Fully Funded Digital Courses

Invest in yourself or your business with short courses that make a huge impact

Contact our Digital Skills Team

T: 0161 951 2969
E: sercoskills@serco.com
W: www.serco-ese.com/digital-careers-upskill

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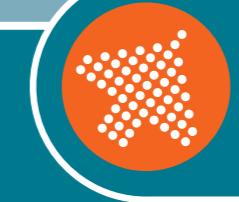
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SKILLS FOR GROWTH
DOING THINGS DIFFERENTLY FOR
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DIGITAL CAREERS
UPSKILL PROGRAMME

The Digital Careers Upskill Programme offers employees and businesses in Greater Manchester access to **FULLY FUNDED DIGITAL SKILLS COURSES.**

This programme is being delivered as part of the **Skills for Growth** fund managed by **Greater Manchester Combined Authority** and funded by the **European Social Fund,** which means there is no cost to employees or businesses.

SUPPORTED FOR SUCCESS

When you contact us, we will work with you to develop a bespoke digital skills training programme relevant to your needs. If you are an individual looking to progress your career in digital, or you are contacting us on behalf of your business to understand how we can reskill or upskill your people to enhance your digital capabilities, we will help you identify the right courses to meet your needs.

Also, all learners that sign up to a course on this programme will be provided a personal Skills Coach from the start of their learning journey. The role of the Skills Coach is to support the learner from ensuring they are on the right course, and on track to make the most of their career opportunities in the digital sector.

ELIGIBILITY

The programme is available to any employee and business based in:

- Bolton
- Bury
- Manchester
- Oldham
- Rochdale
- Salford
- Stockport
- Tameside
- Trafford
- Wigan

Training providers and courses

Simply click on the course title you are interested in to jump straight to the appropriate page...

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READYNEZ
We make digital skills work

Tap into the earning power of Microsoft skills and certification

Certification benefits businesses and employees to build a better future.

The skills acquired through Microsoft's official role-based certification programme are sought after by employers and employees alike. It is no surprise considering the career, financial and business benefits of a Microsoft certification.

Data from the International Data Corporation (IDC) shows that certified workers have a better understanding of new technologies and that they are better able to handle complex issues. This results in 56% less unplanned downtime and increased productivity and information security.

On top of this, certification increases employee retention and reduces the costs associated with staff turnover.

BENEFITS TO EMPLOYERS

Businesses with certified workers report a higher satisfaction among their customer base, leading to higher revenue.
• Keep your best people
• Be faster to market
• Better information security
• Higher revenue

BENEFITS TO EMPLOYEES

Microsoft role-based certifications provide proof of your high level skill set with current technologies.

• Increased employability
• Advance your career
• Higher earning potential
• Improve career opportunities

Are you ready?

Sign up to one of the three training programmes provided by the most award winning Microsoft training provider – Readynez.

COURSE	DETAILS	DURATION
Software Developer Level 3	This course provides an introduction to how software developers work with data and how they can develop modern applications in a cloud-based environment. You will gain foundation knowledge of software development and best practices on how to write good code and start to develop applications. You will learn how to work with Microsoft Azure to create computing solutions, functions, implement and manage web applications, implement authentication and authorisation and how to secure your solutions by using keyvault and managed identities. **Instructor led** Microsoft Fundamental and Associate role-based certifications with exam opportunity • Azure Fundamentals (AZ-900) • Azure Developer Associate (AZ-204) **Independent study** Microsoft Fundamental role-based courses also included • Power Platform Fundamentals (PL-900) • Azure Data Fundamentals (DP-900)	12 weeks
Cyber Security Analyst Level 3	This course teaches future cyber security analysts how to implement security controls and threat protection, manage identity and access as well as how to protect data, applications and networks. You will learn how to maintain the security posture, identify and repair vulnerabilities by using a range of security tools, implement threat protection and respond to security incidents. **Instructor led** Microsoft Fundamental and Associate role-based certifications with exam opportunity • Microsoft Security, Compliance, and Identity Fundamentals (SC-900) • Microsoft Security Operations Analyst (SC-200) **Independent study** Microsoft Fundamental role-based courses also included • Microsoft 365 Certified Fundamentals (MS-900) • Azure Fundamentals (AZ-900)	12 weeks
Data Analyst Level 3	This course teaches future data analysts about fundamental cloud concepts and technologies as well as how to consider security when processing data. You will gain fundamental knowledge about data and the role of a data analyst before moving on to more advanced topics. Learn how to maximise the value of data assets including designing and building scalable data models, cleaning and transforming data and enabling advanced analytic capabilities that provide meaningful business value through easy to comprehend data visualisations. **Instructor led** Microsoft Fundamental and Associate role-based certifications with exam opportunity • Azure Data Fundamentals (DP-900) • Microsoft Power BI Data Analyst (PL-300) **Independent study** Microsoft Fundamental role-based courses also included • Microsoft 365 Certified Fundamentals (MS-900) • Azure Fundamentals (AZ-900)	11 weeks

