

Coming in  
**November 2014**

## Web Technology

**3-4 November, 2014 (2 days)**

**new**

### Mobile Web Systems - Development and Testing

is a training course that introduces significant factors and features essential for efficient implementation of mobile web system.

**5-6 November, 2014 (2 days)**

### Web Application Security: Hacker Attacks & Defense

is a training course that enables attendees to learn how Web application attacks occur, identifies various Web application attack categories, demonstrates Web application security tools and techniques to test as well as defend websites from application vulnerabilities exploitation.

**12 November, 2014 (1 day)**

**new**

### Web Marketing Fundamentals

is a practical hands-on course that deals with important Web marketing concepts and procedures. Attendees will experience the latest tools and techniques currently used by successful web enterprises.

**10-11 November, 2014 (2 days)**

### Web Application Testing: Principles & Practice

is a training course that addresses fully the issues related to Web application testing providing the knowledge and practical skills to identify, plan and carry out different forms of Web application testing, including significant functional, security and performance tests.

## Cloud Computing

**7 November, 2014 (1 day)**

### Cloud Computing for Business and IT Professionals

is a foundational training course for those who need to acquire the technical knowledge as well as experience practical implementation issues of Cloud Computing systems.

**13-14 November, 2014 (2 days)**

### Cloud Computing Systems - Analysis & Testing

is an in-depth training course dealing with significant aspects of Cloud Computing Systems Threats, Risks, Security and Performance issues in an integrated fashion, enabling assessment of Cloud based system implementations.

Information Technology

# Mobile Web Systems - Development and Testing

MEDIUM : English  
FEE : HK\$6,380

COURSE CODE : MWEB  
EARLY BIRD : HK\$5,880

DURATION : 1 Day

**3-4 November, 2014 (Monday - Tuesday)**

**new**

**hands-on**

Smart-phones and Tablet computers are currently undergoing explosive growth. Both devices represent significant mechanisms for connecting to the Internet, with mobile systems expected to overtake fixed Internet access globally by 2014.

Web content that was once primarily accessed on desktop PC's, is fast shifting to mobile devices, and this change in access patterns has now reached a stage that all organizations can no longer afford to ignore. However, the World Wide Web accessed via mobile devices has specific requirements. Just because one can see a desktop Web site on a mobile system does not mean it is mobile-friendly and useful.

**This training course introduces significant factors and features essential for efficient implementation of mobile Web systems. Attendees will acquire a thorough understanding of mobile Web systems architecture, a clear view of mobile Web design issues, and a practical process to effectively implement as well as test their mobile Web based systems. The course demonstrates how to develop and test mobile Web ready systems, ensuring that all users will derive best possible mobile system usage.**

## Attendees Will Learn About

- Mobile System Architectures
- Mobile Web System Features
- Developing 'Responsive Mobile Web' Systems
- Mobile Ready Conversion of Desktop Websites
- Mobile Web System Testing Strategies and Planning
- Mobile Device Web Performance Testing

## Who Should Attend

This course is suitable for project managers, Web designers, developers, and programmers who need to acquire the knowledge as well as experience of mobile Web systems development and testing in order to effectively expand their corporate presence to the mobile device environment.

## Course Outline

### 1. Web Mobile Web Systems

- What is a Mobile Web system?
- Why Mobile Web Matters?
- Mobile Web System Inner Workings – Device Characteristics and Operating Platforms (iOS, Android, Windows Phone)

### 2. Mobile Web System Development

- Mobile Web Content Delivery - Challenges and Restrictions
- Mobile Systems and 'Responsive Web Design'
- Fluid Grids
- Flexible Media
- CSS Media Queries
- Building Optimized Mobile Web Systems
- Converting 'Desktop' Web Site to 'Mobile Ready' Version – Tools and Techniques

### 3. Mobile Web System Testing

- Mobile Web Testing – What and Why?
- Testing Strategies for Mobile Web Systems
- Developing Mobile Web Testing Plans
- Mobile Web Compatibility Testing
  - Multi-device Emulators
  - Desktop Browsers
- Mobile Devices and Web Performance Testing – Tools and Techniques
- Mass Mobile Web Testing - Real Devices, Cloud Based

### Dr. Adib Zaray

He graduated with the degrees of MSc and PhD in Computer Science. He has extensive publications, teaching, research and development experience involving the design and implementation high-performance parallel computers.

In 1996 he established Zaray Internet Consultants to provide specialist consulting and training services. Since 1996, he has been heavily involved in research and development related to the application of the Internet and Information Technology, providing consulting and training services to public and private sector organisations in the United Kingdom, Republic of Ireland, The Netherlands and Hong Kong. He specialises in the field of Network, World Wide Web and Information Technology Security as well as exploitation of Webbased technologies.

