgeting for non financials

- Finance and accounting basics.
- Preparing a budget.
- Taking finance decisions.
- Document flow.

Course	Volume	Frequency	Fees	Documents
Finance and accounting	18 Hours	3 days x 4 hours + 1 day x 6 hours	900 EGP	included

E. Marketing

- Marketing (Theme, importance, activities)
- Market Analysis
- Competition analysis and marketing chance
- Market goals
- Marketing strategies.
- Preparation of marketing mixture (products planning, distribution strategies, pricing strategies, Advertising strategies)
- Marketing research

Course	Volume	Frequency	Fees	Documents
Marketing	18 Hours	3 days x 4 hours + 1 day x 6 hours	900 EGP	included

4. Management Courses

A. Advanced Practical Project management Professional

This training course aims at developing project management skills and prepares trainees to obtain PMP certification. It contains:

Project Life Cycle & Frame Work

- Project Management Frame work
- Definition of a Program
- Examples of Programs
- Project Life Cycle
- Project Management Life Cycle
- Project Process Groups

Scope Management & WBS

- What is Scope Management
- Scope Management Plan
- Scope Definition & Decomposition
- WBS Definition
- Typical WBS

Project Time Management

- Activity Definition
- Activity Sequencing
- Activity Duration Estimating
- Schedule Development
- Schedule Control
- Project Time Management
- Schedule Optimization

Cost Management

- Types of Cost
- Project Cost Management
- Resource Planning
- Example for Resource Loading
- (Cost Budgeting Tools)
- Performance Measurement
- Resource & Cost Exercises

Human Resource Management

- Definition of Human Resource Management
- Organizational Theory
- Types of Organization
- Resource Histogram

Communication & Documentation Management

- Communications Management
- Performance Reporting
- Administrative Closure

Quality Management

- Definitions of Quality Management
- Philosophies
- Project Management & Quality Management
- Process Improvement
- Quality Planning
- Cause and Effect Diagram
- Quality Assurance

Risk management & SOWT Analysis

- Project Risk Management
- Integrating Risk with other project management functions
- Risk Management Planning
- Risk Identification
- Information-Gathering Techniques
- Qualitative Risk Analysis
- Risk Monitoring and Control

Procurement Management

- Definition of Procurement Management
- Contract Documents
- Bonds and Guarantees
- Contract Administration

Professional Responsibility**IT Management**

Course	Volume	Frequency	Fees	Documents
Adv. Practical Project Management Professional	45 Hours	7 days x 6 hours + 3 hours	2400 EGP	included

B. Project Management Essentials

The course focuses on the performance of adequate planning. The main objective of the course is to introduce the project planning and control techniques, to define concepts and methods. It covers how to improve work results on the job in order to *successfully conducting the work*.

This course leads you through hands-on workshops on how to implement an effective planning system & analysis of delays reasons

Course Outline

- Importance of project planning and control
- Time management and Network techniques
- Work Breakdown Structure (WBS)
- CPM, GERT PERT calculations
- Precedence diagramming calculations
- Resource loading and resource leveling
- Time and cost tradeoffs
- Performance evaluation and reporting system
- Duration compression and Reserve time
- MS Project Planning : Computer application

Course	Volume	Frequency	Fees	Documents
Project Management Essentials	12 Hours	4 days x 3 hours	650 EGP	included

C. HR Management Techniques

Advancement of the **human resource** profession ensures that HR is recognized as an essential partner in developing and executing organizational strategy.

The main objective will be to provide a solid foundation of knowledge of basic Human Resource Management topics.

The thrust of the course will be on developing an understanding of Human Resource Management practices and assessment of their effectiveness. Topics to be considered in the course include job analysis, selection, performance appraisal and management, and compensation, among others.

Course Outline

- PM roles and responsibilities
- Staffing Management Plan
- The organizational model and structure
- Team building and interviewing
- Group Decision Making
- Project team Reward and Recognition System
- Improve the delegation and integrations abilities.
- Type of Conflict Resolution.
- Negative attitudes affecting performance

Course	Volume	Frequency	Fees	Documents
HR Management Techniques	27 Hours	9 days x 3 hours	1450 EGP	included

D. Leadership

The course is designed to enhance the managerial career, focuses on developing the managerial skills, discusses the project manager's role and responsibilities to both the organization and the project team.

