SHORT COURSES CATALOGUE

Empowering new generation to develop in-demand skills for your career in today's challenging professional landscape.

www.edi-cambodia.org

WELCOME TO EDUCATIONAL DEVELOPMENT INSTITUTE

WESTLINE EDUCATION GROUP

1. Khmer & English Kindergarten
2. Young Learner's Program
3. Khmer Academic Program (K-12)
4. Adult English Program
www. westlineschool.org

1. Khmer & English Kindergarten
2. Young Learner's Program
3. Khmer Academic Program (K-12)
4. Adult English Program
www. northlineschool.org

1. Montessori Daycare (3 months-3 years old)
2. Montessori Preschool & Kindergarten (3-6 years old)
3. International Elementary Program (6-12 years old)
4. International Bilingual Elementary Program
www. foresthill.education

1. General English Program
2. English for Business
3. English for Academic Purpose

1. Chinese Language Program
2. Chinese Language Program for Communication

1. Training Program
2. Consulting
3. Research
www. edi-cambodia.org

1. Khmer & English Kindergarten
2. Part-Time English Program

1. Coffee & Food Service
2. Lunch Delivery Service
3. Refreshment Service

ទទួលស្គាល់ដោយ
ក្រសួងអប់រំ យុវជន និងកីឡា

ដៃគូសហការអប់រំ
Educational partners:

Leader in Me. FIND YOUR VOICE USA

FranklinCovey Education Cambodia

THE 7 HABITS of Highly Effective People®

PRITS primary thinking skills

PROMETRIC

TOEFL. USA

Pearson

GED certified service USA

HSK 汉语水平考试 CHINA

Money Tree Developing Tomorrow's Financial Genius Singapore

ACT® USA

SSE USA

SINCE 2007

OUR GOAL

✦ Optimize

We are committed to transforming personal, team and organizational performance using high powered solutions to empower people and develop leaders.

Empower

We are dedicated to be instrumental in the empowerment of individuals and to educate and develop excellent leaders for human development.

Who We Are?

Educational Development Institute (EDI) is the leading professional training programs, consultancy service, and research service provider in Cambodia. Founded in 2007, we are a member of Westline Education Group (WEG). EDI is committed to providing quality education, virtue, and humanity which will bring real development to Cambodia.

We find solutions to your Personal & Professional Growth.

MORE THAN
125
COURSES

MORE THAN
55
TRAINERS

MORE THAN
15 K
CLIENTS

Scan for more information

**Develop Your People
Grow Your Business**

OUR SHORT COURSES

Introducing new short courses, a latest addition to our vast range of professional development programs at EDI.

"Stay ahead of the curve with our cutting-edge courses. Develop in-demand technical & soft skills and be ready for your career"

WHO THESE COURSES ARE FOR?

These courses are specially designed to equip college students the necessary technical & soft skills required in the current job market to be career ready, and for freshers and individuals who wants to explore a variety of technical fields and find their passion to take a step ahead in their career path. These courses are for those who want to develop their skills, enhance their career prospects, and explore new opportunities.

OBJECTIVES:

With these short courses, our goal is to;

- Allow students to explore different technical fields and discover their interests.
- Provide a convenient and accessible way to learn new skills to explore & be able to choose a career path.
- Promote lifelong learning: Encourage students to continue their education and stay up-to-date with the latest technological advancements.
- Prepare students for the future: Equip students with the necessary skills; digital, technical and soft-skills, they need to thrive in a rapidly changing modern workplace.

WHY JOIN OUR SHORT COURSES AT EDI?

➕ LEARN IN-DEMAND SKILLS

Our short courses are based on the latest industry-demand skills in the digital and technical landscape, and the necessary soft skills required in professional field.

➕ LIFE-LONG LEARNING

The courses are designed to supplement students in their formal education or explore new subjects. These courses are designed for individuals who are committed to continuous education and personal growth.

➕ CAREER PREPAREDNESS

Learn today & stay one-step ahead in your career preparedness journey. Be future-ready with our short courses designed specially for student's skill development to enable them explore various skills and choose their career path.

➕ AFFORDABLE & FLEXIBLE

Our cost-effective short courses are offered with a reasonable tuition fee and with flexible schedules suitable for students and professionals who can join the classes after their school or company working hours.

Short Course on
BASICS OF GRAPHIC DESIGNING

Introduction

This course will introduce you to the fundamentals of graphic design and equip you with the skills needed to create visually appealing and effective designs. Throughout the course, you will learn about essential design principles, such as color theory, typography, and layout. You will gain hands-on experience with popular design softwares.

Who Should Join?

This course is suitable for anyone who wants to;

- ✓ Learn basic graphic design skills
- ✓ Start a career in graphic design
- ✓ Enhance your existing skills
- ✓ Explore graphic design as a hobby

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand basic design principles :** Apply concepts such as color theory, typography, and layout to create visually appealing designs

▶ **Use design software proficiently:** Operate popular design software like Adobe Photoshop and Illustrator to create various types of graphics.

▶ **Create effective designs:** Design logos, brochures, websites, and other visual materials that meet specific goals and target audiences.

▶ **Understand the role of graphic design in different industries:** Know the importance of graphic design in various fields, such as marketing, advertising, and publishing.

▶ **Continuous learning:** Develop a foundation for further study and professional development in the field of graphic design.

TOPICS COVERED?