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READYNEZ
We make digital skills work

The Digi-Skills Ready Pathway – Foundation Level

Increase your own and your organisation's digital capability – and opportunity – with this introduction to Digital Skills.

Our Digi-Skills Ready Pathway is designed for "Anyone at Anytime" in their digital learning journey and who is curious to understand more about the different technologies and various concepts involved in the digital industry. It enables you to:

• Improve your personal productivity by giving you new tools to do things smarter
• Provide more value in discussions and work on improving processes and procedures in your organisation
• Help decide if digital is a potential career for you, and if so in which part of digital
• Qualify for participation in subsequent Practitioner Pathway programmes where you can specialise in specific digital disciplines

THROUGH THIS COURSE, YOU WILL:

• Be more employable by being more productive with your new digital skills
• Have the potential to earn more! The additional salary* benefits for digital skills ranges from £2,700 to £11,300 for higher skilled jobs
• Learn how to recognise and pursue digital career opportunities

CAREER DEVELOPMENT

We provide you with personal support from a coach and the tools and techniques you need to assess your skill level and devise a career plan via Continuous Professional Development (CPD) to advance in a digital career.

PART-TIME LEARNING AND SELF-STUDY

• Online tutor-led learning sessions – 1 x 3-hours per week for 6 weeks
• Self-study – this will depend on your learning style, but we recommend up to 5 hours a week
• Skills Coach support – they will support and guide you to make time to study in a way that suits your lifestyle

No Longer Optional: Employer Demand for Digital Skills – Burning Glass Technologies, commissioned by DCMS.

COURSE	DETAILS	DURATION
The Digi-Skills Ready Pathway – Foundation Level Level 3 Accredited	The pathway is completed over a period of 6 weeks and is done part time, giving you the flexibility to learn alongside your day job. You'll get a solid understanding of the digital possibilities with tools and technologies including: **Microsoft Office applications with a focus on Excel and data analysis, collaboration and productivity** We will take you through Microsoft Office applications to ensure you have the skills needed to get the most out of Excel, Outlook, PowerPoint, Word and MS Teams. Excel is the number one tool to make you more productive, helping you become better at collecting, amending and presenting data that is important for decision making in business, whether related to people, project management, administration, operations, sales/marketing or finance. **Collaboration and productivity** We will look at ways to collaborate with internal and external colleagues, along with how to be more productive and having multiple colleagues working towards the same goal. **Cloud computing concepts** We all talk about the Cloud, but what is it really and why does it matter? **The connected world** We're all connected 24/7, but how does it really work and what enables this connectivity? **Data** The number one currency in today's world is data, and being able to work with data, and provide meaning to businesses out of data, is a very in-demand skill. **Cyber security** You can't talk about digital and not talk about cyber security. We all have a responsibility to keep us safe and you will get the tools to do so. You will also work towards an accredited NCFE level 3 unit. **Software development concepts** Get a basic understanding of how you can automate tasks and processes – and you don't even need to be a software developer writing complicated code to achieve it. **Professional skills and behaviours (NCFE Level 3)** An accredited Level 3 unit where you will gain an understanding of the professional skills and behaviours required for a career within the digital arena, with a focus on cyber security.	18 hours GLH

apprentify

Learn digital skills to improve your future

Founded in 2018, Apprentify takes great pride in offering a unique approach to train learners and turn them into business-ready experts.