This will be including the leadership skills to handle the variety of project demands effectively and the ability to get others to commit to the project

Course Outline

- Criteria of Project Manager
- Managers' challenges: functions, roles and responsibilities.
- Management styles and skills
- Project Manager and the organization structure
- Management and the qualities of successful managers
- Styles of leadership
- Self development
- Communicate priorities and resource needs
- Solving problem techniques and models

Course	Volume	Frequency	Fees	Documents
Leadership	12 Hours	4 days 3 hours/day	650 EGP	included

E. Building better teams (“I” and “Team”)

Course objectives

An organization is composed of a group of individuals that have come together out of mutual interest. Each person brings to the group his or her special talents, history, skills, unique set of experiences and a set of norms or values. Team building shifts the focus of the group to its members rather than the organizational tasks, thus allowing the members to feel important and cared for.

The participant will learn how to use the concrete techniques that enable him to make truly informed approaches and decisions, in order to improve his company's team performance.

Outcomes

Upon completion of this program, participants will:

- Gain knowledge of the processes of team building.
- Be able to build teams in a workplace activity.
- Understand and be able to use effective team building methods
- Be able to explore new methods and technologies in evaluating workplace teambuilding processes.
- Understand and use successful methods for improving team performance

Course	Volume	Frequency	Fees	Documents
Team Building	18 Hours	3 days 6 hours/day	1250 EGP	included

F. Procurement Techniques and Procedures

Program Objectives:

By the end of the program, participants will have fundamental information concerning procurement management, tool & procedure plus contracts types.

Who should attend?

This program is designed for those who are trying to have career on Contract Administration plus purchasing departments' staff & inventory managers.

Program Outlines:

- **Session (1):** Procurement procedures.
- **Session (2):** Making or Buy Analysis (purchasing capital equipment).
- **Session (3):** Types of Contracts.
- **Session (4):** Procurement & purchasing Department 's responsibility & Authority

Course	Volume	Frequency	Fees	Documents
Procurement Techniques and Procedures	12 Hours	2 days / 6 hours	850 EGP	included

G. Cost Management

Objectives:

- To define concepts, methods, and indicators of project economics.
- To develop the participants capabilities in measuring and analyzing performance indicators in different areas.
- To select the best project

Course Outline:

1. Cost Management Overview
2. Cost Estimation and Analysis
3. Cost Coding
4. Contract Value Analysis
5. Investigating causes of cost variance
6. Master Plan & Master Budget
7. Project Cost Control
8. Financial Evaluation

Course	Volume	Frequency	Fees	Documents
Cost Management	12 Hours	2 days / 6 hours	850 EGP	included

H. TIME MANAGEMENT

Objectives:

Participants will be able to:

- Choose a scheduling tool that meets their needs
- differentiate between several network logic tools

Course Outline:

1. Project Time Management
2. Activity Definition
3. Activity Sequencing
4. Network diagrams
5. Estimation methods
6. Activity Resource Estimating
7. Activity Duration Estimating
8. Schedule Development
9. Identify the Critical Path
10. Schedule Control
11. Mapping Time Deliverables to the Project Management Life Cycle

Course	Volume	Frequency	Fees	Documents
Time Management	18Hours	3 days / 6 hours	1250 EGP	included

I. Time and Cost Management

Objectives:

- Time management and Network techniques
- Resource loading and resource leveling.
- Time and cost tradeoffs.

Course Outline:

1. Project Life Cycle and phases definition
2. Develop Project Charter
3. Multiple techniques of producing project baseline
4. Planning & Control Cycle
5. Creating the Work Breakdown Structure
6. Identify and plan resources for the project
7. Use a range of Estimating Techniques to estimate project costs.
8. Build a cost baseline to be used to measure cost variances.
9. Control project cost using earned value analysis.
10. Performance evaluation and reporting system.
11. Duration compression and reserve time
12. Earned Value (EV) techniques and calculations

Course	Volume	Frequency	Fees	Documents
Time & Cost Management	30 Hours	5 days / 6 hours	2100 EGP	included

5. Branding and Product Management for RMG

This course is aimed at modernizing Egyptian Ready Made Garments (RMG) industry. It is delivered in cooperation with Mod'Spe Institute, Paris, which has been created by the French Federation of Ready Made Garments. It is a French reference in the domains of branding, marketing and product management.

