

# Training Packages

## Banking Operations

This package considers various and different aspects that contribute to modern banking and banking management including Compliance, Financial Inclusion and Retail Banking. In line with the Central Bank of Egypt's directives, customers shall be educated about their rights and duties and how to be dealt with fairly through disclosure and transparency. Furthermore, cash department importance, challenges and trade finance courses are included to assure operations activities excellence. This package also covers SWIFTS and Letters of Guarantee.

## Risk Management

This package focuses on the concept of risk management, its function, processes in the banking environment and external environment impact. Also, this package analyzes and evaluates the risks of dealing with financial institutions. Moreover, the International Framework of Basel Accords and the Road to Basel IV Course included in this package aims to assure the safety of the international banking system through covering all requirements of banking system. The package also covers Enterprise Risk Management, ICAAP and reporting requirements.

## Corporate Governance

This package considers the essential governance knowledge and skills internally: Central Bank of Egypt governance instructions issued on 5th July 2021 and externally: International Finance Corporation (IFC) directives.

## Legal

In this package, participants will learn the legal framework for banking activities in Egypt. They will also learn the legal aspects of banking transactions in Egypt and certain foreign transactions, including the unified international rules of collection in addition to explaining the legal framework for arbitration, mediation and conciliation in the financial industry and banking disputes and defining the process of settlements in banking crimes.

## SME

This package provides programs and certificates that include both; the core credit knowledge and concepts needed by creditors with a special focus on small & medium enterprises and their related risks as well as the planning techniques, marketing philosophy and selecting the appropriate product development to fulfill the requirements of SMEs with respect to international best practices for operations and risk management. The package enables bankers to get acquainted with the learning process by empowering participants to think broadly, manage globally & compete strategically.

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## Microfinance

The programs and certificates in this package are designed to effectively build human cadres in the banking and the non-banking financial institutions to provide financial services to microenterprises in a professional manner that is consistent with the financing international best practices.

## Entrepreneurship

The Entrepreneurship package guides participants towards the procedures and processes necessary to establish their own successful business and develop an effective business plan. The programs provided are concerned with the practical aspect, as it fosters potential entrepreneurs to focus on operational process and apply on their professional ideas.

## Sales, Marketing, and Customer Care

All programs related to sales, retaining customers, customer relations, and products marketing are included in this package.

## Skills for Success

The programs in this package help participants to get acquainted with the needed skills in the workplace such as communication, team building, business etiquette, time management, and others. These skills are the ones needed to learn and develop their capabilities to cope with the work environment.

## Human Resources

This package consists of HR training programs that aim at teaching HR professionals the knowledge, skills, and attitudes to be used in their job.

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## Leadership Development

This package consists of Leadership & Management programs that help participants fulfill their potential through effective training in all leadership areas. The programs of this package will support participants in learning how to become more successful leaders, improve communication, make better decisions, manage conflicts, and lead others through times of change.

## Information Technology

A comprehensive Information Technology Training portfolio covering the massive demand of the Banking Sector on all levels. From the hardware layer: Infrastructure & Networking to Software Layers: Core Banking, Middleware, integration, Software Development and new technologies: Artificial Intelligence (AI), Data Science & Analytics, Robotic Process Automation (RPA) & Blockchain. In Addition to Digital Transformation & FinTech that are currently re-shaping the Banking & Financial Services Industry. Whether you're managing mission critical technology initiatives, developing your technical talent pipeline or launching Digital products and services to the market, our innovative and flexible learning solutions equip you for success.