With the goal to provide a solid foundation in the essential principles and techniques in graphic designing, this course comprises of the following topics:

1 Introduction to Graphic Designing

- Basic design principles (color, typography, layout)
- Understanding design software (Adobe Photoshop, Illustrator)
- The role of graphic design in various industries

2 Digital Drawing and Illustration

- Using drawing tools and techniques
- Creating digital illustrations
- Vector graphics vs. raster graphics

3 Typography and Layout

- Understanding fonts and typography
- Creating effective layouts
- Grid systems and composition

4 Color Theory and Color Palettes

- Color psychology and meaning
- Creating harmonious color palettes
- Color in different contexts (print, digital)

5 Logo Design and Branding

- Understanding branding concepts
- Creating effective logos
- Applying branding guidelines to design projects

6 Print Design

- Designing for print (brochures, flyers, posters)
- Print production considerations
- Pre-press preparation

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY PER COURSE

Short Course on
PHOTOGRAPHY SKILLS : FOR BEGINNERS

Introduction

This course will equip you with the skills and knowledge needed to capture stunning images and embark on a successful photography career. Throughout the course, you will learn about the technical aspects of photography, including camera settings, composition, and lighting. You will also explore various photography genres, such as portrait, landscape, and street photography.

Who Should Join?

This course is suitable for anyone who wants to;

- ✓ Enhance their photography skills
- ✓ Start a career in photography
- ✓ Discover new skills & build their portfolio
- ✓ Explore different photography genres

Learning Outcome:

By the end of the course, students will be able to;

▶ **Capture high-quality images :** Demonstrate proficiency in using camera settings and composition techniques.

▶ **Edit images effectively:** Use photo editing software to enhance and refine your images.

▶ **Understand different photography genres:** Apply your knowledge to various photography styles.

▶ **Run a successful photography business:** Develop the skills needed to market your services & grow your business as a professional photographer.

▶ **Continuous learning:** Develop a foundation for further study and professional development in photography.

TOPICS COVERED?

With the goal to provide a solid foundation in the fundamentals of photography and professional development, this course comprises of the following topics:

1 Introduction to Photography

- Basic Concepts: Exposure, aperture, shutter speed, ISO, composition, depth of field.
- Camera types & parts: DSLR, mirrorless, point-and-shoot, smartphone cameras.
- Composition: Rule of Thirds, Leading Lines, Framing and Symmetry.

2 Exposure Control & Lightening

- Understanding Exposure: The relationship between aperture, shutter speed, and ISO. Manual Mode, aperture/shutter/ISO priority, and bracketing.
- Focus: Manual Focus and Autofocus.
- Lighting: Natural Light, artificial light, backlighting, and side-lighting.

3 Photography Genres & Capturing Photos

- Photography genres: Portrait Photography, Landscape Photography, Street Photography, Macro Photography, Night Photography.
- Capturing Photos with your Camera: Tips for taking great photos.
- Capturing photos with your phone: Understanding your phone's camera, compositional tips, lighting, focus & exposure.

4 Post-Processing

- Basic Editing: Cropping, adjust exposure, contrast, sharpness and color correction.
- Explore Photo Editing Software: Adobe Lightroom, Photoshop, or other options.
- Export and sharing: File Format (JPEG, TIFF, RAW), Image Quality (Compression & Resolution) and Color Profile.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or Weekend Class: 9:30 AM - 11:30 AM Venue - EDI | 10 Hours - 5 Days (2 Days/Week)

35$ ONLY PER COURSE

016 818 959 | 081 912 113 | Social Media Channels | https://t.me/edicambodia

Short Course on
Editing Photos With PHOTOSHOP: For Beginners

Introduction

This comprehensive course is designed to teach you the essential skills needed to edit your photos like a pro. This course will equip you with the knowledge and techniques to enhance your images and create stunning results. From basic adjustments to advanced techniques, you'll learn how to use Photoshop to transform your photos into works of art.

Who Should Join?

This course is suitable for anyone who wants to;

- ✓ Learn the basics of photo editing as a hobby or develop a new skill for career advancement.
- ✓ Students who are interested in learning photo editing as a skill or for academic purposes.
- ✓ Professionals in fields like photography, graphic design, or marketing who need to edit photos for their work.

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand the basics of Photoshop:** Familiarize themselves with the Photoshop interface, tools, and panels.

▶ **Perform essential photo editing tasks:** Master techniques such as cropping, rotating, adjusting brightness, contrast, and color.

▶ **Retouch and enhance images:** Remove blemishes, sharpen, smooth, and add text or elements to images.

▶ **Apply editing techniques:** Use layers, masks, blending modes, and filters to create more complex edits.

▶ **Develop a foundation for further exploration:** Gain the knowledge and skills necessary to continue learning and experimenting with Photoshop.

TOPICS COVERED?

With the goal to equip students with the fundamental skills needed to edit photos confidently and creatively using Photoshop, this course comprises of the following topics:

1 Basics of Photoshop

- Interface: Familiarize yourself with the Photoshop interface, including the tools, panels, and layers.
- Layers: Understand how layers work and how to create, duplicate, and delete them.
- Tools: Learn the basic tools like the Move, Brush, Eraser, and Selection tools.

2 Basic Photo Editing Techniques

- Cropping: Change the size and shape of your image.
- Resizing: Adjust the image's dimensions.
- Rotating: Rotate your image to the desired angle.
- Adjustments: Use tools like Brightness/Contrast, Levels, and Curves to adjust the overall look of your image.
- Color Correction: Correct color imbalances using tools like Hue/Saturation and Color Balance.

3 Working with Layers and Enhancing Images

- Combining Layers: Merge layers to create a single image.
- Masking: Create masks to hide or reveal parts of a layer.
- Blending Modes: Use blending modes to create interesting effects.
- Adding Texts: Creating and formatting text.
- Adding Elements: Adding shapes, lines, and other elements to images.
- Custom Shapes: Use custom shapes to add unique elements to your image.

