# **Table of Content**

Overview

The President's Message

Online Courses

Open Enrollment Programs

Professional Diplomas

International Certificates



The Arab Academy for Banking and Financial Sciences was established in 1988 through the General Assembly of the union of Arab Banks. It operates within the framework of the Joint Arab Action system and is head quartered in Cairo, Egypt.



Member of the Economic and Social Council



Affiliated to the League of Arab States

It is considered one of the leading and specialized institutions in the fields of education and training, which since its inception has been developing and raising the professional and scientific competence of workers in the administrative, financial and banking fields in all parts of the Arab World.



# THE PRESIDENT'S MESSAGE

The Arab Academy for Management, Banking and Financial Sciences has undertaken a mission of training and developing generations of aspiring calibers in a variety of industries since its inception in 1988. Our training methodology is based on scientific theory and subject-knowledge in accordance with the highest quality standards.

AAMBFS is a regional Arab institution, with a keen ambition to provide the best in technology and innovation to all fields and levels. The Institute of Financial and Banking Training at AAMBFS aims to deliver distinguished and high-quality services to all sectors operating in the MENA region, to achieve a number of goals and objectives, including:

- Providing training in all categories to enable individuals and institutions to reach sustainable development, meeting today's demanding requirements by helping them acquire skills to achieve their goals, meet challenges, and support them in developing their careers, institutions and societies.
- Developing training programs and linking the academic experience and knowledge to the corporate life, helping students utilize the expertise and knowledge gained to increase their productivity, and contribute to solving problems derived from real-life cases.
- Conducting research and field surveys that contribute to identifying the training needs of institutions in various sectors, to provide them with the required and on-demand services for each field, bearing in mind the basic relationship between the requirements of the labor market and future needs in order to bridge the gaps in a variety of sectors.
- Since its beginning, the Institute of Banking and Financial Training has emphasized the need to focus on the quality of training, strengthen the services available through local, regional and international strategic partnerships to implement high standard programs and specialized diplomas through five main types of training services:
  - Open Enrollment Programs
  - Contractual (Customized) Programs
  - On-the-job training (Coaching)
  - Private training
  - E-Learning

The President

Dr.Mostafa Hodieb

# **Vision**

Provide value-driven services to all scholars and professionals in the Arab region, Africa and beyond.

# **Mission**

Prepare human cadres capable of transformative innovation and profound impact in all business domains.



# **OverView**

Years of Experience

in Education, Training, Consultancy and Research



Across Africa & Arab Countries

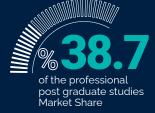
**Provide** м ultilingual Р rograms in Arabic, English, French

Hosted

International Conferences & Seminars



Over Stratigic Partners



Currently Serving Clients

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# Member of the Regional Economic and Social Council













a Banking, Finance and Investment Dictionary in the Arab World in English & Arabic





# Our Services



#### **Education**

BSc, MSc, MBA & DBA in field of:

- Financial Management
- Management
- Banking
- ·Human Resources
- Marketing
- ·International Certificates



#### **Training**

- •Open Enrollment Programs
- •Contractual Programs
- Professional Diplomas
- •On-the-job training
- Private Training
- Distance or Remote Learning



#### Consultancy

- · Research and feasibility studies
- Operational Efficiency
- Organizational performance Improvement
- Strategy formulation and implementation
- · Technology adaptation
- Financial systems development
- · Financial institutions Restructuring



# Research & Development

- International publication & periodicals
- Scientific Publishing
- Specialized Translation & Arabization
- The Annual International Conference

# **Training Activity**

The Academy positions itself as a learning solutions provider, we act as the client consultant & expert when it comes to the thorough inspection & evaluation of all the business aspects through a gap analysis to come up with the remedy for such gaps in the form of diversified learning paths.



# **Programs**

Which are included in the annual training plan and These are held at different dates and venues in various Arab countries available to individuals and institutions from different Arab countries alike.



# **Contractual Programs**

Those are customized or tailor-made programs according to our partners' needs &/or after a gap analysis, they aim to rectify a pain point at our partner's site, These programs may be either internal (i.e. private candidates from a single institution) or local (i.e. private candidates from more than one institution within a single country).



# **On Job Training**

In such programs, employees are subjected to training while on the job. The employee receives training while performing his/her specific job. Thus, he/she is offered the proper direction by the trainer till the latter is convinced of the employee's performance.



# **Private Training**

Where the trainee will be equipped with specific skills in a specified area to meet his professional needs.



# **Distance or Remote Learning**

Is a superb feature of the digital age we're living, programs that cope with information technology and communication in addition to realizing efficiency and effectiveness in time, cost and returns.

# **Online Courses**



Month	Program Title	Diploma	Date	Credit Hours
Jan	HR Essentials in the Digital Age Using Analysis and Artificial Intelligence	Human Resources Management	26-30	15
Jan	Internal Audit Strategies in Crises	Auditing	26-30	15
Feb	Banking Cybercrime Risks and Combating Methods	The Digitalization and Artificial Intelligence	12 - 10	9
Feb	Digital Innovations in Financial and Banking Services	The Digitalization and Artificial Intelligence	17 -19	9
Feb	Certified Internal Auditor - CIA (Part One)	Auditing	23-27	15
April	International Framework for Basel Courses and the Road to Basel IV	Risk Management & Basel Accord	27-30	12
May	Talent Management in Light of Digital Transformation and Artificial Intelligence	Management	19-21	9
May	Value-Based Auditing	Auditing	26-28	9
June	General Framework for Sustainable Finance	Bank Credit	16-18	9
June	Future of Services Financial Technology, Its Risks, Supervision and Control	The Digitalization and Artificial Intelligence	22-24	9
July	IFRS Updates	Financial Management	13-18	15
July	Application of Artificial Intelligence in Internal Auditing Operations	Auditing	20-22	9

# **Online Courses**



Month	Program Title	Diploma	Date	Credit Hours
Aug	Green Management in Institutions to Competitive Advantage	Management	10-11	6
Aug	Strategic Thinking, Analysis and Business Planning	Management	24-26	9
Sep	Digital Transformation and Artificial Intelligence and its Applications	The Digitalization and Artificial Intelligence	14-18	15
Sep	Marketing of Services & Customer Satisfaction	Marketing & Selling	14-18	15
Sep	Evaluation and Analysis of Audit Task Results According to New Standards	Auditing	21-25	15
Oct	Crimes of Digital Forgery and Fraud in Credit Cards	Detection of Forgery & Coun- terfeiting	20-22	9
Oct	Advanced Emotional Intelligence	Management	27-28	6
Nov	Developing Audit Procedures in Light of Digital Transformation	Auditing	17-19	9
Dec	Governance of the Internal Audit Function According to New Standards	Auditing	8-11	12
Dec	Digital Transformation Strategies in Institutions	The Digitalization and Artificial Intelligence	15-17	9
Dec	Certified Internal Auditor - CIA (Part II)	Auditing	21-25	15