His consulting services includes developing network, Web and information technology security audits, developing security strategies and conducting Internet marketing for diverse organizations. His training services include worldwide delivery of specialist courses developed on strategic issues related to Internet /Intranet, Web and information technology security.

Adib has delivered many successful hands-on workshops and seminars in Hong Kong since 1999.

# Web Application Security :

Hacker Attacks & Defense

MEDIUM : English  
FEE : HK\$6,380

COURSE CODE : WAS  
EARLY BIRD : HK\$5,880

DURATION : 2 Days

5-6 November, 2014 (Wednesday - Thursday)

hands-on

Web-based applications are being routinely incorporated in Websites to facilitate an extensive and growing range of online usage. Currently, hackers are aggressively targeting Web application vulnerabilities to break into computers and networks, steal confidential information, destroy existing data resources, install malicious software, etc., hence compromising an organization's security integrity. Whether a Website is concerned with sensitive e-commerce transactions, database manipulations, or any other information processing activity, Web applications that are involved can expose threats to an organization that may have never been considered. As a consequence, organizations must integrate robust security measures into their Web-based applications.

#### The in-depth training course:

- Enables attendees to learn how Web application attacks occur
- Identifies various Web application attack categories
- Demonstrates Web application security tools and techniques to test as well as defend websites from application vulnerabilities exploitation.

#### Attendees Will Learn About

- Web Server & Website security analysis
- Web application threats and vulnerabilities analysis
- Web application hacker attack types and preventions
- Secure Web application implementation
- Effective Web application security strategies

#### Who Should Attend

This training course is suitable for web application developers, analysts, infrastructure security professionals, managers and consultants from all types of organizations, who are interested in securing their Web applications, Websites and server operations.

#### Course Outline

##### 1. Web Application Security Fundamentals

- Website, Web Server & HTTP Protocol
- Website Analysis
- Web Server Analysis
- Web Application Operations
- Web Application Threats & Vulnerabilities
- Web Application Analysis

##### 2. Web Application Host Attacks

- Denial-Of-Service (DOS) Attacks
- HTTP & HTML Based Attacks
- Authentication Attacks
- Authorization Attacks
- Man-In-The-Middle Attacks
- Path Traversal Attacks

##### 3. Web Application Cross-Site Scripting Attacks

- What Is Cross-Site Scripting Attack?
- How To Deal With Cross-Site Scripting
- Preventing Cross-Site Scripting Attacks

##### 4. Web Application Buffer Overflow Attacks

- What Is Buffer Overflow Attack?
- How Buffer-Overflow Vulnerabilities Occur
- Preventing Buffer Overflow Attacks

##### 5. Web Application Database Attacks

- What Is Web Database SQL Injection Attack?
- Automated SQL Injections
- Preventing SQL Injections
- SQL Injection Testing
- Defence Tactics For SQL Injection Attacks

##### 6. Web Application Security Strategies

- Application Development – Secure Practices
- Threat Modeling
- HTTP Attacks – Prevention Strategies
- Web Server Hardening
- Critical Files Fingerprinting
- Digital Certificates & SLL Encryption Usage
- Firewall Approaches
- Penetration Testing
- Event Logging & Audit Trail Analysis

# Cloud Computing

for Business and IT Professionals

MEDIUM : English  
FEE : HK\$3,680  
DURATION : 1 Day

COURSE CODE : CCP  
EARLY BIRD : HK\$3,380

7 November, 2014 (Friday)

*hands-on*

This is a foundational course, for business and IT professionals, on the important topic of "Cloud Computing". **It provides a practical, hands-on overview of this fast moving technology across three layers - software, platforms and infrastructure - benefiting those organizations who are considering adoption of the Cloud Computing approach to their IT operations. On completion, course attendees will be able to evaluate as well as effectively deploy Cloud based computing environments and applications.**

## Attendees Will Learn About

Essentials of Cloud Computing encompassing:

- Service Models
- Application Scope
- Opportunities & Risks
- Infrastructure Deployment
- Virtualization Techniques
- Reliability & Resilience
- Security & Privacy
- Usability & Performance
- Vendor Offerings

## Who Should Attend

This course is suitable for all business and IT professionals who need to acquire the technical knowledge, and experience practical implementation issues related to Cloud Computing.