4 Adding Filters & Exporting

- Filters and Effects: Exploring Photoshop's built-in filters and effects.
- Basic Filters: Apply filters like Blur, Sharpen, and Noise to enhance or modify your image.
- Artistic Filters: Explore artistic filters like Watercolor, Oil Paint, and Sketch to create unique effects.
- File Formats: Understand the differences between file formats like JPEG, PNG, and TIFF.
- Exporting: Export your image in the desired format and quality.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY **PER COURSE**

EDI

Short Course on
Essentials of Videography & Video Editing

Introduction

This course is designed to equip you with the skills and knowledge needed to create captivating videos. Throughout the course, you will learn about camera techniques, lighting, audio recording, and video editing. You will also explore various video genres, such as documentary, narrative, and commercial. This course will provide you with the tools and guidance to produce good quality videos with ease.

Who Should Join?

This course is suitable for anyone who wants to;

- ✓ Enhance their video production skills
- ✓ Pursue a career in video production as a videographer and video editor
- ✓ Explore videography & editing as a hobby & discover new skills

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand the fundamentals of videography:** Apply knowledge of camera settings, composition, and lighting to capture high-quality footage.

▶ **Operate video editing software proficiently:** Use popular editing software like Adobe Premiere Pro to create professional-looking videos.

▶ **Edit videos effectively:** Apply editing techniques such as cutting, trimming, transitions, and effects to enhance your videos.

▶ **Record high-quality audio:** Understand audio equipment, recording techniques, and audio editing.

▶ **Create different types of videos:** Produce various video genres, including documentaries, narratives, and commercials.

TOPICS COVERED?

With the goal to provide you with the essential skills and knowledge to create professional-looking videos, this course comprises of the following topics:

1 Videography Basics

- Basic Concepts: Shots, angles, composition, lighting, audio.
- Camera Types: DSLR, mirrorless, smartphone cameras.
- Camera Basics: Parts of a camera, handling and operation.
- Equipments for videography.
- Storytelling: Creating a beginning, middle, and end for your story.

2 Camera Techniques

- Pan: Moving the camera horizontally.
- Tilt: Moving the camera vertically.
- Zoom: Changing the focal length of the lens.
- Dolly: Moving the camera forward or backward.
- Tracking: Moving the camera sideways while maintaining a subject in frame.

3 Video Editing Basics

- Basic Timeline: Adding, Trimming, Splitting, Joining (combine multiple clips into one), & zoom-in/out clips.
- Speed Control: Adjust the playback speed of a clip.
- Cuts and Transitions: Add simple transitions between clips and add effects like fades, wipes, and dissolves.
- Titles and Text: Create titles, captions, and other text elements.

4 Audio Editing

- Audio Basics: Microphones, audio levels, sound design.
- Audio Recording: Using external microphones, avoiding noise.
- Basic audio editing techniques (cutting, trimming, fading).
- Adding background music and sound effects.
- Synchronizing audio/voiceovers with video.

5 Common Editing Tools

- Explore popular options: Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, iMovie, and other popular video editing software options.
- Using DaVinci Resolve to edit your video (basics).

6 Exporting and Sharing

- Understanding video formats and resolutions.
- Exporting videos for different platforms (YouTube, social media).
- Sharing your videos online.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY PER COURSE

016 818 959 | 081 912 113   @ Social Media Channels   https://t.me/edicambodia

Short Course on
CAREER CLUSTER: Getting Ready for Your Career

Introduction

Are you ready to embark on your career journey? This course is designed to equip you with the essential skills and knowledge needed to succeed in your chosen career path. By the end of this course, you will have a better understanding of yourself, your career options, the steps required to achieve your professional goals, and be able to make informed career decisions.

Who Should Join?

This course is suitable for anyone who is interested in enhancing their career prospects;

- ✓ **High school students:** Preparing for the transition from school to work.
- ✓ **College students**: Gaining practical skills and knowledge to complement their academic studies.
- ✓ **Recent graduates:** Improving their job search skills and exploring career options.

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Career options:** Get familiar with a variety of career paths and industries.

- ▶ **Career goal setting:** Set clear and achievable career goals.

- ▶ **Job search strategies:** Learn effective job search techniques, including resume writing, cover letter creation, interviewing skills, networking, body language at professional settings.

- ▶ **Job search preparation:** Be prepared to actively seek and apply for jobs.

- ▶ **Networking skills:** Build their networking skills to connect with professionals in their field.

- ▶ **Professional development:** Understand the importance of lifelong learning and career advancement.

TOPICS COVERED?

With the goal to equip students and youngsters with the essential skills and knowledge to navigate the job market and achieve their career goals, this course comprises of the following topics:

1 Understanding Your Career Path

- Identifying interests, skills, and values..
- Researching various career options.
- Understanding job market trends & different industries and sectors.

2 Professional Email & Report Writing Skills

- Understanding professional communication & types of professional writing; email, memo, etc.
- Email Writing etiquettes & content.
- Report Writing; structure, data analysis & presentation.

3 RESUME (CV) and COVER LETTER writing Tips

- Tailoring resumes and cover letters to specific job applications.
- Creating a professional portfolio.

4 BODY LANGUAGE for Career Success

- Understanding Body Language basics.
- Body Language in professional settings & specific situation.
- Improving your body language.

5 INTERVIEW Skills and Techniques

- Understanding the Interview process.
- Interview Preparation Tips.
- Effective Communication.
- Answering Interview Questions.

6 Networking and Job Hunting

- Building professional networks; Networking etiquettes, building strong relationships.
- Job Hunting Strategies; Utilizing online job boards and social media.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on
DIGITAL MARKETING ESSENTIALS : FOR BEGINNERS

Introduction

This course will provide you with a solid foundation in the fundamentals of digital marketing. Throughout the course, we will cover a wide range of topics to equip you with the knowledge and skills needed to succeed in today's digital age. You will learn how to create effective digital marketing campaigns, reach your target audience, and measure your success.

Who Should Join?

This course is suitable for anyone who wants to;

- Learn the basics of digital marketing
- Acquire in-demand skills to start a career in digital marketing
- Create effective digital marketing campaigns for your company or your own business

Learning Outcome:

By the end of the course, students will be able to;

- **Understand the fundamentals of digital marketing:** Grasp the key concepts and strategies of digital marketing.