# Egypt

Month	Program title	Venue	Diploma	Date	Credit Hours
Jan	Model drafting of contracts	Cairo	Arbitration and law	19 - 23	25
Feb	Enneagram	Cairo	Management	10 - 12	15
Feb	Knowledge Skills in Effective Management and Advanced Office Work	Cairo	Management	20 - 16	25
Feb	Non-Performing Debt Management for SME Clients	Cairo	SMEs Financing & Management	23- 27	25
Mar	Artificial Intelligence in Financial Analysis and Risk Management	Cairo	Digital transformation	23- 27	25
April	The impact of the application of artificial intelligence in logistics activities and supply chains	Cairo	Digital Transformation	13- 17	25
April	Knowledge skills in effective management and advanced office work	Cairo	Management	13- 17	25
April	New Global Internal Audit Standards and Implementation Procedures ( Workshop )	Cairo	Auditing	14- 15	15
April	Developing Legal and Advisory Skills for Legal Department Managers	Cairo	Arbitration and law	14- 18	25
April	Certified Credit Professional (CCP)	Cairo	Bank Credit	27	250
May	Bank Credit Management and Analysis in Economic Crises	Cairo	Bank Credit	11- 15	25
May	Certified Professional Trainer (CPT)	Cairo	Management	11- 22	50
May	Preparing and Examining Documents Submitted on the Strength of Documentary Credits - Standard No. 821	Cairo	Letters of Credit & International Trade	25- 30	25
June	Certified Manager in Risk Management (CMRM )	Cairo	Risk Management & Basel Accord	22 / 6	120
June	Arbitration and Settlement in Banking Transaction Disputes	Cairo	Arbitration and law	22- 26	25
July	Detecting Counterfeiting and Fraud and Addressing Fraud	Cairo	Detection of Forgery & Counterfeiting	13- 18	25
July	Foreign Exchange Markets in Light of Exchange Rate Fluctuations	Cairo	Financial Markets & Investment Portfolios	20- 22	15
July	Document management, electronic archiving and digital preservation techniques	Cairo	Management	26- 31	30

Month	Program title	Venue	Diploma	Date	Credit Hours
July	Financial Analysis for Finance and Investment	Cairo	Financial Markets & Investment Portfolios	27- 31	25
Aug	Annual Forum for Internal Auditors	Cairo	Auditing	16- 20	15
Aug	Financial Safety Indicators and Improving Financial Performance	Cairo	Financial Management	24- 28	25
Sep	Modern secretarial and advanced office management	Cairo	Secretarial and office management	2125-	25
Oct	Advanced Professional Development and Succession Planning	Cairo	Human Resources Management	1216-	25
Oct	International Standards for Combating Money Laundering and Terrorist Financing	Cairo	Compliance and Anti- Money Laundering	1215-	15
Nov	Guarantees, Collections and Shipping Letters of Guarantee	Cairo	Letters of Credit & International Trade	12-Oct	15
Nov	Planning and Budgeting Skills	Cairo	Financial Management	2327-	25
Dec	Advanced Governance and Risk Management Commitment	Cairo	Risk Management & Basel Accord	25-21	25



# Jordan

Month	Program title	Venue	Diploma	Date	Credit Hours
Jan	Tax treatments of financial statements	Amman	Financial Management	12 – 16	25
Jan	Integrating the SDGs into performance audits	Amman	Auditing	26 - 30	25
Feb	Risk Matrix Characterization, Analysis and Risk Assessment	Amman	Risk Management & Basel Accord	2-6	25
Feb	Modern methodologies in financial policies and accounting procedures	Amman	Financial Management	9 - 13	25
Feb	Principles and practices of artificial intelligence	Amman	The Digitalization and Artificial Intelligence	23-27	25
April	Tax treatments of financial statements	Amman	Financial Management	20-24	25
May	Advanced Auditing Techniques	Amman	Auditing	4-8	25
Мау	Communication, presentation and negotiation skills for auditors	Amman	Management	18-22	25
May	Accountants Forum: Contemporary changes in the content of financial statements and their impact on the Arab business sectors	Amman	Financial Management	17-19	15

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Month	Program title	Venue	Diploma	Date	Credit
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May	Simplification of business processes and procedures	Amman	Financial Management	25 - 29	25
June	International Standards for the Professional Practice of Internal Auditing	Amman	Auditing	23-27	25
July	Leading Change and Transformational Leadership Industry Agile	Amman	Management	6-10	25
July	Governance and Internal Audit Strategies	Amman	human Resources Manage- ment	13-17	25
Aug	Green Belt Approved in Six Sigma	Amman	Management	10-14	25
Sep	Legally effective internal audit	Amman	Auditing	7-11	25
Sep	Internal Control and Audit in Government Agencies and Public Institutions	Amman	Auditing	21-25	25
Oct	Develop and develop supervisory capabilities and skills	Amman	Management	5-9	25
Oct	Simplify work processes and procedures	Amman	Management	19-23	25
Oct	Evaluation of audit results	Amman	Auditing	26-30	25
Nov	Planning and managing advanced fiscal and monetary policies and risk management	Amman	Risk Management & Basel Accord	2-6	25
Dec	Financial Maintenance Techniques and Financial Compliance Assurance	Amman	Financial Management	1-5	25
Dec	Forensic Financial Audit and Financial Manipulation Detection	Amman	Auditing	14-18	25

# Yemen

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Month	Program title	Venue	Diploma	Date	Credit Hours
Jan	Latest in Anti- money laundering and terrorist financing	Adan	Compliance and Anti-Money Laundering	5-9	25
Jan	Operational Risk Management (New Standard Approach)	Adan	Risk Management & Basel Accord	12-16	25
Jan	Hospital Management	Adan	Hospital and Healthcare Management	19-23	25
Jan	Marketing Strategies in a Recession	Adan	Marketing & Selling	26-30	25
Feb	Certified Credit Professional (CCP)	Adan	Bank Credit	1-13	60

Month	Program title	Venue	Diploma	Date	Credit Hours
Feb	Developing Legal and Advisory Skills for Legal Department Managers	Adan	Arbitration and law	9-11	16
Feb	Banking Risk Management According to Basel	Adan	Risk Management & Basel Accord	20 - 16	25
Feb	New Rules for Letters of Guarantee URDG 758	Adan	Letters of Credit & International Trade	3 - 1	25
April	Certified Professional Trainer (CPT)	Adan	Management	19-23	25
April	Documentary credits according to Incoterms	Adan	Letters of Credit & International Trade	26-30	25
Мау	Certified Secretarial and Office Management Specialist	Adan	Secretarial and office management	3-7	25
Мау	Certified Operational Risk Officer	Adan	Risk Management & Basel Accord	10-14	25
May	ertified Compliance Officer	Adan	Compliance and Anti-Money Laundering	10-14	25
Мау	Strategic planning and business plan skills	Adan	Management	17-20	20
May	Arbitration and Settlement in Banking Transaction Disputes	Adan	Arbitration and law	24-16	25
Мау	Advanced Auditing Techniques	Adan	Auditing	24-29	25
May	Certified Internal Auditor - CIA (Part One)	Adan	Auditing	14-26	50
July	Preparing and presenting financial statements according to accounting standards and international financial reporting standards IFRS & IAS	Adan	Financial Management	13-17	25
July	Modern techniques in counterfeiting detection and fraud combating	Adan	Detection of Forgery & Counterfeiting	20-22	25
July	Human resources management and human capital strategies (HCM)	Adan	Human Resources Manage- ment	27-31	25
Aug	Outstanding Manager and Performance Development	Adan	Management	3-5	16
Aug	Certified Office Manager	Adan	Management	16-20	25
Aug	International Trade Standards and Documentary Credit Basics	Adan	Letters of Credit & International Trade	23-27	25
Sep	Risk in Planning and Implementing Internal Auditing	Adan	Auditing	6-10	25