### Course Outline

#### 1. Cloud Computing Fundamentals

- Evolution
- Objectives
- Characteristics
- Components
- Delivery Models
- Service Layers
- Opportunities
- Risks
- Benefits
- Vendor Survey

#### 2. Cloud Computing Services

- Software as a Service (SaaS)
- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)
- System Architectures & Operational Models
- Vendor Selection Challenges

#### 3. Cloud Computing Deployment

- Infrastructure & Connectivity
- Virtualization Types & Techniques
- Security & Privacy
- Reliability & Resilience
- Usability & Performance
- Real World Case Studies

# Cloud Computing Systems – Analysis and Testing

MEDIUM : English  
FEE : HK\$6,380

COURSE CODE : CCS  
EARLY BIRD : HK\$5,880

DURATION : 2 Days

13-14 November, 2014 (Monday - Tuesday)

*hands-on*

Cloud computing represents a fundamental shift in the acquisition and implementation of remote computing operations involving networks, operating systems, software applications, databases, data storage, etc. It provides on-demand, real-time network access to scalable shared computing resources that can be physically located anywhere.

Cloud Computing creates new opportunities as well as new risks. The challenge is to meet the expectation of fast delivery of new computing system functionality, while maintaining full control of system availability, optimum security and high performance.

**This is an in-depth training course dealing with significant aspects of Cloud Computing Systems analysis and testing, empowering course attendees to comprehensively assess all Cloud Computing based system implementations.**

## Attendees Will Learn About

Cloud Computing Systems:

- Salient Features
- Significant Threats and Risks
- Important Security Characteristics
- Essential Performance Assessment
- Analysis and Testing - Latest Tools + Techniques

## Who Should Attend

This course is suitable for IT professionals who need to acquire the technical knowledge as well as experience the practical issues related to Cloud Computing Systems analysis and testing.

### Course Outline

#### 1. Cloud Computing Systems

- Characteristics
- Service Models - SaaS, PaaS, IaaS
- Deployment Models - Public, Private, Hybrid
- Multi-Tenancy Operations
- Adoption Concerns

#### 2. Cloud Computing System Threats

- Abusive Usage
- Insecure Interfaces
- Evil Insiders
- Shared Technology Vulnerabilities
- Data Loss and Leakage
- Account, Service and Traffic Hijacking
- Threat Analysis - Tools + Techniques

#### 3. Cloud Computing System Risks

- Governance Loss
- Network Hacking
- Portability and Interoperability
- Shared Resource Provisioning and Failures
- Data Management and Protection
- Management Interface Manipulation
- Risk Analysis - Tools + Techniques

#### 4. Cloud Computing System Security

- What is Security for Cloud Computing?
- Data Centre Operations
- Enterprise Continuity and Disaster Recovery
- Application Security
- Encryption and Key Management
- Identity and Access Management
- Virtualization
- Network & System Hardening
- Security Testing - Tools + Techniques

#### 5. Cloud Computing System Performance

- Performance Challenges in the Cloud
- Network Analysis
- Application Flow Mapping
- Measuring Response Times
- Server Load Testing
- Server Load Balancer Testing
- Performance Testing - Tools + Techniques

# Web Application Testing :

## Principles & Practice

MEDIUM : English  
FEE : HK\$6,380

COURSE CODE : WAT  
EARLY BIRD : HK\$5,880

DURATION : 2 Days

10-11 November, 2014 (Thursday - Friday)

*hands-on*

Web applications have a different risk profile compared to other computing environments. Typically, Web application developers have to deal with shorter project release timescales, changing technologies, disparate hardware as well as software platforms, and an uncontrolled user base that could run into millions. The combination of these factors ultimately affects the functionality, security and performance of a dynamic, application driven Website.

Web application testing is therefore a complex, high-risk process since it requires a thorough understanding of the operating strengths and weaknesses of multiple, interacting hardware and software systems, the collective use of appropriate test cases, and the deployment of specialist Web application testing tools.

**This course addresses fully the issues related to Web application testing. It provides attendees with the knowledge as well as practical skills to identify, plan and carry out different forms of Web application testing, including significant functional, security and performance tests.**

## Attendees Will Learn About

Web application testing encompassing:

- Threats & Risks
- Test Components
- Testing Strategies
- Test Planning
- Test Cases, Scripts & Suites
- Functional Testing
- Security Testing
- Performance Testing
- Specialist Testing Tools

## Who Should Attend

This course is suitable for System Testers, Software Engineers, Security Analysts, Web Auditors and Quality Assurance Managers.