- **Optimize your website for search engines:** Implement SEO best practices to improve your website's visibility.

- **Utilize social media effectively:** Leverage social media platforms to reach your target audience and build a community.

- **Create engaging content:** Develop content that attracts and retains your audience.

- **Implement email marketing campaigns:** Send targeted email campaigns to nurture leads and drive conversions.

- **Utilize paid advertising:** Effectively manage pay-per-click (PPC) advertising campaigns.

TOPICS COVERED?

With the goal to equip students and youngsters the essential knowledge and skills to succeed in the digital marketing landscape, this course comprises of the following topics:

1 Introduction to Digital Marketing

- What is digital marketing?
- The importance of digital marketing in today's world
- Key digital marketing channels (search engines, social media, email, content marketing, paid advertising)

2 Search Engine Optimization (SEO)

- Understanding search engines and how they work
- On-page SEO (keywords, meta tags, content optimization)
- Off-page SEO (link building, social media)
- Local SEO

3 Content Marketing

- Creating valuable and shareable content
- Content marketing strategy
- Content distribution channels (social media, email, blogging)
- Content marketing metrics

4 Social Media Marketing

- Popular social media platforms (Facebook, Instagram, TikTok, LinkedIn)
- Creating a social media strategy
- Social media advertising
- Social media analytics

5 E-Mail Marketing

- Email marketing best practices
- Email list building
- Creating effective email campaigns
- Email marketing metrics

6 Pay-Per-Click Advertising

- Pay-per-click (PPC) advertising
- Google Ads and other PPC platforms
- Creating effective PPC campaigns
- Targeting and bidding strategies

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY
PER COURSE

016 818 959 | 081 912 113   @ Social Media Channels   https://t.me/edicambodia

Short Course on
Creative Content Creation with
CANVA

Introduction

In this course, you will learn how to use Canva; a powerful and user-friendly graphic design platform. Whether you're a business owner, marketer, student, or simply someone looking to create eye-catching visuals, Canva can help you achieve your goals. Throughout the course, you will discover how to use Canva's features to design a variety of graphics, including social media posts, presentations, posters, and more.

Who Should Join?

This course is suitable for anyone who wants to;

- ✓ Create professional-looking designs with no prior knowledge or experience in designing
- ✓ Enhance their personal or professional projects with stunning visuals using Canva
- ✓ Explore new skills as a hobby or work as a freelance designer

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand the basics of Canva:** Use the Canva platform effectively and navigate its interface.

▶ **Create professional-looking designs:** Design various types of graphics, including social media posts, presentations, posters, infographics, and documents.

▶ **Utilize Canva's features:** Use Canva's built-in templates, elements, and tools to create visually appealing designs.

▶ **Customize designs:** Adjust colors, fonts, and layouts to match your brand or personal style.

▶ **Apply advanced design techniques:** Use more complex features like masking, layering, and animations

▶ **Export and share designs:** Save and share your designs in various formats for different platforms.

TOPICS COVERED?

With the goal to provide a comprehensive overview of the essential components of Canva, ensuring that participants gain a solid understanding of the platform and its capabilities., this course comprises of the following topics:

1 **Introduction to Canva**

- What is Canva?
- Creating a Canva account
- Navigating the Canva interface

2 **Designing with Canva**

- Templates and drag-and-drop features
- Adding text, images, and graphics
- Using Canva's built-in design elements (shapes, lines, icons)
- Customizing colors, fonts, and layouts

3 **Creating Specific Designs**

- Designing social media graphics (posts, stories)
- Creating presentations
- Designing posters and flyers
- Creating infographics
- Designing documents and reports

4 **Canva Pro Features**

- Understanding Canva Pro benefits
- Using advanced design features
- Collaborating with others on Canva Pro

5 **Tips and Tricks**

- Time-saving techniques
- Using Canva's search function
- Exporting and sharing designs

6 **Advanced Design Techniques**

- Masking and layering
- Creating animations
- Using Canva's design grid

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 10 Hours - 5 Days (2 Days/Week)

35$ ONLY **PER COURSE**

016 818 959 | 081 912 113 @ Social Media Channels https://t.me/edicambodia

Short Course on
Learn How To Build Your Website With
WORDPRESS

Introduction

In this course you will learn the fundamentals of a popular content management system (CMS); WordPress, from setting up your website to customizing its design and adding content. We will guide you through the process step-by-step, ensuring you have the skills and confidence to create your own online presence.

Who Should Join?

This course is suitable for anyone who wants to;

- ✅ Create a professional-looking website for company or for your own business, without any prior experience in website building
- ✅ Explore in-demand digital skills to pursue a career in digital marketing or related field
- ✅ Explore new hobby or work as a freelance website developer

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Understand the basics of WordPress:** Grasp the fundamental concepts and features of the WordPress platform.
- ▶ **Set up and customize a WordPress website:** Create a website from scratch, choose a theme, and customize its appearance.
- ▶ **Create and manage content:** Add pages, posts, images, and other content to your website.
- ▶ **Use WordPress plugins effectively:** Utilize plugins to extend the functionality of your website.
- ▶ **Optimize your website for search engines (SEO):** Implement SEO best practices to improve your website's visibility.
- ▶ **Maintain and update your website:** Keep your website secure, up-to-date, and running smoothly.

TOPICS COVERED?