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Program title	Venue	Diploma	Date	Credit Hours
Practical Application: ICAAP Internal Capital Assessment in Institutions	Adan	Risk Management & Basel Accord	7-11	25
Purchasing, tendering and bidding management Skills	Adan	Purchases, Stores Management	14-18	25
Audit and analysis procedures according to standards	Adan	Auditing	21-25	25
Certified Internal Auditor - CIA (Part 2)	Adan	Auditing	5-9	50
Certified Training and Development Specialist	Adan	Management	12-16	25
Certified Humanitarian Specialist	Adan	Management	19-23	25
Certified Sharia Supervisor	Adan	Islamic Finance Operations	26-30	25
Security and safety in organizations	Adan	Management	1-4	16
Compliance and Risk Management in Banks and Financial Institutions	Adan	Risk Management & Basel Accord	9-13	25
Preparing and qualifying human resources and training specialists	Adan	Human Resources Manage- ment	16-20	25
Preparing feasibility studies and evaluating investment opportunities	Adan	Financial Management	22-26	25
Management by objectives and results	Adan	Management	1-5	25
Certified Professional Manager – CPM	Adan	Management	7-11	25
Leadership in Crisis and Risk	Adan	Management	14-18	25
Developing the skills of board members and high management	Adan	Management	21-25	25
	Practical Application: ICAAP Internal Capital Assessment in Institutions  Purchasing, tendering and bidding management Skills  Audit and analysis procedures according to standards  Certified Internal Auditor - CIA (Part 2)  Certified Training and Development Specialist  Certified Humanitarian Specialist  Certified Sharia Supervisor  Security and safety in organizations  Compliance and Risk Management in Banks and Financial Institutions  Preparing and qualifying human resources and training specialists  Preparing feasibility studies and evaluating investment opportunities  Management by objectives and results  Certified Professional Manager - CPM  Leadership in Crisis and Risk  Developing the skills of board members and high management	Practical Application: ICAAP Internal Capital Assessment in Institutions  Purchasing, tendering and bidding management Skills  Audit and analysis procedures according to standards  Certified Internal Auditor - CIA (Part 2) Adan  Certified Training and Development Specialist Adan  Certified Humanitarian Specialist Adan  Certified Sharia Supervisor Adan  Certified Sharia Supervisor Adan  Compliance and Risk Management in Banks and Financial Institutions  Preparing and qualifying human resources Adan and training specialists  Preparing feasibility studies and evaluating investment opportunities  Management by objectives and results Adan  Certified Professional Manager - CPM Adan  Leadership in Crisis and Risk Adan  Developing the skills of board members and Adan	Practical Application: ICAAP Internal Capital Assessment in Institutions  Purchasing, tendering and bidding management Skills  Audit and analysis procedures according to standards  Certified Internal Auditor - CIA (Part 2)  Certified Training and Development Specialist  Certified Humanitarian Specialist  Certified Sharia Supervisor  Security and safety in organizations  Compliance and Risk Management in Banks and Financial Institutions  Preparing and qualifying human resources and training specialists  Preparing feasibility studies and evaluating investment opportunities  Management  Certified Professional Manager - CPM  Adan  Adan  Risk Management & Basel Accord  Human Resources Management  Financial Management  Adan  Financial Management  Certified Professional Manager - CPM  Adan  Developing the skills of board members and high management  Adan  Management  Management  Adan  Management  Management  Management  Adan  Management  Management  Adan  Management  Management  Management  Adan  Management  Management  Adan  Management  Adan  Management  Management  Adan  Management  Adan  Management	Practical Application: ICAAP Internal Capital Assessment in Institutions  Purchasing, tendering and bidding management Skills  Audit and analysis procedures according to standards  Certified Internal Auditor - CIA (Part 2)  Certified Training and Development Specialist  Certified Humanitarian Specialist  Adan Management  Certified Sharia Supervisor  Security and safety in organizations  Adan Management  Compliance and Risk Management in Banks and Financial Institutions  Preparing and qualifying human resources and training specialists  Preparing feasibility studies and evaluating investment opportunities  Management by objectives and results  Adan Management  Financial Management  1-5  Certified Professional Manager - CPM  Adan Management  Adan Management  1-5  Certified Professional Risk  Adan Management  1-5  Certified Professional Risk  Adan Management  1-5  Certified Professional Risk  Adan Management  1-6  Adan Management  1-7-11  Leadership in Crisis and Risk  Adan Management  Adan Management  14-18  Developing the skills of board members and high management  Adan Management  Adan Management  21-25



# Kuwait

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Month	Program title	Venue	Diploma	Date	Credit Hours
Feb	Planning and executing internal audit according to risks	Kuwait	Auditing	2-6	25
May	Internal audit, review and control systems in human resources management	Kuwait	Auditing	4-8	25
Oct	Administrative capacity development	Kuwait	Management	5-9	25
Nov	Policy and procedures for supervising remote workers	Kuwait	The Digitalization and Artificial Intelligence	2-6	25



# Saudi Arabia

Month	Program title	Venue	Diploma	Date	Credit Hours
Feb	Digital economy and sustainable development	Riyadh	Digital Transformation	9-13	25
April	Banking risk management according to Basel 4 framewrok	Jeddah	Risk Management & Basel Accord	20-24	25
July	Compliance and risk management in banks and financial institutions	Riyadh	Risk Management & Basel Accord	6-10	25
Sep	Modern techniques in counterfeiting detection and fraud combating	Jeddah	Detection of Forgery & Counterfeiting	14-18	25
Oct	Optimal applications in communicating and documenting internal audit results - IIA	Riyadh	Auditting	19-23	25
Nov	The future of financial and banking services and digital innovations	Jeddah	Digital Transformation	23-27	25



# UAE

Month	Program title	Venue	Diploma	Date	Credit Hours
April	Facilities Management & Planning	Dubai	Management	6-10	25
April	Business Continuity Management	Dubai	Management	13-17	25
April	Governance and internal audit strategies	Dubai	Auditing	20-24	25
May	Management skills for new managers and supervisors	Dubai	Management	4-8	25
June	Executive Secretariat and Modern Office Management	Dubai	Secretarial and office management	23-27	25
July	Leadership Skills and Future Foresight	Dubai	Management	6-10	25
Aug	Developing advanced management skills and managing modern senior offices	Dubai	Secretarial and office management	10-14	25
Sep	Quality in customer service	Dubai	Public Relations	7-11	25
Sep	Job Performance Measurement Indicators (KPIs)	Dubai	Human Resources Management	21-25	25

Month	Program title	Venue	Diploma	Date	Credit Hours
Oct	Financial Market Infrastructure: Principles and Practices Knowledge	Dubai	Financial Markets & Invest- ment Portfolios	5-9	25
Oct	Management Skills Decision making and solving administrative problems	Dubai	Management	19-23	25
Nov	Modern skills for human resource manage- ment, digital transformation and knowledge management	Dubai	Human Resources Management	2-6	25
Dec	The art of strategic negotiation and persuasion	Dubai	Management	7-11	25