The learner and business they work for is at the heart of everything they do, and they're committed to delivering the best possible service for both parties.

The digital skills courses they offer in Digital Marketing, Data Analysis or Software Developing encourage a creative mindset and ability to use technology to engage digital platforms to acquire new customers, convert, attract, and retain them for long-term business growth.

Apprentify offers quality training, hands-on learning, and an array of career specialists ready to help learners on their journey and support future-proof businesses capabilities by supplying the latest digital expertise.

ADDITIONAL COURSES INCLUDE:

- Digital Marketing
- Data Manipulation in Python
- Data Preparation Tools: Trifacta
- Analytics and BI Platforms: Tableau
- HTML5 Web Component Fundamentals
- Programming Using Java
- Agile Testing Methods
- Introduction to Cucumber
- Plus hundreds of other options based on your specific needs

Contact our dedicated team today to find out more.

COURSE	DETAILS	DURATION
Software Development Level 3 and above	Become an all-round software developer while gaining exposure to all the stages of the software development lifecycle, learning how to design and develop databases to the industry standard. Delve into the use of SQL, to connect your databases using industry standard software, and practice putting it all together using popular programming language Java. Throughout this course, learners will build a portfolio of evidence showcasing the skills developed and have access to a wealth of examples to help with future projects you may become involved with.	15 weeks (2 days a week, part time)
Data Analysis Level 3 and above	Your Data Analytics journey starts with using Excel, then SQL, PowerBI and Python. Learn how Excel can be used to effectively analyse data sets using its built-in tools while preparing for the Microsoft Office Specialist Excel exam. You will then delve into the use of SQL to effectively query data and begin to gain relevant insights into raw data. You will learn how to use PowerBI to visualise data and bring your insights to life for non-technical audiences. Next you will learn Python, a programming language widely adopted for data analysis. You will learn the techniques you can use to achieve this. You will gain experience in the best methods to communicate your analysis and insights to a variety of audiences. You will create a portfolio of evidence showcasing the skills acquired on the course with a wealth of examples to help you in future projects.	15 weeks (2 days a week, part time)
Google Ads Level 3 and above	Learners explore the fundamentals of the Google Ads platform and how to create ad campaigns for both the Search and Display networks. You will also receive an extra coaching session four weeks after the course where the tutor can explore how you have implemented Google Ads and provide support and guidance for further optimisation of your accounts.	2 days
Facebook Blueprint Level 3 and above	Discover the fundamentals of the Facebook Ads platform and how to create campaigns for Facebook and Instagram. You will receive an extra coaching session four weeks after the course where the tutor can explore how you have implemented Facebook Ads Manager and provide support and guidance for further optimisation of your accounts.	2 days
Google Ads and Facebook Blueprint Level 3 and above	Combined Google Ads and Facebook course designed to optimise knowledge and understanding of both disciplines for social media platforms. Courses are delivered with a blend of tutor led and online learning to fit around your own employment and personal commitments.	4 days

the <coders> guild

```
        for (; o > i; i++)
            if (r = t.call(e[i], i, e[i]), r === !1) break
    } else
        for (i in e)
            if (r = t.call(e[i], i, e[i]), r === !1) break;
    return e
},
trim: b && !b.call("\ufeff\u00a0") ? function(e) {
    return null == e ? "" : b.call(e)
} : function(e) {
    return null == e ? "" : (e + "").replace(C, "")
},
makeArray: function(e, t) {
    var n = t || [];
    return null != e && (M(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
},
inArray: function(e, t, n) {
    var r;
    if (t) {
        if (m) return m.call(t, e, n);
        for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; n++)
```

Develop a career in the digital sector

The Coders Guild is a leading provider of digital skills training and tech education.