With the goal to equip students with the knowledge and skills needed to create and manage a professional-looking website using the popular WordPress platform, this course comprises of the following topics:

1 **Introduction to WordPress**

- Understanding the WordPress platform
- Installing WordPress & set up your WordPress site
- Customizing your WordPress theme
- Choosing a domain name and hosting provider

2 **Creating and Managing Content**

- Creating and editing pages and posts
- Using WordPress's content management system (CMS)
- Adding images, videos, and other media

3 **Customizing Your Website**

- Understanding WordPress themes and plugins
- Installing and customizing themes
- Adding plugins to enhance functionality

4 **Website Security and Maintenance**

- Protecting your website from security threats
- Regular updates and maintenance
- Backing up your website data

5 **Mobile Optimization**

- Ensuring your website is mobile-friendly
- Responsive design and mobile-first approach

6 **Search Engine Optimization (SEO)**

- Optimizing your website for search engines
- Keyword research and optimization

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on
Master the Basics of MICROSOFT EXCEL

Introduction

Microsoft Excel is a powerful spreadsheet application that can be used for a wide range of tasks, from simple calculations to complex data analysis. This course is designed to introduce beginners to the fundamentals of Microsoft Excel, equipping them with the essential skills to use this powerful tool for various tasks.

Who Should Join?

This course is suitable for anyone who wants to;

- Learn how to use Microsoft Excel for basic tasks.
- Solidify their understanding of the basics and learn new techniques.
- Pursue a career in finance, accounting, marketing, and administration where they need to use Excel for data analysis and reporting.

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand Excel's interface and basic functions:** Navigate the Excel window, use the ribbon and quick access toolbar, and create and save workbooks.

▶ **Work effectively with cells and ranges:** Select cells, create ranges, enter data, and format cells.

▶ **Create and use formulas and functions:** Use basic arithmetic operators and common functions like SUM, AVERAGE, etc.

▶ **Create and customize charts and graphs:** Visualize data using various chart types and modify chart elements.

▶ **Organize data using tables and PivotTables:** Structure data into tables and analyze large datasets using PivotTables.

▶ **Validate data and apply conditional formatting:** Ensure data accuracy and highlight specific data points using conditional formatting.

TOPICS COVERED?

With the goal to equip students and youngsters the essential knowledge and skills to succeed in the digital marketing landscape, this course comprises of the following topics:

1 **Introduction to Excel**

- Understanding Excel: What is Excel? Its uses and benefits.
- Basic interface: Navigating the Excel window, understanding the ribbon, and using the quick access toolbar.
- Creating and saving workbooks: Learning how to create new workbooks and save them in different formats.

2 **Working with Cells and Ranges**

- Cells and ranges: Selecting cells, creating ranges, and understanding cell references.
- Entering data: Entering text, numbers, dates, and times into cells.
- Formatting cells: Changing font, color, alignment, and number format.

3 **Formulas and Functions**

- Basic formulas: Using simple arithmetic operators (+, -, *, /) to create formulas.
- Common functions: Learning and using essential functions like SUM, AVERAGE, COUNT, IF, and VLOOKUP.

4 **Charts and Graphs**

- Creating charts: Using Excel's built-in chart types (e.g., line, bar, pie, scatter).
- Customizing charts: Modifying chart elements, adding titles, labels, and legends.

5 **Data Validation and Conditional Formatting**

- Data validation: Ensuring data accuracy by setting rules for cell input.
- Conditional formatting: Applying visual cues to cells based on specific conditions.

6 **Tables and PivotTables**

- Creating tables: Organizing data into structured tables for easier management.
- Using PivotTables: Summarizing and analyzing large datasets.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on
Essentials of MICROSOFT POWERPOINT

Introduction

This course is designed to equip you with the essential skills to create professional and engaging presentations. Whether you are a student, professional, or simply someone looking to improve your communication skills, PowerPoint is a valuable tool. By the end of this course, you'll be able to confidently use PowerPoint to create impactful and informative presentations.

Who Should Join?

This course is suitable for

- **Students:** For creating school projects, presentations, and thesis defenses.
- **Teachers and Educators:** For developing engaging and informative lesson plans.
- Anyone interested in improving their presentation skills.

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Basic PowerPoint Functionality:** Understanding the interface, creating slides, and formatting text and objects.

- ▶ **Design Principles:** Applying fundamental design concepts to create visually appealing presentations.

- ▶ **Adding Multimedia:** Incorporating images, shapes, charts, animations, and media to enhance your content.

- ▶ **Preparing and Delivering Presentations:** Structuring your content, using notes effectively, and delivering your presentation confidently.

- ▶ **Effective Communication:** Effectively communicate your message to your audience with your presentation.

TOPICS COVERED?

With the goal to provide students and youngsters a solid foundation in Microsoft PowerPoint and be able to create professional-looking presentations for various purposes, this course comprises of the following topics:

1 Introduction to PowerPoint

- What is PowerPoint?
- Basic interface and navigation
- Creating a new presentation
- Slides and Layouts: Understanding slides and layouts
- Using pre-designed layouts
- Copy & paste and addition & deletion of slides

2 Text and Formatting

- Adding text to slides
- Formatting text (fonts, size, color, alignment)
- Creating bullet points and numbered lists
- Applying themes and styles
- Changing background colors and images
- Adding borders and effects

3 Text and Formatting

- Adding text to slides
- Formatting text (fonts, size, color, alignment)
- Creating bullet points and numbered lists
- Applying themes and styles
- Changing background colors and images
- Adding borders and effects

4 Charts and Graphs

- Adding Charts and Graphs
- Additional Features: Adding SmartArt, Notes
- Presenter View: View your slides, notes, and a timer in a single window.
- Slide Master: Create custom layouts that can be applied to all slides in your presentation.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY
PER COURSE

016 818 959 | 081 912 113   Social Media Channels   https://t.me/edicambodia

Short Course on

Google Workplace : Learn To Use Google Slides, Forms and Docs

Introduction

In this course, you will learn how to effectively use three powerful Google Workspace tools: Google Slides, Forms, and Docs. These tools are essential for creating presentations, collecting data, and collaborating with others.
Whether you are a student, professional, or simply looking to improve your digital skills, Google Workspace can help you streamline your workflow and achieve your goals.