Course offers trainees a comprehensive understanding of all product management and marketing aspects for 1000 hr of training, including projects and case studies (30%).

6. Cinema and Television

This course aims at giving trainees all necessary knowledge and skills to work as professionals in different areas in Cinema and Television production. It covers scenario writing, directing, cinematography, editing, sound, digital effects, producing, decoration

The course is delivered in cooperation with the Egyptian syndicate of cinema professionals. Successful trainees are allowed by the syndicate to work as a professional in cinema and TV.

7. Soft Skills

A. Effective technical writing

This course explains the basics of producing effective sentences and paragraphs. This is the basic first step in producing any form of technical writing (Report, business letter, Fax, etc...). In this course you will learn about clarity, conciseness, emphasis, cohesion, unity, and propriety of sentences and paragraphs.

8.

Course	Volume	Frequency	Fees	Documents
Effective Writing	30 Hours	5 days x 6 hours	1500 EGP	included

A. Writing Effective Technical/ Professional Reports

Would you like to know how to write effective reports? By producing clear, concise and meaningful reports, you are facilitating the decision-making process. This course shows you how to determine what kinds of information need to be included in reports. You will learn how clarity and conciseness ensure reader comprehension and how to evaluate reports written by others at your request. In the end, you will know how to use your report-writing time more productively

Course	Volume	Frequency	Fees	Documents
Writing Effective Technical/ Professional Reports	30 Hours	5 days 6 hours/day	1500 EGP	included

B. How to make a persuasive presentation

For professionals who want to sharpen their presentation skills.

Receive in-depth instruction on planning and structuring your presentation for maximum impact. Learn persuasive techniques using verbal and nonverbal communication. Dealing with Q&As and enhancing your presentation with visual aids will be covered. There will also be an opportunity for you to practice giving a presentation--when it doesn't count--and receive feedback from the instructor.

Course	Volume	Frequency	Fees	Documents
How to make a persuasive presentation	30 Hours	5 days 6 hours/day	1500 EGP	included

C. Communication and negotiation skills

This course is intended to introduce the art of stakeholders' management, the communication as a management tool and methods, communication skills, advantage and disadvantages of different communications formats.

The course's objectives include the negotiation processes, negotiation planning and negotiation tactics. The aim of the course is to improve the ability to exchange information, to create more efficient reporting system, and achieving results.

Course Outline

- Communicating project information
- Managing conflict situations
- Cross cultural communication
- Non-verbal communication
- Listening as a communication tool
- Conducting meetings and negotiations
- Review meetings plan.
- Concept and principals of negotiation
- Preparation for negotiation
- Skills of effective negotiation

Course	Volume	Frequency	Fees	Documents
Communication and negotiation skills	12 Hours	4 days 3 hours/day	650 EGP	included

D. Communication & Negotiation Workshop

To attend this day, the participant should be attending the first above mentioned two days.

Workshop objectives:

To apply the knowledge gained during the LEVEL ONE : Communication & Negotiation Skills

- 1- Planning your Presentation
- 2- Secrets of Power Negotiation
- 3- Type of Negotiators
- 4- Meeting Evaluation

Course	Volume	Frequency	Fees	Documents
Communication and negotiation workshop	6 Hours	1 day	450 EGP	included

8. French for Business Courses

French for business courses aim at developing communication skills in French in a business environment. Courses contain 4 levels; each is composed of 3 training phases.

A. Elementary Level

At the end of the three training phases of the elementary level, the trainee would be able to:

- Greet others
- Present himself and others
- Give information about his job
- Use appropriate terms in simple business situations
- Count in letters and numbers
- Ask, using interrogation forms
- Use basic verbs and pronouns
- Perform simple phone calls.