# Bahrain

Month	Program title	Venue	Diploma	Date	Credit Hours
Feb	Cybercrime and Cybersecurity	Manama	Digital Transformation	2 – 6	25
Mar	The role of governance in combating administrative and financial corruption	Manama	Risk Management & Basel Accord	16 -20	25
July	Key Performance Indicators (KPIs)	Manama	Human Resources Management	13-17	25
Oct	Job ethics	Manama	Management	5-9	25
Oct	Legal Risks: Governance, Compliance and Evolving Legal Environment	Manama	Arbitration and law	19-23	25
Nov	Types of letters of credit, and the risks of documentary credits	Manama	Letters of Credit & International Trade	2-6	25



# Tunisia

Mont	h Program title	Coun- try	Diploma	Date	Credit Hours
Sep	Employee Performance Appraisal, Training and Development Department	Tunisia	Human Resources Manage- ment	21-25	25



# Iraq

Month	Program title	Venue	Diploma	Date	Credit Hours
Feb	Fundamentals of banking in Islamic banks	Erbil	Islamic Finance Operations	23-27	25
July	Governance of banks and financial institutions	Erbil	Risk Management & Basel Accord	13-17	25
Sep	Risk management in operations Islamic Banking	Erbil	Islamic Finance Operations	7-11	25
Dec	Workshop in Documentary Credits and Document Inspection according to the International Standard for Document Auditing ISBP745 + UCP600	Erbil	Letters of Credit & International Trade	1-5	25



# Morocco

Month	Program title	Venue	Diploma	Date	Credit Hours
Aug	Thinking in the preparation of alternative dispute resolution	Morocco	Arbitration and law	10-14	25
Oct	Knowledge Management Skills	Morocco	Management	5-9	25



# United Kingdom

Month	Program title	Venue	Diploma	Date	Credit Hours
Sep	Advanced skills for administrative leadership from the second grade	London	Management	21-25	25



# Türkiye

Month	Program title	Venue	Diploma	Date	Credit Hours
Oct	Risk Management in Human Resources	Istanbul	Human Resources Management	19-23	25
Oct	Qualifying second-line leaders	Istanbul	Management	26-30	25
Dec	Leading Creativity and Institutional Innovation	Istanbul	Management	1-5	25



#### Oman

Month	Program title	Venue	Diploma	Date	Credit Hours
Oct	Change Management & Performance Development	Muscat	Management	19-23	25
Nov	Team Building and Virtual Team Management	Muscat	Management	2-6	25



# Malaysia

Month	Program title	Venue	Diploma	Date	Credit Hours
Sep	Leadership & Communication	Malaysia	Management	7-11	25
 Oct	Self-management and leadership of others	Malaysia	Management	19-23	25
Dec	Self-management and effective leadership of others	Malaysia	Management	1-5	25



# Qatar

Month	Program title	Venue	Diploma	Date	Credit Hours
Oct	Stress management and work control	Doha	Management	5-9	25
Nov	Planning and Business Management for Senior Management Managers	Doha	Secretarial and office management	2-6	25



# Requirements

The Professional Diploma Certificate is granted to any participant at the Arab Academy/Banking and Financial Training Institute in accordance with the following conditions:

- The training programs were offered by the Arab Academy. Programs participated in outside the Arab Academy are not considered.
- The participant should have participated in the program when it was first offered by the Academy or later on, which fit his qualifications and interest.
- The participant should fulfill the requirements of the programs he participated in including the required number of training hours needed to have the professional certificate.
- The participant should fulfill the requirements of the programs he participated in including the required number of training hours needed to have the professional certificate.
- The Academy reserves its right to equate the training courses it offers in case of changes in title or length of such programs whether it is general, contractual or within its annual training plan. All of this will be in favour of the participant whom it should inform.

# Benefits of Holding a Professional Diploma

The Arab Academy offers professional diploma certificates upon the successful completion by the participant of a complete set of training programs offered solely by the Academy in a special field.

The required training hours for any one diploma is (150) training hours with the exception of the basic bank credit diploma which requires the successful completion (350) training hours

# The holder of a Professional Diploma Certificate enjoys the following privileges:

- 1 Strengthening the specialization in a specified professional field which enhances the career planning, and Creating wider opportunities for professional and administrative promotions at the establishment where he works.
- Paving the way of the holder of such Certificate to sit for the exam to get an accredited professional diploma which granted either by the Arab Academy alone or in cooperation with well-known international professional organizations.
- . Enjoying a discount in the Academy's membership fees and getting the privileges of such membership at minimal rate, and benefiting from the various services offered by the Academy.

# **Bank Credit**

· Project Analysis, Evaluation and Financing	Problem Loans Management
·Deposit Attraction and Management Strategy	·Asset and Liability Management in Banks
·Credit Facilities Control & Follow-up	Manage Bank Card Operations
Bank Financing and Credit Risk Analysis	Preparing and Writing a Credit Report
Bases of Worthiness Assessment to Allocate Provisions	Multinational Corporate Finance
Problem Loans Management and Credit Rating Methods	·Structuring Banking Facilities
Measuring and Managing Credit Risk	·Industry and Market Analysis for
·Corporate Finance	·Investment and financing
· Financial Analysis for Granting Credit	·Credit Portfolio Management

# Risk Management & Basel Accord

<ul> <li>Operational Risk Management: Regulatory Capital, Capital Management and Value Creation</li> <li>Credit Risk Management: Conservative Approach, Pricing and Limits, Risk on Derivatives</li> <li>Credit Risk Management Strategies for Compliance with Basel III Decisions and Its Dimensions</li> <li>Credit Risk Management and Measurement Basel II, III</li> <li>Basel III Guidelines and Their Application in Banks</li> <li>Evaluating Creditworthiness and creating provisions</li> <li>Banking Risk Management</li> <li>Risk Management Strategies for Compliance with Basel III Decisions and Its Dimensions</li> <li>Liquidity Risk Measurement and How to Prepare Leverage According to Basel</li> <li>Operational Risk Management (New Standard Approach)</li> <li>Risk Matrix Characterization, Analysis and Risk Assessment</li> </ul>
Limits , Risk on Derivatives  Decisions and Its Dimensions  - Liquidity Risk Measurement and How to Prepare Leverage According to Basel  Basel III Guidelines and Their Application in Banks  Decisions and Its Dimensions  - Liquidity Risk Measurement and How to Prepare Leverage According to Basel  Operational Risk Management (New Standard Approach)  - Risk Matrix Characterization, Analysis and Risk Assessment
According to Basel     Basel III Guidelines and Their Application in Banks     Operational Risk Management (New Standard Approach)     Evaluating Creditworthiness and creating provisions
• Evaluating Creditworthiness and creating provisions • Risk Matrix Characterization, Analysis and Risk Assessment
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Compliance and Risk Management     Banking Risk Management According to Basel
•Basel III-II: Credit Risk Management and Measurement •International Framework for Basel Courses and the Road to Basel IV
•Internal Capital Adequacy Assessment Process (ICAAP) •Certified Operational Risk Officer
• Liquidity Risk Measurement and Prepare Leverage According to Basel II, III • Certified Manager in Risk Management (CMRM)
•Credit Risk Measurement and Management •Governance of banks and financial institutions
• The Road to Basel IV  • Compliance and risk management in banks and financial institutions
•The Impact of Exchange Rate Fluctuations on Risk in Banks •Practical Application: ICAAP Internal Capital Assessment in Institutions
•Compliance and Risk Management in Banks and Financial Institutions •Planning and managing advanced fiscal and monetary policies and risk management
·Advanced Governance and Risk Management Commitment