Who Should Join?

This course is suitable for

- ✅ **Students:** For creating school projects, presentations, and collaborating on assignments.
- ✅ **Teachers and Educators:** For developing lesson plans, creating quizzes, and managing student work.
- ✅ **Professionals** & anyone interested in improving their digital literacy and productivity.

Learning Outcome:

By the end of the course, students will be able to;

▶ **Enhanced Productivity:** Learn to use powerful tools like Google Slides, Forms, and Docs to streamline your workflow and accomplish tasks more efficiently.

▶ **Improved Collaboration:** Discover how to collaborate effectively with others on shared documents, presentations, and forms.

▶ **Enhanced Digital Literacy:** Develop essential digital skills that are valuable in today's world.

▶ **Professional Development:** Gain expertise in Google Workspace, a widely used productivity suite that can boost your career prospects.

▶ **Time-Saving:** Learn to automate tasks and streamline processes, saving you valuable time.

TOPICS COVERED?

With this course you will be able to collaborate effectively and work with digital documents, you will learn new techniques, improve your skills, and become more efficient in using the powerful digital tools. This course comprises of the following topics:

1 Introduction to Google Workspace

- Understanding Google Workspace and its core applications
- Benefits of using Google Workspace for collaboration and productivity
- Creating a Google Workspace account

2 Google Slides

- Creating and Editing Presentations: Basic slide layout and structure, Adding text, images, and shapes, Using themes and templates, Applying animations and transitions.
- Collaborating on Slides: Sharing and editing presentations with others, Commenting and providing feedback, Version history and tracking changes.

3 Google Forms

- Creating and Managing Forms: Adding different question types (text, multiple choice, checkboxes, etc.), Customizing form appearance and settings, Collecting and analyzing responses
- Using Forms for Surveys and Quizzes: Creating surveys and quizzes for various purposes, Setting up answer keys and grading, Generating reports and statistics.

4 Google Docs

- Creating and Editing Documents: Basic text formatting and editing, Using styles and templates, Inserting images, tables, and links
- Collaborating on Documents: Sharing and editing documents with others, Using comments and suggestions, Tracking changes and version history.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY **PER COURSE**

Short Course on
GOOGLE SPREADSHEETS : FOR BEGINNERS

Introduction

Google Sheets is a powerful online spreadsheet application that can help you organize, analyze, and share data. This course is designed to introduce you to the basics of this powerful spreadsheet tool. Whether you are a student, professional, or simply looking to improve your data management skills, Google Sheets can help you organize, analyze, and present information effectively.

Who Should Join?

This course is suitable for;

- ✔ **Students:** Google Sheets can be a valuable tool for organizing notes, tracking assignments, and analyzing data for school projects.

- ✔ **Professionals & Individuals:** Anyone who wants to learn how to organize and analyze data for personal use or at work or business.

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Learn the basics of Google Sheets:** How to create, open, and navigate spreadsheets

- ▶ **Understand essential functions and formulas:** Using simple functions like SUM, AVERAGE, and COUNT to perform calculations.

- ▶ **Know formatting and customization:** Making your spreadsheets visually appealing and easy to read.

- ▶ **Working with data:** Entering, editing, sorting, and filtering data.

- ▶ **Collaborate and share spreadsheets:** Working with others on shared spreadsheets and sharing your work with others.

- ▶ **Organize and manage data:** Organize and manage information with spreadsheets, saving your time

TOPICS COVERED?

With the goal to equip students and youngsters to have a solid understanding of Google Sheets and be able to use it to solve a variety of data-related tasks, this course comprises of the following topics:

1

Introduction to Google Sheets

- Understanding the basic layout and interface
- Creating new sheets and opening existing ones
- Using simple functions like SUM, AVERAGE, and COUNT, and basic formulas and cell references

2

Formatting and Customization

- Changing Cell Appearance; formatting fonts, colors, and alignment & applying borders and shading
- Customizing the Sheet; inserting images and charts & creating custom themes and styles

3

Working with Data

- Entering and Editing Data: entering text, numbers, and dates & editing and deleting cells
- Arranging data in ascending or descending order
- Filtering data based on specific criteria

4

Collaborating and Sharing

- Sharing Sheets; granting different access levels to collaborators & Real-time collaboration and commenting
- Importing data from other sources
- Exporting data to different formats

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 10 Hours - 5 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on

Introduction To Online Meeting Apps; Google meet, Zoom, MS Teams

Introduction

In today's digital age, online meetings have become an essential part of our personal and professional lives. In this course, you will learn about popular online meeting apps like Google Meet, Zoom, and MS Teams. You'll discover how to set up your account, schedule meetings, join calls, and use various features to enhance your online communication experience.

Who Should Join?

This course is suitable for

- **Students:** For online classes, group projects, and virtual study sessions.
- **Professionals:** For remote work, team meetings, and client presentations.
- **Individuals:** For connecting with friends and family who live far away.

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Understanding Online Meeting Apps:** Gain a comprehensive understanding of online meeting platforms and their features.

- ▶ **Scheduling and Joining Meetings:** Conduct professional and engaging online meetings and Collaborate with others remotely and efficiently.

- ▶ **Improve your communication and teamwork skills:** Learn effective communication techniques for virtual meetings

- ▶ **Expanded Skillset:** Gain valuable digital skills that are in high demand in today's job market.

- ▶ **Professional Development:** Enhance your professional image by demonstrating proficiency in using essential tools for remote work.

TOPICS COVERED?

