

## Business Essentials Certificate (BEC)

Month	Course	Dates	Premises
September	<b>Communication skills (12 Hours)</b>	11, 13, 18, 20	Dokki
	<b>Business Writing: (12 Hours)</b> Reports – Memos - emails - Letters - Faxes	25, 27 - 2, 4 Oct	Dokki
October	<b>Business Etiquette (8 Hours)</b>	9, 11, 16	Dokki
	<b>Presentation Skills (12 Hours)</b>	18, 23, 25, 30	Dokki
November	<b>Problem Solving (6 Hours)</b>	1, 6	Dokki
	<b>Time Management (6 Hours)</b>	8, 13	Dokki
	<b>Stress Management (6 Hours)</b>	15, 20	Dokki
	<b>Critical Elements of Customer Service (12 Hours)</b>	22, 27, 29 - 4 Dec	Dokki
December	<b>Team Building (12 Hours)</b>	6, 11, 13, 18	Dokki
	<b>Basic Selling Skills (16 Hours)</b>	20, 25, 27 - 3, 10 Jan	Dokki
January	<b>Giving Effective Feedback (6 Hours)</b>	15, 17	Dokki
	<b>Creating an effective Job Portfolio (4 Hours)</b>	22	Dokki
	<b>Basic Digital Marketing Concepts: (15 Hours)</b> <ul style="list-style-type: none"> <li>• Basic Internet Marketing</li> <li>• Building an Online Business</li> <li>• Conducting Accurate Internet Search</li> <li>• Social Media utilization in business</li> </ul>	24, 29, 31 - 5, 7 Feb	Dokki
February			

### Admission & Registration steps:

1-Bring the following documents to admission department in Dokki or Heliopolis campus to fill your application:

- Copy of an ID
- 2 Personal Photos
- Copy of Transcript and/or Graduation certificate

### Fees required, from the admission process till graduation, will be in order as follows:

1-Application Fees: 100 LE (Nonrefundable)

2- The Business Essential Certificate Tuition fees: 5500 LE in total including studying materials.

### ESLSCA Executive Education- ESLSCA Business School

Dokki Address: 17<sup>th</sup> Alsad Al Aaly st., Fenni sq., Dokki – Giza – Egypt

Tel: +2 2 - 376 25 293/4

Heliopolis Address: 51, Abdel Moniem Hafez, Behind Oscar Market, Heliopolis, Cairo - Egypt

Tel: +2 2 – 22913017 – 22913018

Hotline 19298

E-mail: [info@eslsca.org](mailto:info@eslsca.org)

[www.eslsca.org](http://www.eslsca.org)