

اعلان هام

- تعلم شركه ارتقاء (ERTQAA) عن القيام بعمل دورات تدريبيه فى أجازة منتصف العام (٢٠٢٣) وذلك لتاهيل الطلاب لسوق العمل فى مجالات متنوعه .
- ✓ دورة **data analysis** بعدد ساعات ٥٠ ساعه تدريبيه.
 - ✓ دورة **Fintech** بعدد ساعات ٥٠ ساعه تدريبيه.
 - ✓ دورة **E-Business** بعدد ساعات ٥٠ ساعه تدريبيه.
 - ✓ دورة **Professional Photographer** بعدد ساعات ٥٠ ساعه تدريبيه.



Data Analysis (Practice Tools)

Duration:

50 Practical hours (online & on site).

Aim of training:

Data analysis is the process of collecting, organizing, exploring, modeling, and interpreting data to answer questions and make decisions. Data analysis can be used for various purposes such as business intelligence, research, education, health care, social media. In this course we will learn about Data Analysis and its tools.

Content:

- Data analysis, Data collection and preparation
- Data analysis methods , techniques, tools and software
- Data analysis projects and case studies
- Introduction to Power BI
- Data Sources , Data Refresh, Data Transformation and Modeling
- Data Visualization , Analysis, Report Design and Publishing
- Workspaces and Dashboards
- Power BI Administration and Security
- Introduction to Qlik Sense, Data Sources and Data Load
- Data Modeling , Visualization, Report Design and Analysis
- Advanced Data Load and Modeling, Visualization and Analysis
- Collaboration , Sharing, Administration and Security
- Introduction to Tableau
- Data Exploration and Visualization, Management and Analysis
- Data Visualization , Design, Dashboard and Story Creation
- Collaboration , Sharing, Administration and Security



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E-Business

(Concepts, Models, and Applications)

Duration:

50 Practical hours (online & on site).

The Aim of this Training:

By the end of this course, trainees should be able to:

- Define and explain the concept and scope of e-business
- Identify and analyze the drivers and use cases of e-business
- Compare and contrast different e-business models and architectures
- Evaluate the benefits and risks of e-business for various stakeholders
- Apply e-business strategies and techniques to real-world scenarios
- Design and develop e-business solutions using appropriate technologies and tools

Content:

- E-Business Models , Architectures, Strategies and Applications.
- Business Technologies and Tools.
- What is Digital Marketing and Digital Marketing Channels.
- Search Engine Optimization (SEO).
- Use social media platforms to build your brand and engage your audience.
- Website Design Optimization and Email Marketing.
- Introduction to e-finance and the mathematics of finance.
- Security valuation and investment decisions.
- Financing decisions and risk and return trade-off.
- International financial management and blockchain applications.
- Introduction to e-accounting and Financial accounting fundamentals.
- Managerial accounting concepts.
- E-accounting challenges and opportunities.
- Introduction to accounting applications.
- Accounting applications for invoicing and billing.
- Accounting applications for financial reporting.
- Accounting applications for accounting automation.
- A practical Example using Peachtree for an accounting Cycle.



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Fintech

Duration:

50 hours.

Aim of training:

By the end of the program, the trainee will be able to:

Understand the basic concepts of Financial Technology (Fintech) and the new emerging trends in the Fintech space. Identify the key stakeholders in Fintech and their respective roles. Understand case studies on business models, regulatory approaches, and key strategies

Content:

- Intro to Fintech.
- FinTech's Core Use Cases.
- The Tech Side of Fintech.
- Trends in Fintech.
- Obstacles Facing the FinTech Industry.
- The Future of Fintech.
- Tasks & Projects.



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Professional Photographer

Duration:

50 Practical Hours. (50% on site).

Aim of training:

By the end of the training, the trainee will be able to:

- Realize how cameras work and what gear you need.
- Master shooting in manual mode and understanding your camera.
- Recognize what equipment you should buy no matter what your budget is.
- Use composition, lighting, and proper settings to take better photos.
- Edit photos professionally to make them look even better.
- Start a photography business and make money from your new skills.

Training Content and steps:

- Focus and Depth of Field.
- Camera Settings.
- White Balance and Color.
- Lighting and Flash Photography.
- Equipment: (Cameras - Lenses - Accessories)
- Sorts of Photography: (Portrait - Long Exposure - Landscape - Product - Low Light - Sports & Action - Macro - Street & Architecture Event & Wedding - Aerial & Drone - Wildlife - Night).
- Intro to Editing: (Photoshop CC - Light Room Classic CC).



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