With the goal to equip students and professionals learn to work and collaborate effectively from anywhere, giving you more flexibility in your personal and professional life, this course comprises of the following topics:

1

Understanding Online Meeting Apps

- What are online meeting apps and why are they important?
- Key features and functionalities of online meeting apps
- Comparing Google Meet, Zoom, and MS Teams
- Etiquette and communication guidelines

2

Learning Google Meet

- Setting Up Your Account and Profile on Google Meet.
- Scheduling and Joining Meetings: Scheduling meetings using different methods (calendar integration, direct links), Joining meetings as a host or participant, and Using meeting codes and passwords.
- Meeting Controls and Features: Understanding basic meeting controls (mute/unmute, camera, share screen), Using advanced features (chat, breakout rooms, recording), and Managing participants and security.

3

Learning Zoom

- Setting Up Your Account and Profile on Zoom.
- Scheduling and Joining Meetings: Scheduling meetings using different methods (calendar integration, direct links), Joining meetings as a host or participant, and Using meeting codes and passwords.
- Meeting Controls and Features: Understanding basic meeting controls (mute/unmute, camera, share screen), Using advanced features (chat, breakout rooms, recording), and Managing participants and security.

4

Learning Microsoft Teams

- Setting Up Your Account and Profile on Microsoft Teams.
- Scheduling and Joining Meetings: Scheduling meetings using different methods (calendar integration, direct links), Joining meetings as a host or participant, and Using meeting codes and passwords.
- Meeting Controls and Features: Understanding basic meeting controls (mute/unmute, camera, share screen), Using advanced features (chat, breakout rooms, recording), and Managing participants and security.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 10 Hours - 5 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on

FUNDAMENTALS OF MARKETING PRINCIPLES AND STRATEGIES

Introduction

This course on marketing principles and strategies can provide students with a valuable foundation for understanding the business world and developing essential skills. Throughout this course, you'll learn about the essential elements of marketing; understanding the consumer, pricing strategies, promotion and advertising, etc. By the end of this course, you will have a strong understanding of marketing principles and be able to apply them to real-world business scenarios.

Who Should Join?

This course is suitable for ;

- ✅ Students, Professionals, Entrepreneurs or Individuals who wants to understand how businesses attract and retain customers

- ✅ Anyone who wants to learn the basics of marketing & Acquire in-demand skills to start a career in marketing.

Learning Outcome:

By the end of the course, students will be able to;

- ▶ **Define marketing:** Understand its role in business & explain the marketing mix (4Ps).

- ▶ **Understand consumer behavior:** How consumers make decisions and what factors influence their choices.

- ▶ **Gain knowledge in different aspects of marketing:** Product life cycle, brand identity, distribution channels, pricing strategies & logistics.

- ▶ **Understand the role of promotion and PR in marketing** : Develop effective promotional strategies & Understand the role of advertising and public relations.

- ▶ **Gain practical experience:** Apply their knowledge to real-world scenarios.

- ▶ **Improved job prospects:** Open career prospects in a variety of fields, including business, advertising, sales, and public relations.

TOPICS COVERED?

With the goal to equip students and youngsters with a valuable set of skills that will benefit them throughout their academic and professional careers, this course comprises of the following topics:

1 Introduction to Marketing

- What is marketing?
- Understanding the role of marketing in business
- The marketing concept and its importance
- The Marketing Mix (4Ps)

2 Understanding the Consumer

- Factors influencing consumer decision-making
- Understanding consumer needs and wants
- Identifying target markets
- Tailoring marketing efforts to specific consumer segments

3 Product Development and Management

- Introduction to Product Life Cycle
- Creating a strong brand identity
- The role of packaging in product differentiation

4 Pricing Strategies

- Introduction to various pricing strategies; Cost-Based Pricing, Value-Based Pricing & Competitive Pricing
- Factors to Consider When Setting Prices

5 Distribution and Supply Chain Management

- Distribution Channels
- Choosing the right channel for your product
- Managing the flow of goods and services
- Ensuring efficient and effective delivery

6 Promotion and Advertising

- Coordinating various marketing activities
- Different advertising mediums and strategies
- Public relations

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY
PER COURSE

Short Course on
FINANCIAL LITERACY: FOR STUDENTS

Introduction

This course is designed to equip you with the knowledge and skills you need to make informed decisions about your money. Whether you are a high school student, college student, or simply looking to improve your financial well-being, this course will provide you with valuable information needed to manage your FINANCE wisely and well-planned. Understanding financial literacy can help you make informed decisions and achieve your financial goals.

Who Should Join?

This course is suitable for;

- High school students, College students, Young adults who wants to learn how to manage their finances effectively.

- Anyone interested in improving their financial skills.

- Anyone aspiring to start or transition to a career in finance.

Learning Outcome:

By the end of the course, students will be able to;

- **Understand the basics of personal finance:** Define key financial terms and concepts.

- **Saving and investing:** Know the importance of saving and explore different investment options.

- **Debt and credit:** Understand good and bad debt, and how to manage your credit.

- **Financial planning for the future:** Make financial planning for your higher education and retirement.

- **Build a strong financial foundation:** Develop the skills you need to manage your finances effectively and build a secure financial future.

- **Improve your job prospects:** Financial literacy is a valuable skill that can make you more attractive to employers.

TOPICS COVERED?

With the goal to aid students and youngsters to be better equipped to make informed decisions about their money and achieve their financial goals, this course comprises of the following topics:

1 Understanding Money and Budgeting

- Learn about different types of money (cash, checks, credit cards, etc.) and how they are used.
- Creating a Budget: Track your income and expenses to create a realistic budget that helps you reach your financial goals.

2 Saving and Investing

- The Importance of Saving.
- Investing Basics : Understanding different investment options (stocks, bonds, mutual funds, etc.), the risks and rewards of investing.

3 Debt and Credit

- Good Debt vs. Bad Debt: Learn the difference between good and bad debt and how it affects your credit score.
- Credit Cards and Loans: Understand how credit cards work and the process of applying for loans, including interest rates and repayment terms.