# **Accounting & Financial Management**

- Preparing and Qualifying Financial Managers
- Financial Analysis and Budgeting
- · Financial Analysis and Project Performance Evaluation
- Financial Analysis and its Role in Senior Management Decision-Making
- · Reporting and Financial Writing Skills
- •Integrated Financial Management Systems: Strategy and Implementation
- Governmental Accounting and Financial Reporting and Budgetina
- •Financial Operations Management and Advanced Financial Planning
- · Early Warning Indicators of Financial Crises
- · Modern Financial Technology Fintech and applications
- Preparing Financial Statements According to International Accounting and Financial Reporting Standards (IFRS, IAS)
- ·Financial Accounting for Companies
- Strategic Financial Management and Effective Budget Implementation
- Accounting Rules for Value Added Tax
- Management Accounting in the Field of Planning, Control and Decision-Making
- ·Accounting and Financial Analysis for Non-Accountants
- ·Building and Developing Accounting Information Systems
- · Updates for International Financial Reporting Standards (IFRS)

- ·International Accounting Standards for Public Sector
- Management Crises and rationalization of expenditures
- ·Financial inclusion management
- Financial operations management and advanced financial planning
- Preparing financial statements according to international accounting standards
- Preparing, monitoring and following up on estimated budgets
- · Detecting manipulation and fraud in financial statements
- ·Cash flow analysis
- · Analysis of the efficiency of investment and financing decisions
- · Analysis and interpretation of financial statements
- · Tax treatments of financial statements
- Contemporary changes in the content of financial statements and their impact on the Arab business sectors
- Preparing and presenting financial statements according to accounting standards and international financial reporting standards IFRS & IAS
- Financial Safety Indicators and Improving Financial Performance
- Preparing feasibility studies and evaluating investment opportunities
- Planning and Budgeting Skills
- Financial Maintenance Techniques and Financial Compliance Assurance

# **Digital Transformation**

- The Future of Financial and Banking Services and Digital Innovations
- ·Banking Risk Management in the Digital Age
- •Information Security in Financial Institutions
- ·Using Financial Technology in the Financial Sector
- Digital Transformation and Customer Experience
- · Modern Financial Technology Fintech and Applications
- ·Combating Cybercrime Related to Banking Operations
- ·The Age of Digital Banking Services
- Decentralized Financial Services
- Digital Transformation in Human Resources

- · Cryptocurrencies and Their Impact on Banking Sector
- · Digital economy and sustainable development
- Banking Cybercrime Risks and Combating Methods
- · Digital Innovations in Financial and Banking Services
- · Principles and practices of artificial intelligence
- Future of Services Financial Technology, Its Risks, Supervision and Control
- Digital Transformation and Artificial Intelligence and its Applications
- Policy and procedures for supervising remote workers
- •The future of financial and banking services and digital innovations
- · Digital Transformation Strategies in Institutions

# **Auditing**

·Internal Audit Manager Strategies in Audit Activity	·Internal Audit Strategies in Crises
· Modern Trends in Auditing and Control According to IIA Stan-	·Planning and executing internal audit according to risks
dards	·Certified Internal Auditor - CIA
•Internal Control Framework According COSO	Governance and internal audit strategies
Preparing the Internal Auditor's Report According to IIA Standards	•Internal audit, review and control systems in human resources management
Best Practices in Control Positions for Internal Auditors	
· Audit International Professional Practices Framework (IPPF)	•Advanced Auditing Techniques
Planning and Implementing Internal Audit According to Risk	· Value-Based Auditing
•The Role of the Internal Auditor in evaluate Risk Operations	• International Standards for the Professional Practice of Internal Auditing
·Risk-Based Auditing (RBA)	·Application of Artificial Intelligence in Internal Auditing Operations
·Value-Added Auditing	•Risk in Planning and Implementing Internal Auditing
Applications of Total Quality Management in Internal Auditing	Legally effective internal audit
•Techniques of the Effective Internal Audit Manager in Managing the Internal Audit Activity According to International Standards	·Evaluation and Analysis of Audit Task Results According to New Standards
Developing and Improving Behavioral Skills and the Art of Deal-	•Internal Control and Audit in Government and Public Institutions
ing for Internal Auditor	Audit and analysis procedures according to standards
•Internal Control and Risk Management	Optimal applications in communicating and documenting inter-
<ul> <li>Principles and Rules of Internal Auditing According to International Standards</li> </ul>	nal audit results - IIA
	•Evaluation of audit results
Internal Auditor Skills in Fraud Indicators	Developing Audit Procedures in Light of Digital Transformation
•Remote Auditing Operations	Governance of the Internal Audit Function According to New
New Global Internal Audit Standards and Implementation Procedures (Workshop)	Standards
cedules ( workshop)	· Forensic Financial Audit and Financial Manipulation Detection

# **Islamic Finance Formulas and Operations**

Fundamentals of banking in Islamic banks	·Accounting treatments for Islamic financing
Risk management in operations Islamic Banking	Banking transaction according to Sharia
Certified Sharia Supervisor	•Sukuk and liquidity management in Islamic banks
Documentation and structuring of Sukuk in Islamic banks	Development of Islamic banking products and services
Risk management in Islamic banking operations	Management of international operations in Islamic banks
Sharia supervision and auditing in Islamic banks and institutions	

# Management

·Strategic planning and business plan skills

•Time Management and Work Pressures	Communication, presentation and negotiation skills for auditors
•Emergency Plan and Business Continuity	•Talent Management in Light of Digital Transformation and Artifi-
•Best International Applications in Strategic Planning	cial Intelligence
·Leadership and Team Building (Workshop)	<ul> <li>Leading Change and Transformational Leadership Industry Agile</li> </ul>
Management and Strategic Planning	·Leadership Skills and Future Foresight
· Management, Leadership and Work Ethics	Outstanding Manager and Performance Development
·Creative Thinking in Problems solving	•Green Management in Institutions to Competitive Advantage
Conflict Management and Work Disputes	Green Belt Approved in Six Sigma
•Effective Administrative Supervision Skills	·Certified Office Manager
·Skills for Dealing with Managers, Subordinates and Colleagues	·Strategic Thinking, Analysis and Business Planning
•Developing Administrative and Behavioral Skills	· Leadership & Communication
·Capacity Building Skills and Qualifying the Second administrative Leaders	•Advanced skills for administrative leadership from the second grade
·Problem Solving and Decision Making	·Administrative capacity development
·Work Team Management	· Job ethics
•Effective Negotiation Strategies	·Stress management and work control
·Preparing and Qualifying Second Row Leaders	Develop and develop supervisory capabilities and skills
·Strategic Management as an Introduction to Institutional Building	·Knowledge Management Skills
·Leadership and Administrative for Distinguished Managers	Certified Training and Development Specialist
·Strategic Planning to Develop Leadership Performance	Certified Humanitarian Specialist
·Strategic and Operational Planning for Managers	<ul> <li>Management Skills Decision making and solving administrative problems</li> </ul>
•Emotional and Social Intelligence	Simplify work processes and procedures
Supervisory Leadership and Creating a High-Performance     Environment	Self-management and leadership of others
• Leadership in Risks and Crises	Change Management & Performance Development
Leadership and Administrative Excellence	•Qualifying second-line leaders
Developing Leadership and Administrative Skills	·Advanced Emotional Intelligence
Writing Administrative Reports and Internal & external Memos	·Security and safety in organizations
Professional Leader	Team Building and Virtual Team Management
•Enneagram	Management by objectives and results
Knowledge Skills in Effective Management and Advanced Office	·Self-management and effective leadership of others
Work	·Leading Creativity and Institutional Innovation
·Certified Professional Trainer(CPT)	•The art of strategic negotiation and persuasion
Management skills for new managers and supervisors	Certified Professional Manager – CPM
·Certified Professional Trainer(CPT)	·Leadership in Crisis and Risk