Course	Volume	Frequency	Fees	Documents
French for Business Elementary level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

B. Pre-intermediate Level

At the end of the three training phases of the elementary level, the trainee would be able to:

- Use prepositions
- Express future
- Ask for info by phone
- Specify quantities
- Use negations
- Make a reservation or a purchase order
- Specify dates
- Use adequate adjectives
- Present a company and describe its structure and hierarchies.
- Understand & fill forms in business domains,
- Write CV

Course	Volume	Frequency	Fees	Documents
French for Business Pre-Intermediate level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

C. Intermediate Level.

At the end of the three training phases of the intermediate level, the trainee would be able to:

- Hold a conversation by phone or face to face – distinguish differences
- Write simple business letters
- Understand and present company organization, production and distribution systems
- Express needs for travel conferences and fairs.

Course	Volume	Frequency	Fees	Documents
French for Business Intermediate level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

D. Advanced Level

At the end of the three training phases of the advanced level, the trainees would be able to:

- Write internal memos and emails
- Perform different banking operations
- Face different business situations:
 - o ask for prices,
 - o accept or refuse an offer,
 - o persuade, negotiate

Course	Volume	Frequency	Fees	Documents
French for Business Advanced level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

9. English for Business

Objectives:

Course objectives are to build communication and expression skills in English, for professional and business environment, mainly spoken as well as some notions of written.

Courses contain 4 levels; each is composed of 3 training phases.

A. Elementary Level

At the end of the three training phases of the elementary level, the trainee would be able to:

- Greet others
- Present himself and others
- Give information about his job
- Use appropriate terms in simple business situations
- Count in letters and numbers
- Ask, using interrogation forms
- Use basic verbs and pronouns
- Perform simple phone calls.

Course	Volume	Frequency	Fees	Documents
English for Business Elementary level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

B. Pre-intermediate Level

At the end of the three training phases of the elementary level, the trainee would be able to:

- Use prepositions
- Express future
- Ask for info by phone
- Specify quantities
- Use negations
- Make a reservation or a purchase order
- Specify dates
- Use adequate adjectives
- Present a company and describe its structure and hierarchies.
- Understand & fill forms in business domains,
- Write CV

Course	Volume	Frequency	Fees	Documents
English for Business Pre- Intermediate level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

C. Intermediate Level.

At the end of the three training phases of the intermediate level, the trainee would be able to:

- Hold a conversation by phone or face to face – distinguish differences
- Write simple business letters
- Understand and present company organization, production and distribution systems
- Express needs for travel conferences and fairs.

Course	Volume	Frequency	Fees	Documents
English for Business Intermediate level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

D. Advanced Level

At the end of the three training phases of the advanced level, the trainees would be able to:

- Write internal memos and emails
- Perform different banking operations
- Face different business situations:
 - o ask for prices,
 - o accept or refuse an offer,
 - o persuade, negotiate

Course	Volume	Frequency	Fees	Documents
English for Business Advanced level (3 phases)	30 Hours per phase	3 hours per session 2 sessions per week	570 EGP	Included

10. Advertising that gives results

Targeted trainees

- Personnel willing to specialize in the domain of advertising and marketing,
- Businessmen,
- Marketing, sales and public relations managers,
- Brand managers in big companies.

Course contents

- Review of the art of publicity, most important international campaigns in US, Europe and Asia
- Efficient usage of audio-visual media.
- Applications and examples from the Arab world and Egypt.
- Training on managing successful advertising campaigns for highest yield.

Course	Volume	Frequency	Fees	Documents
Advertising that gives results	12 Hours	3 days x 4 hours	600 EGP	included

11. Client List

Affiliation of training graduates from the French University Center for Continuing Education:

Affari qui travel	Hazem Hassen
Alahram news paper	Hermes Travel
Alexandria Business Women Association	INCOPAPP
Alkane	Industriel Modernisation Centre -IMC
Allianz	KANDI
Amaranty Hotel	Lotus Group
Angola Embassy	Marmonil
BNP Parisbas	Mobinil
Catholic Relief Services	North &South Consultant Exchange
CIB	NSGB
Egypt Financial Services	Oracle
Egypt. Co. Internet & Digital Environment	Pernasus
El Mobadara	Pharco
El-Nassr Co.	RAYA TRAVEL
First Microfinance Foundation	REDEC
Foll	SCHWEPPEES
Foreman Construction	SFD
French Chamber of Commerce	SIFE
	Tadamon Islamic Bank
	Techno Media Group
	TOTAL
	XCEED
	Zerox