4 Financial Planning for the Future

- Educational Planning: Explore the costs of higher education and learn about financial aid options.
- Retirement Planning: Understand the importance of saving for retirement and learn about retirement accounts

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or Weekend Class: 9:30 AM - 11:30 AM Venue - EDI | 10 Hours - 5 Days (2 Days/Week)

35$ ONLY PER COURSE

016 818 959 | 081 912 113   Social Media Channels   https://t.me/edicambodia

Short Course on
BASICS OF OFFICE MANAGEMENT AND ADMINISTRATIVE TASKS

Introduction

Are you ready to embark on your journey as an office admin or admin intern? This course is designed to provide you with essential knowledge and skills to excel in administrative roles. Whether you are starting a new job or looking to advance your career, these fundamentals will be invaluable. Throughout this course, you will be able to understand core office management & administrative tasks, and practical skills that are applicable to various office environments.

Who Should Join?

This course is suitable for;

- ✓ Students & new graduates: Those entering the workforce for the first time can use this course as a solid foundation for administrative roles.
- ✓ Anyone looking to transition into administrative positions and enhance their skills and knowledge in office management and administration.

Learning Outcome:

By the end of the course, students will be able to;

▶ **Core administrative tasks:** Understand the essential duties of an office admin, including data entry, file management, scheduling, and more.

▶ **Technology and IT support:** Gain basic knowledge of office technology and learn how to provide support.

▶ **Event planning:** Discover the basics of event planning and coordination.

▶ **Human resources support:** Understand the role of an office admin in supporting HR functions.

▶ **Career development:** Gain valuable experience and skills that can enhance your career prospects.

▶ **Practical knowledge:** Learn practical skills that are applicable to various office environments.

TOPICS COVERED?

With the goal to equip students and youngsters with a solid foundation of knowledge and skills to excel in a role in supporting the day-to-day operations of an office, this course comprises of the following topics:

1
Introduction to Office Management

- Understanding the role of an office manager
- Key responsibilities and tasks
- Importance of organization and efficiency

2
Technology and Tools

- Basic computer skills
- Common office software (Word, Excel, PowerPoint)
- Using office equipment (printer, scanner, copier)

3
Basics of Data Entry & Documentation

- Data entry: Inputting information into databases and spreadsheets.
- File management: Organizing and maintaining physical and digital files.
- Preparing documents: Creating and editing documents, such as letters, reports, and presentations.

4
General Administrative Tasks

- Scheduling appointments: Coordinating meetings and appointments.
- Answering phones: Handling incoming calls and directing them to the appropriate person.
- Managing supplies: Ordering and organizing office supplies.

5
Event Planning and Coordination

- Assisting with event planning: Helping to organize meetings, conferences, or other events.
- Coordinating logistics: Arranging travel, accommodations, and catering for events.

6
HR Support & Customer Service

- Supporting HR initiatives, such as onboarding new employees or processing payroll.
- Assisting clients and customers with their inquiries (in telegram, facebook, email or phone calls).

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 16 Hours - 8 Days (2 Days/Week)

35$ ONLY
PER COURSE

016 818 959 | 081 912 113   @ Social Media Channels   https://t.me/edicambodia

Short Course on

HR ESSENTIALS : FOR STUDENTS

Introduction

This course aims to equip students with the knowledge and skills necessary to effectively manage the recruitment and administrative aspects of human resources within an organization. By completing this course, students will develop the foundational skills needed to contribute effectively to an HR department and support the organization's talent acquisition and management needs.

Who Should Join?

This course is suitable for;

- ✅ Students and current graduates who are interested in human resources, who want to develop transferable skills, or are exploring different career paths.

- ✅ Anyone interested in pursuing a career in human resources or related fields

Learning Outcome:

By the end of the course, students will be able to;

▶ **Understand the strategic role of an HR:** Recognize the importance of HR in achieving organizational goals and objectives.

▶ **Learn key HR functions:** Gain knowledge of essential HR activities, including recruitment, selection, onboarding, etc.

▶ **Develop essential HR administration skills:** Acquire practical skills in areas such as HR documentation, record-keeping, data entry.

▶ **In-Demand Skills:** Develop in-demand skills that are highly sought after by employers.

▶ **Career Preparedness:** Gain a solid foundation in HR basics and be well-prepared for future careers in human resources or related fields.

TOPICS COVERED?

With the goal to equip students and youngsters with the fundamental concepts and practices of human resources management, this course comprises of the following topics:

1

Introduction to HR

- What is HR management?
- Role of HR: Understanding the importance of HR in organizations.
- HR Functions: Exploring the various areas of HR, such as recruitment, HR administration, etc.

2

Recruitment and Talent Acquisition

- Job Posting: Assist in creating and posting job advertisements on various platforms.
- Screening resumes: Reviewing job applications and selecting candidates for interviews.
- Scheduling interviews: Coordinating interviews with hiring managers and candidates.

3

Documentation and Onboarding

- Document Preparation: Assist in creating and managing employment contracts, offer letters, and other HR-related documents.
- Onboarding: Support the onboarding process for new hires, including paperwork, orientation, and introductions.
- Reference Checks: Conduct reference checks on potential hires.

4

Data Entry and Record Management

- Inputting employee information: Entering employee details, contact information, and employment history into HR systems.
- Maintaining employee records: Ensuring that employee files are accurate, up-to-date, and confidential.
- Updating employee information: Making changes to employee records as needed, such as address or contact information updates.

SCHEDULE: Weekday Class: 5:30 PM - 7:30 PM, or
Weekend Class: 9:30 AM - 11:30 AM
Venue - EDI | 12 Hours - 6 Days (2 Days/Week)

35$ ONLY
PER COURSE

Thank You !

For any inquiries, contact us.

🌐 www.edi-cambodia.org

✉ education@edi-cambodia.org,
info@edi-cambodia.org

📞 016 818 959 | 081 912 113

Scan **QR** To **Register** Course:

SCAN ME

Limited Seats.
Enroll Today!