 $\boldsymbol{\cdot}$  Developing the skills of board members and high management

# **Investment & Capital Markets**

- Investment Funds and Their Applications in Islamic Banks and Financial Institutions
- · Investment Risk Management
- Investment Portfolios: Foundations for Their Formation and Management
- · Investment Methods in Capital Markets
- · Financial Modeling
- · Investment Risk Management
- Economic Feasibility Study, Project Financing and Investment Analysis
- · Industry and Market Analysis for Investment and Financing
- •Treasury and Investment Operations Management
- Beyond Stocks: Alternative Investment Opportunities in the Stock Exchange

- Investment Management and Investment Instruments in Capital Markets
- ·Financing and Investment Methods
- Financial Markets and Currencies
- · Financial Markets, Brokerage Business and Capital Instruments
- Performance Evaluation of stock Portfolios and Investment Funds
- · Money Markets and Capital Markets Operations
- Reading and Analyzing Financial Statements for Decision Makers
- Foreign Exchange Markets in Exchange Rate Fluctuations
- · Financial Analysis for Finance and Investment
- · Financial Market Infrastructure: Principles and Practices

# **Human Resources**

- · Strategies for linking career path to training path
- · Quality standards for human resources development
- Building organizational structures and preparing job descriptions and specifications
- · Human resources management with competencies
- · Modern strategies in training and human resources development
- Investment in human capital and its role in developing institutional performance
- · Leading the strategic transformation of human resources
- · Building and managing employee relationships
- ·modern methods in managing and evaluating job performance
- · Measuring and maximizing the return on investment in training
- · Methods for measuring the return on training
- · Contemporary methods in evaluating employee performance
- · Planning for career succession
- · Excellence and efficiency in human resources management

- · Modern systems in planning training operations
- $\boldsymbol{\cdot}$  Identifying training needs and measuring the return on training
- · Planning the career path and evaluating employee performance
- Training of trainers (ToT)
- · Describing and building job competencies
- · Digital transformation in human resources
- •HR Essentials in the Digital Age Using Analysis and Artificial Intelligence
- · Key Performance Indicators (KPIs)
- · Human resources management and human capital strategies (HCM)
- · Keys Performance Indicators (KPIs)
- · Advanced Professional Development and Succession Planning
- Risk Management in Human Resources
- Modern skills for human resource management, digital transformation and knowledge management
- ${\boldsymbol \cdot}$  Preparing and qualifying human resources and training specialists

# Office Management and Secretarial

- · Certified Secretarial and Office Management Specialist
- · Executive Secretariat and Modern Office Management

- · Developing advanced management skills and managing modern senior offices
- · Modern secretarial and advanced office management
- · Planning and Business Management for Senior Management Managers

# **Compliance and Anti-Money Laundering**

• ew Financial Tools for Auditors to Manage AML	•Simulation in Compliance
AML Rules & Cash Transfers Using SWIFT Messages (Practical Applications)	Anti-Money Laundering and Related Risks
•AML Using Trade Finance Tools (TBML)	Certified Compliance Officer
- v	International Standards for Combating Money Laundering and Terrorist
• Recent Trends in Anti-Money Laundering and Combating the Financing	Financing
•Compliance in Banks	• Latest in Anti- money laundering and terrorist financing
Transforming Compliance Policies into Rusiness Procedures	

# **Detect Counterfeiting and Forgery**

- · Modern trends in detecting forgery and counterfeiting
- Physical and electronic fraud in banking transactions and documents
- Financial and banking fraud and mechanisms for preventing and detecting
- ·Banking fraud, indicators and methodologies for combating
- · CardsFraud, ATM machines and Protection methods
- Methods of detecting forgery in signatures and documents
- ·Security marks for banking tools in and fraud methods

- Examining the national ID card, modern passport and hand signatures in banks
- Detecting forgery in signatures and stamps
- · Detecting forgery in credit cards and electronic payment
- Detecting Counterfeiting and Fraud and Addressing Fraud
- · Modern techniques in counterfeiting detection and fraud combating
- · Crimes of Digital Forgery and Fraud in Credit Cards

# **International Trade Finance**

- •Fundamentals of trade finance operations and trade finance features
- Documentary credits and regulatory rules (Uniform Customs and Rules for Documentary Credits and Electronic Presentation Rules)
- ·Documentary credits and delivery terms in international trade
- · Guarantees, collections, shipping letters of guarantee and factoring rules
- Examination of documents presented on the strength of documentary credits / application cases
- •Rules for settling payments from bank to bank under documentary credits)
- · Principles of documentary credits and letters of guarantee
- ·The most common disputes in documentary credits
- International trade instruments and international commercial terms

- Documentary credits and letters of guarantee
- · Financing international trade operations
- · Local and international letters of guarantee
- New rules for letters of guarantee URDG 758
- · Documentary credits according to Incoterms
- Preparing and examining documents presented on the strength of documentary credits in new banking standard No. 821
- International Trade Standards and Documentary Credit Basics
- Documentary credit risks
- · Guarantees, Collections and Shipping Letters of Guarantee
- Workshop in Documentary Credits and Document Inspection according to the International Standard for Document Auditing ISBP745 + UCP600

# **Marketing**

• Marketing and Promotion Skills	·Social Media Marketing
• Marketing Strategies in Distribution Channels to Achieve the	Marketing Banking Services and Products
Highest Profitability in a Competitive	Marketing Services and Customer Satisfaction
Methods of Preparing Effective Marketing Plans and Programs	Marketing Strategies and Techniques
Preparing, Implementing and Following Up on the Marketing Plan	Integrated Marketing Communications
·Leading the Digital Marketing Strategy	·Consumer Empowerment and Market Behavior
· Developing and Implementing Strategic Marketing Plans	·Marketing Strategies in a Recession
·Bank Marketing	· Marketing of Services & Customer Satisfaction

# Sales

• Behavioral skills for professional salesmen in telecom service	Professionalism in sales operations
centers	·Organizing and managing sales plans
·Certified sales executive	
· Developing sales skills (tools and techniques) in crises	·Creativity in selling for front office sales
•Sales negotiation strategies and persuading the customer	Digital transformation in sales
	·Creativity in negotiation and selling
Negotiation skills and conducting sales meetings	,
	•Developing sales and negotiation skills for front-line employees

