

EDUCATION

De Beers' Diamond Foundation Course offers flexible industry education

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De Beers Diamond Foundation Course offers education on diamond life cycle. Image credit: De Beers

By LUXURY DAILY NEWS SERVICE

Diamond company **De Beers** made public its Diamond Foundation Course, offering participants in-depth education concerning the life cycle of diamonds.

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The four-month course will cover both the natural and commercial side of diamonds, giving students insights from a top name in the market. The course costs \$250, and upon finishing, students will be awarded a "Certificate of Completion" from the De Beers Group Institute of Diamonds.

There are no prerequisites for enrollment, as it is designed with a range of students in mind, for those working within the diamond industry specifically, as well as talent eyeing the jewelry business in general.

The goal of the course is to arm students with advanced insight to use when selling diamonds or participating in conversations about them. For this reason, there are five areas of education within the program: "Marketing & PR teams," "Jewelry Manufacturing," "Consumer Facing Retail," "Jewelry Design," and "Staff Onboarding & Training."

There will also be an optional, full-day workshop that will grant students with lab experience, called "Introduction to the 4Cs."

Diamonds education forever

The Diamond Foundation Course is centered around flexible learning, catering to the needs of many kinds of learners.

The course can be taken on a cloud website, allowing for engaged learning and mobile accessibility. Students can also decide the pace at which they will learn, having four months to study materials that amount to 24 hours in total duration.

The CPD-accredited program is also available in many languages, widening its circle of students. English, French, Turkish, Simplified Chinese, Thai, Korean and Italian are all options.

Interests ranging from diamond geology to polishing techniques will all be satisfied, as the course is divided into

eight parts that cover the aforementioned five areas of education.

Students will first learn about "Diamond Growth and Properties," receiving education concerning Earth science and the molecular composition of diamonds. Next, "Travel to the Surface & Exploration" teaches students about the movement of diamonds within plates.

Following the geologic knowledge sections of the course, "Diamond Mining & Recovery" will instruct students on the varying methods of global extraction, with "Rough Sorting & Pricing" educating students on the valuing of the gems.

The fifth and sixth sections, "The Polished 4Cs" and "Cutting & Polishing," cover polishing and craftsmanship techniques. "Jewelry Design, Marketing & Retail" provides education on the creation of jewelry pieces, as well as how to successfully market them.

Finally, the eighth course discusses the value of Earth-sourced diamonds with "Synthetic Diamonds, Simulants & Treatments," while exploring the differences between lab-created diamonds.

Once the course ends, students will still have access to their notes provided by the program, allowing for further reference.

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