### Course Outline

- |  |   |
|--|---|
| <p><b>1. Web Application Testing: Fundamentals</b></p> <ul style="list-style-type: none"> <li>• Threats &amp; Risks</li> <li>• Testing Range</li> <li>• Testing Strategies</li> <li>• Test Planning</li> <li>• Test Cases, Scripts, Suites &amp; Scenarios</li> <li>• Selecting Test Loads</li> <li>• Manual Testing</li> <li>• Automated Testing</li> </ul> | <p><b>3. Web Application Testing: Security</b></p> <ul style="list-style-type: none"> <li>• Gateway Programs</li> <li>• Buffer Overflow Handling</li> <li>• URL Manipulation</li> <li>• SQL Injection</li> <li>• Cross-Site Scripting</li> <li>• Cookie Poisoning</li> <li>• (In-)Secure Cookies</li> <li>• AJAX</li> <li>• User Account Controls</li> <li>• Application Logging</li> <li>• Vulnerability Analysis</li> </ul> |
| <p><b>2. Web Application Testing: Scope</b></p> <ul style="list-style-type: none"> <li>• Data Validation Testing</li> <li>• Unit Testing</li> <li>• Integration Testing</li> <li>• Functional Testing</li> <li>• System Testing</li> </ul>   | <p><b>4. Web Application Testing: Performance</b></p> <ul style="list-style-type: none"> <li>• Load Testing</li> <li>• Stress Testing</li> <li>• Volume Testing</li> <li>• Endurance Testing</li> <li>• Failover Testing</li> </ul>   |

# Web Marketing Fundamentals

MEDIUM : English  
FEE : HK\$3,680

COURSE CODE : WMF  
EARLY BIRD : HK\$3,380

DURATION : 1 Day

12 November, 2014 (Wednesday)

*new*

*hands-on*

The potential of using the Web to market businesses, products and services, regionally as well as internationally, in a rapid and profitable manner is massive, 'if' done correctly. However, there are multifarious factors that need to be considered and leveraged for successful Web marketing to be accomplished; there is no single element or approach involved! It must also be combined with existing 'off-line' marketing procedures to give optimum synergistic marketing results.

**This course deals with important Web marketing concepts and procedures. This is a practical, hands-on course where attendees will have the opportunity to experience the latest tools and techniques currently used by successful Web based enterprises.**

## Attendees Will Learn To

1. Understand the fundamentals of various Web marketing techniques
2. Develop efficient online Web marketing plans
3. Conduct Web search engine and directory promotions
4. Deploy highly personalised Web-based marketing
5. Exploit the potential of mass Web marketing using viral techniques
6. Measure and evaluate the effectiveness of Web marketing

## Who Should Attend

This training course is suitable for all who are interested in exploiting the Web to extend their business operations regionally as well as internationally in a rapid, inexpensive and effective manner. It will be of special benefit to business management and marketing professionals.

### Course Outline

- |  |  |
|--|--|
| <p><b>1. Web Marketing Fundamentals</b></p> <ul style="list-style-type: none"> <li>• Low Risks, Costs and More Benefits</li> <li>• Broad Customer Base</li> <li>• Push-Pull Strategy</li> <li>• Powerful Branding</li> <li>• Prospect Generation</li> <li>• Building Trust</li> <li>• Giving and Selling</li> <li>• Reasons for Failure</li> </ul> | <p><b>4. Viral Web Marketing</b></p> <ul style="list-style-type: none"> <li>• Viral Internet Marketing - Rapid, Inexpensive, Harmless and Unobtrusive</li> <li>• Viral Marketing Techniques</li> <li>• Successful Viral Marketing Strategies</li> </ul>  |
| <p><b>2. Web Marketing Plans</b></p> <ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• Situation Analysis</li> <li>• Customer Analysis</li> <li>• Market and Product Focus</li> <li>• Pricing Strategy</li> <li>• Product Distribution</li> </ul>   | <p><b>5. Web Search Engine and Directory Marketing</b></p> <ul style="list-style-type: none"> <li>• Robot Compiled Search Engines</li> <li>• Human Compiled Directories</li> <li>• Pay-Per-Click Search Engines</li> <li>• Important International / Regional Search Engines &amp; Directories</li> <li>• Correct Web Site Promotion Procedures</li> </ul> |
| <p><b>3. One-to-One Web Marketing</b></p> <ul style="list-style-type: none"> <li>• Site Personalisation</li> <li>• Building Web Site Community</li> <li>• Targeted Advertisement Delivery</li> <li>• Real-time Product Customising</li> <li>• Online Customer Service and Sales</li> </ul>   | <p><b>6. Measuring Web Marketing Success</b></p> <ul style="list-style-type: none"> <li>• Measuring Hits</li> <li>• Measuring User Sessions</li> <li>• Measuring User Click-Paths</li> <li>• Measuring Revenues</li> <li>• Measuring Tools</li> </ul>  |

# COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium
1	Nov 03-04, 2014	Mobile Web Systems : Development and Testing	NEW MWEB	2	HK\$6,380	HK\$5,880 Oct 3, 2014	Oct 8, 2014	E
1	Nov 05-06, 2014	Web Application Security: Hacker Attacks & Defense	WAS	2	HK\$6,380	HK\$5,880 Oct 3, 2014	Oct 8, 2014	E
1	Nov-07, 2014	Cloud Computing for Business and IT Professionals	CCP	1	HK\$3,680	HK\$3,380 Oct 3, 2014	Oct 8, 2014	E
2	Nov 10-11, 2014	Web Application Testing: Principle & Practice	WAT	2	HK\$6,380	HK\$5,880 Oct 10, 2014	Oct 15, 2014	E
2	Nov 13-14, 2014	Cloud Computing Systems : Analysis & Testing	CCS	2	HK\$6,380	HK\$5,880 Oct 10, 2014	Oct 15, 2014	E
2	Nov-12, 2014	Web Marketing Fundamentals	NEW WMF	1	HK\$3,680	HK\$3,380 Oct 10, 2014	Oct 15, 2014	E

**TIME:** 9:00 am - 5:00 pm daily **VENUE:** at a PC training centre in Kowloon, Hong Kong.

**\* Fees include refreshments**

**\*\* We accept P. Cards**

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

*Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.*

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person : (Mr / Ms)**  **Job Title :**

**Direct Line :**  **Email Address :**

**Mobile :**  **Fax :**

**Authorized Person : (Mr/Ms)**

**Job Title :**  **Direct Line :**

**Signature :**  **Date :**

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



**BY PHONE:**  
Call Miss Mak at:  
**2838-1182**



**BY POST TO:**  
Communications Engineering Ltd.  
Rooms 802-804,  
Hua Qin International Building,  
340 Queen's Road Central,  
Sheung Wan, Hong Kong



**BY FAX:**  
Send enrolment form above to  
our FAX at number:  
**2838-7122**



**BY EMAIL:**  
[cel@celhk.com](mailto:cel@celhk.com)

## About CEL

**Communications Engineering Limited** specialises in providing world-class quality Management Skills, Personal Effectiveness, Information Technology and Specialty Training. CEL targets new entrants and seasoned professionals in all business sectors. For more than 25 years, CEL has developed an excellent reputation for delivering real-world value-added training. The clientele includes many Fortune 500 multinational enterprises, HKSAR government, public and private sectors of Greater China and throughout the region. Our carefully-designed course schedule targets to provide continuing, comprehensive and structured suites of courses that meet career development needs of professional staff at all levels. Our current pool of experts are drawn globally from Hong Kong and abroad, allowing us to offer the best combination available in terms of technology, expertise and versatility.

## The On-Site Option

If there are a group of staff in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. If you are interested in organising any of the topics as in-house on-site or off-site training, and for more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number +852 2824 9978 or at email [cel@celhk.com](mailto:cel@celhk.com) for a quotation and proposal.

## Trainer Information

All public and in-house programs are delivered by Senior Trainers/Consultants of CEL. Please contact CEL for trainer profile(s) if needed. Please contact CEL for quotation if you are interested in organising any of the topics as in-house on-site or off-site training.

## Announcing... **VOLUME ONE** of our brand new **In-house Course Catalogue** is now available

In this volume, we have included a sampler comprising detailed course descriptions for 15 of our many programs which are available and popular as in-house presentations.

There are more topics that we plan to introduce to you in the next publication ie. **VOLUME TWO** of our In-house Course Catalogue. It will include other new and evergreen programs such as :

- Analytical Thinking and Problem Solving
- English Business Writing Skills
- Creative and Innovative Thinking
- Innovations in Leadership (*a process-focused approach*)
- Mastering Strategy and Turning Strategy and Objectives into Action
- Coaching to Develop Individuals
- Speed Thinking

## Versatility + Quality + Bespoke Services

Please note that ALL public courses from our monthly catalogues are available for in-house presentation as well.

On top of that, should you have some topics in mind but cannot find them in our in-house and/or public catalogues, you are welcomed to inquire if we are able to source/ customise such training programs for you. All in-house programs will bear the same high level of quality which underpin all of our public offerings.

## Executive Coaching

Another new area of professional service available is Executive Coaching. Contact us for a detailed discussion and proposal/quotation.



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