# **Call Center**

·Call center excellence	·Call Centre Mgmt. concepts
· Managing your customers	•Effective Retail
•Customer focus	•Negotiation skills in call centers
·Customer care	·Service from heart

# **Public Relations Department**

·Ceremonial and Protocol Skills
·Organizing and Managing Ceremonies and Conferences
· Modern Public Relations Strategies
•Public Relations in the Digital Age
·Customer Service and Business Etiquette

# **Arbitration and Law**

- ·Banking Lawyer Certificate
- Developing legal and advisory skills for legal department managers
- •Strategies and techniques for preparing and managing contracts and reducing financial and legal risks
- ·Legal controls for signing cerdit documents
- ·Legal aspects of banking operations
- ·Legal aspects of bank credit

- ·New law of Central Bank and banking sector
- Developing Legal and Advisory Skills for Legal Department Managers
- · Arbitration and Settlement in Banking Transaction Disputes
- Thinking in the preparation of alternative dispute resolution
- ·Legal Risks: Governance, Compliance and Evolving Legal Environment

# **Hospital Management**

- The Future of Human Resources in Healthcare.
- Developing Financial and Accounting Skills in Healthcare Organizations.
- ·Purchasing and Supply Chain Management in Healthcare.
- ·Leadership and Organizational Development in Healthcare.
- ·Quality Management in Healthcare

- ·Integrated Management of Hospitals and Medical Institutions
- · Modern Strategy for Hospital Management
- •Marketing of Healthcare Services and Its Impact on Enhancing Competitiveness in Hospitals
- ·Hospital Management

## **Real Estate**

- ·Real Estate Development
- Real Estate Developer Relationship with Administrative Authorities
- •Rules for Real Estate Developer Success

- ·Market Study for Real Estate Developer
- ·Real Estate Valuation
- Certified Real Estate Developer

# **Procurement & Warehousing**

- ·Designing sustainable supply chain strategies
- ·Writing tenders and business proposals
- ·Supply chain analysis
- ·Supply chains and logistics
- •Excellence and creativity in managing purchasing and stores departments
- •Purchasing, warehouses, logistics and supply chain management

- Negotiation strategies and preparing and evaluating purchasing and stores
- · Advanced stores management and storage technology
- ·Organizing, managing and monitoring stores
- •Strategies for combating corruption and reducing fraud risks in purchasing
- · Purchasing, tendering and bidding management Skills

# TECHNICAL

# **International Certifications**

International Certificates Offered by The Center of Certified Financiers & Bankers, Accredited by the American Academy of Financial Management, Global Academy of Finance & Management & International Board of Standards.



## **CBM**

Certified Branch Manager

#### **CCBP**

Certified Credit banking Professional

#### **CRBP**

Certified Retail Banking Professional.

#### **CSMEP**

Certified SME Professional

## **CGB**

Certified General Banker

#### ACIA

Certified Internal Auditor

#### CAMLP

Certified AML Professional.

#### CCM

Certified Compliance Manager

#### **CPDG**

Certificate for Professional in demand quarantees

#### **CTFTP**

Certified Trade Finance Tools Professional

#### **CMRM**

Certified Manager in Risk Management (CMRM).

#### **CDCP**

Certificate for documentary credit Professional

# **International Certifications**

International Certificates Offered by The Center of Certified Financiers & Bankers, Accredited by the American Academy of Financial Management, Global Academy of Finance & Management & International Board of Standards.





## **CPMP**

Certified Project Management Professional

## **CHRP**

Certified Human Resource Professional

## DAI

The Digitalization and Artificial Intelligence

#### **CPM**

Certified Professional Manager

#### CPD

Certified Property Developer

## **CMSP**

Certified Marketing and Sales Professional

## **CLDP**

Certified Learning & Development Professional

#### **CSL**

Certified Sustainable Leadership

## **PED**

Professional Educator Diploma

#### **HCM**

Health Care Management

#### SEC

Smart Employee Certificate

# CS

**Certified Supervisor** 

#### CCP

Call Center Pack



- Not only for those to be promoted but also for the present branch managers to measure their performance and assess their training needs.
- Who passes the exam will be equipped with a professional qualification enabling him to run his branch skilfully and with utmost ability international recognition.



- Designed for all employees in the financial services sector specially in SME'S financing.
- · Activities and helping them achieve their goals. It offers topics.
- Business work flow and holistic development starting from market research, product design, service delivery, feedback and development.



- Designed especially for the trainees working in the field of combating Money Laundering.
- · Extends to include the local and international best practices.



- provide participants with all required knowledge under trade tools, specifically letters of credit, letters of guarantee and bills for collection
- · the concepts and mechanism of each tool will be discussed in detail. It is well-known for trade officers
- · To trade tools are very important for any person dealing with trade tools



- · Its offers a clear vision of the targeted profit through accurate measurement of all types of risk.
- How to manage, follow-up and control.
- Define and measure such risks quantitatively, follow them up, and mitigate them by all possible means followed on.



- Documentary Credit Specialists (CDCS) is a professional qualification that is recognized worldwide as a benchmark of competence in documentary credits.
- · Developed in consultation with industry experts to make sure that the qualification reflects best practice.
- The CDCP is now managed by The London Institute of Banking & Finance in partnership with the International Chamber of Commerce (ICC).



- · A license to work in banking sector with accreditation locally and internationally.
- · Comparative advantage is linkage between theoretical and practical aspects.
- · Qualified & experienced instructors.



- It includes the following subjects: Basic Banking Principles, Technical Aspects of Banking Industry such as Credit, Deposits, Risk management.
- · Problem Loans, and Financial Analysis of the bank client in order to decide on granting him the loan or not.
- · In addition to Forecasting, Planning and Budgeting showing the latter's role in planning and control.



- · Updated concepts and regulations supported by a lot of examples.
- · All participants will know well the details of Compliance, Governance.
- · It covers the latest worldwide subject "FATCA" and its applicable approaches in detail.



- · Increase the market share in the customer's base.
- · Achieve higher profitability by offering a package of banking products and services for long-term.
- · Achieve balance and stability of the resources of the saving products.



- · Its offers a clear vision of the targeted profit through accurate measurement of all types of risk.
- · How to manage, follow-up and control.
- Define and measure such risks quantitatively, follow them up, and mitigate them by all possible means followed on.



- · Recognized worldwide as a benchmark of competence in guarantees and standbys.
- An internationally Demonstrate practical knowledge and understanding of the complex issues associated with such trade undertakes.
- The CPDG is now managed by The London Institute of Banking & Finance in partnership with the International Chamber of Commerce (ICC).



Professionals certify their competence in project management which would be especially helpful for project managers who try to find jobs or project managers who work for themselves and sell their services to customers.



- · This Certification aims to provide the participant with basic knowledge and skills in human resources management
- The participant is qualified to function effectively and with almost ability in all what he does in his job. This is evident by taking a look at the subject of this certificate, namely principles of human resources management
- business ethics, human behaviour, practitioners, strategic role in managing human resources such as recruitment, employment, planning, training and development, managing rumination and compensation, fringe benefits, job securities



- one of the most important tools and methods of continuous learning and training that guarantee companies the continuity of updating the knowledge, skills and experiences of all its employees
- · Increase productivity through the smart employee in the age of digitization, thought and knowledge



- · Prepare professional managers who are able to achieve objectives in the work environment while enabling the
- · Dealing with staff in a professional manager
- Increasing management and leadership skills, different knowledge and positive impact on ethics of managers in the workplace.



