# CERTIFICATE SUPPLEMENT
# EITCA/KC/KVG21004383

**Certificate ID:** EITCA/KC/KVG21004383
**Certificate type:** The European Information Technologies Certification Academy Programme
**Academy name:** EITCA Information Technologies Key Competencies Programme (EITCA/KC)
**Issue date:** February 2021
**Holder's name:** Ramy Kamal Saleh Mohamed
**Holder's country:** Poland
**Examination center:** CompSecur Sp. z o.o., Wroclaw, Poland
**Earned ECTS credits:** 10

**EITCA/KC Programme (version/revision: v4r2) component EITC Certificates:** **Result:**

**EITC/BI/BAS Business and administration software** 91%
EITC Certificate number: EITC/BI/BAS/KVG21004383

Certificate Programme description: Introduction to knowledge associated with computerization of business / administration: needs and potential for computerization in institutions (objectives of an institution, business areas, benefits of computerization), business requirements analysis, problem of information security; information and communication technologies solutions overview: information and communication infrastructure, software support for main business processes, software for enterprise management, complex ERP systems, other solutions based on information technologies (real time collaboration software, internet based communication solutions, mobile solutions, systems of authorization and access control, monitoring systems), customer relationship management - CRM systems: introduction and overview of CRM systems functionality, exemplary CRM systems (installation, configuration and system administration, customers, sales, graphs and reports, calendar and activities organization, auxiliary tools and interface organization), Internet telephony: VoIP technology, benefits and problems related to usage of Internet telephony, VoIP devices, Internet telephony market, VoIP in practice - using VoIP software and hardware
Certificate Programme version/revision: EITC/BI/BASv1r2

**EITC/CG/APS Raster graphics processing software (Adobe Photoshop)** 61%
EITC Certificate number: EITC/CG/APS/KVG21004383

Certificate Programme description: Introduction: downloading and installation of application, basic concepts (bitmap graphics, resolution standards, compression); User interface: workspace, commands, palettes, preferences, keyboard shortcuts, navigation through a document, views; Image parameters: rotation, cropping, histogram correction, noise blurring, sharpness improvement, color correction, examples (red eye effect removal, adjusting hue and saturation irises, object geometry corrections); Photomontage: design analysis, editing tools: pen, layers (working with multiple layers, editing, locking, transformations, layer properties, alpha channel), selections (selections stored in files), manual image adjustments (tools, brushes, light and shadow adjustment); Portrait retouching: eyes (hue/saturation, smudge tool), mouth, teeth (sharpening, unsharp mask), skin (eyedropper tool, clone stamp tool, blur tool), hair (chiaroscuro); Silhouette retouch: appearance modification, needed tools (liquify filter, density, liquify panel, pucker tool, bloat tool, reconstruct tool); Website graphics elements: basic aspects (web safe palette, dimensions, fonts, photos), vignette, vector objects, layer style (elements styling, color, gradient, shadow, glow), text objects, small graphics elements, styles, actions (batch sequence), images export (image size, cutting); Print publishing: working on a print publication (image styling, print area, scaling, typography in print publication), offset printing (reproduction of images)
Certificate Programme version/revision: EITC/CG/APSv1r2

**EITC/SE/CPF Computer programming fundamentals** 61%
EITC Certificate number: EITC/SE/CPF/KVG21004383

Certificate Programme description: Introduction to object-oriented and event-driven programming: variables and data types, overview of programming paradigms (imperative, procedural, structural, object-oriented and event-driven programming), idea of object-oriented programming (classes and objects, inheritance and polymorphism); Programming in C# on Microsoft .NET platform: .NET Framework, Visual Studio .NET programming environment, syntax and semantics of C# language (program structure, variables and data types, operations and operators, functions, methods, imperative data-flow structures), console applications, object aspect of C# language, object model of .NET environment, classes and objects in C#, creation of window-based applications (Windows Forms object model, forms, controls and attributes, event handling implementation); code re-usage and open-source software: object-oriented programming and code re-usage, free software idea, social networks programming
Certificate Programme version/revision: EITC/SE/CPFv1r2

**EITC/DB/DDEF Databases and data engineering fundamentals** 78%
EITC Certificate number: EITC/DB/DDEF/KVG21004383

Certificate Programme description: Introduction: database requirements, characteristics of databases, database technology, data model, database systems (RDBMS), interaction and communication with the database and implementation technology of database applications (communications architecture); Relational databases: data structure, integrity constraints, data operations, data representation (rules of entities transformation into relational model); Introduction to SQL query language: SQL as a declarative language, database queries (projection, expression, aliases, duplicates elimination, sorting results of a query, selection); preparation of a laboratory environment; SQL functions: aggregate functions, operators, set operators (join, outer join), subqueries (subqueries types), insertion of tuples into relation, modification and deletion of tuples from relation; Microsoft Office Access: database creation (defining relationships between tables, field formatting), queries, reports wizard, forms, external data (data export, data import); Artificial Intelligence: decision support systems (expert systems, data mining), semantic networks; Normalization: normal forms (first normal form, second normal form, third normal form)
Certificate Programme version/revision: EITC/DB/DDEFv1r2

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EITCA KEY COMPETENCIES

**EITC/BI/GADW Internet advertisement and marketing fundamentals (Google AdWords)** 60%

EITC Certificate number: EITC/BI/GADW/KVG21004383

Certificate Programme description: Introduction to online advertising: Internet marketing (definitions, Internet usage statistics, Internet marketing tools and paradigms), basic e-advertising formats, advantages and disadvantages of online advertising; Google AdWords system: Advertising with Google AdWords (Google Inc. Advertising Principles and requirements for ads approval, ads displaying and scheduling, features of advertising with Google AdWords system); AdWords Account: account types, campaign creation (campaign settings), keyword management, fundamental principles for text ad creation; Main elements of Google Network: ad targeting in Google AdWords (targeting types, conditions for targeting specific users), keyword matching options (possible match types), AdWords payment types; AdWords ads effectiveness testing: impact of quality on search results, methods of monitoring ads effectiveness, report feature (types of reports), conversion role; Payments in Google AdWords system: Billing process (billing cycle, European Union Value-Added Tax - EU VAT); Landing pages and account optimizing: keywords, placements, ads scheduling, ads positioning (setting position preferences), advanced optimization; Google AdWords Tools: usage of Google AdWords tools, AdWords Editor application characteristic (View and Sort Information functionalities); Google Analytics - website statistics and visits tracking system : account creation, main advantages, differences between Google Analytics and conversion tracking, methods of efficient usage of statistics, main indicators in Google Analytics; Google AdWords features: My Client Center (client accounts management), AdWords API (advantages and benefits, API features)
Certificate Programme version/revision: EITC/BI/GADWv1r2

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