- · Prepare professional real estate developers with a high degree of mastery.
- · How to deal with customers and competitors and managing successful relationships with them.
- · Familiarity with the laws and regulations of the real estate market such as real estate taxes, building codes.



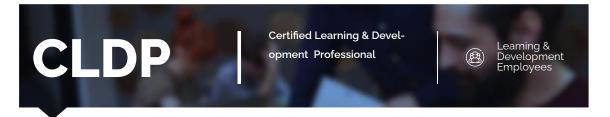
- · The diversity of students in the certificate allows for rich discussion, experience-sharing, and innovative results.
- · Collaboration and information-sharing among current and future education leaders.



- Provides aspiring healthcare professionals with innovative techniques and approaches to refine the healthcare services.
- · Field visits will cover the practical aspects of how to master continuous improvement methodologies.



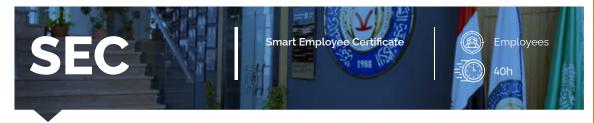
- · Reintroduce the principles of sales and marketing processes.
- · Stressing on the interdependency of both processes.
- Introducing effective practical techniques.



- Aligning Learning with Business Strategy, L&D practitioners often name their biggest challenge as clearly demonstrating the link between learning, the practical experience that supports.
- · the necessary resources to the objectives of the organization.
- · Learning in their organization and offer an array of learning solutions that develop employees.



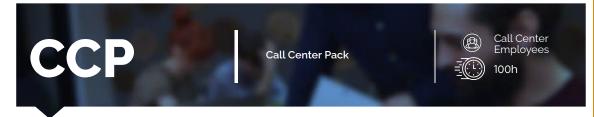
- Provides the essential information and leadership skills required by professionals to achieve specific organizational goals.
- Equips the business professional with the skills and characteristics required for effective leadership.
- · This is a hands-on and interactive module that uses real life scenarios to develop practical leadership skills.



- increase productivity through the smart employee in the age of digitization
- · ability to perform better by acquiring the tools, skills and modern methods of performing the profession
- Increasing wages and rewards, the ability to perform better by acquiring modern tools, skills and methods in digitization to keep pace with global development.



- · How to shift from management to leadership, while not neglecting humanitarian aspects.
- · Qualifies the participant to be a distinguished supervisor who creates a creative work environment.
- Achieve the objectives required of him/her and the ability to build self-managed teams, train employees and qualify them to be distinguished cadres in their work.



- · This Pack introduces the basic concepts of customer service.
- · Delves into effective customer service techniques & practice.



One of important certificates in the labor market, directed to leaders and managers, contents the latest leadership methods in the work environment to achieve the best results. As well as the management techniques and methods that can improve the workplace culture, through an integrated presentation of effective management and leadership systems at the international level.



This certification is useful for sales professionals, marketing specialists, and business leaders, as they learn about the consumer journey, the latest sales techniques, and how they can develop their habits and improve their negotiation, communication, and presentation skills to support sales Target



During this certificate, the trainee learns business analysis techniques, and how to lead and implement business analysis, which helps in making decisions, increasing efficiency, innovation, and achieving business goals.



The Digital Marketing Certificate covers the basic skills in digital marketing, search engine optimization skills, email marketing, search engine marketing, social media, and the latest technologies in digital marketing.



It has become important for institutions to learn everything related to cybersecurity and know tools and procedures that must be provided to ensure the protection of information from internal and external threats.

The certificate is designed to include a deep understanding of information security in institutions the ability to repel cyber attacks and protect the confidentiality and integrity of information in the institutions.

# **M**U

# **International Professional Certifications**

Prep- Programs In Cooperation with Powers Resources Corporation (PRC)





#### Certified Management Accountant (CMA)

The Certified Management Accountant, CMA certificate was created and offered by the Institute of Management Accountants IMA/USA, the leading authority in the world to enable professionals in managerial accounting and finance in developing and attaining excellence of performance

Managerial Accounting represents one of the most important contemporary scientific

disciplines that form the intersection between the fields of Business Administration and

Accounting, which involve the exercise of managerial accounting which comprises the experience and knowledge in the accounting and administrative work in the executive of any organization or company.

Obtaining this certificate in those areas will bring professionals many benefits, which can be summarized as follows:

- 1. Climb to top management positions in their company.
- Increase their scientific knowledge in multiple areas (managerial and financial accounting, cost accounting, economics, finance, etc...)
- 3. Professional Accreditation for previous experiences

Scientific content includes the certificate of the following parts:

Part I: Financial Planning, Performance and Control Reports
Part II: Financial Decision Making



#### Certified Internal Auditor (CIA)

The Certified Auditor has been developed and accredited by the Institute of Internal Auditors IIA/USA who are the world's leader that enable professionals in the field of internal audit to attain and develop excellence in performance.

The profession of internal auditing depends on measuring the financial performance effectiveness of companies and the verification of the amount of the reliability of financial reports that are prepared in companies and institutions and the following of the implementation of laws and internal policies that have different performance ranges of control guidelines and are measure the internal auditor performance based on integrity and objectivity in the evaluation, respect intellectual property and assess the privacy of information in addition to owning a great deal of knowledge that enables auditor to perform his duties to the highest attainable standards of excellence

Obtaining this certificate by professionals in this area will has many benefits, which can be summarized as follows:

- A) The labor market's high demand for holders of this certificate and which rises the value of benefits and career opportunities.
- B) This certificate will help in the preparation of a new generation of Arab accountants professionals who will be qualified globally, to meet the economic challenges that are facing the Arab world.

The contents of the certificate are three parts as follows:

- 1-The Basics of Internal Audit
- 2- The Practice Internal Audit
- 3- Knowledge of Internal Audit Elements

# **Strategic Partners**

"Since 1998"











European Banking & Financial Services Training Association



**Business Continuity Institute** 









American Academy of Project Management (AAPM)



MENA



Global Banking Training



The Institute of Certified Bankers (ICB) - USA



The William Davidson Institute (WDI) -University of Michigan - USA









American Academy of Financial Management (AAFM)



The Academy of German Cooperatives ADG - German



Florida International University



American Bankers Association (ABA) - USA



World Bank





GEMS, USA



# **Consultancy Services**

Being a non-profit organization, the Academy is dedicated to the service of Arab banks, insurance companies, financial markets and institutions. In addition to companies, financial markets and institutions we provide specialized services and programs to companies and Government entities.

# Our Services

Tormulation of comprehensive strategies and sub zatrategies.



Preparation of research and feasibility studies (Technical, economic, marketing and financial).



Development of updated banking, financial, economic and administrative operations to improve organizational performance.



Transfer and adaptation of technology.



Development of accounting and financial systems.



Development of sound human resources practices.



Organization and reorganization of banks, enterprises, corporations, and governmental agencies along with restructuring, privatization and systems development.



Assistance with mergers and acquisitions



Monitoring and follow-up including setting of performance standards, key performance indicators, and internal control systems.