Their mission is to unlock the full potential of the tech industry by making high quality digital skills training and tech education equally available to every person and every business.

As a team of doers, they drive positive impact by creating equal career opportunities for people of all backgrounds.

The Coders Guild's trainees and businesses are leading the digital industry into the future, today.

ADDITIONAL COURSES INCLUDE:

- Intro to Web Development
- Get Hired as a Data Analyst
- Get Hired in Cyber Security
- Intro to Front End Dev
- Advanced Front End with JavaScript and APIs
- PHP and Laravel
- UX for Designers
- Essentials for Software Testing
- Advanced Software Testing
- Take Control as Tech/Team Lead
- Advanced Skills for your Tech Career (Leadership and Management)
- Product Management
- Data Analysis, Insights and Visualisation
- Fluency in Python
- Vue.JS (5-Day Intensive)
- React.JS (5-Day Intensive)

Contact our dedicated team today to find out more.

COURSE	DETAILS	DURATION
Get Hired as a Junior Developer Level 3 and above	In this course, learners will recap the fundamentals of HTML and CSS, as well as learning accessibility and responsive design principles. You will also look at solving problems with JavaScript and explore the tools such as GIT and frameworks which can be used to master the skills of modern development.	16 weeks
Get Hired as a Software Tester Level 3 and above	This training will look at what it means to be a Software Tester and allow you to develop some of the essential skills that are required to become successful. Starting from the basics of what testing and quality are, this course will allow you the opportunity to build the necessary skills for more complex automation.	12 weeks
Get Hired as a UX Professional Level 3 and above	This course will teach fundamentals of user experience, customer experience, accessibility, and usability. You will also cover research, planning, testing, and measurement, as well as being asked questions such as 'How do we actually know whether something has been improved or needs to be?' or ' How can we design and develop better services, features, and products, and deliver more value to our users, our customers, and our clients?'. Students will learn the foundations of UX and what distinguishes good from bad.	12 weeks
Digital Project Management Level 3 and above	In this course, you will learn the core skills that will help you take your first steps into the industry, covering industry standard concepts such as Agile, MVPs and the project lifecycle. You will also gain some complementary skills in communication and presentations to help you convey your newfound knowledge in the workplace.	12 weeks
Essential Skills for your Tech Career – PM, AM, PO, QA Level 3 and above	The course is designed to bolster your skill set and supercharge your career prospects, adding instant value to your team. Based on insight and feedback from employers and team leaders, this is a course covering essential skills and knowledge. All of these skills are vital to progressing or accelerating your tech career. Subjects include: • Understanding of cyber/web security basics • How to create a sensible test plan based on budget and client/user needs • How to define an MVP • Improved communication skills • The ability to create and deliver presentations • Practical understanding of agile planning and delivery	16 weeks
Problem Solving with JavaScript 5-Day Intensive Level 3 and above	This 5-day intensive course covers Javascript (JS) from the absolute basics through to some more advanced concepts and skills. The course is for people who have a basic knowledge of JS but want to know the skills and foundations to be able to write clean Vanilla JS code. Starting with an introduction to Programming concepts in a JS context, you will also cover functions, control flow, loops, objects/arrays and how to manipulate the Document Object Model (DOM). To support this learning there will also be a session on Pseudocode to allow you to plan and think about solving problems before going straight in with code.	1 week
Source Control and Workflows with Git 5-Day Intensive Level 3 and above	This 5-day intensive course will take you from absolutely no experience with Git through to working on projects together to put Git into practice in a workplace/practical environment. Starting from the basics of what Git is, you will learn how to set it up on machines and with basic commands. During the course you will look at: workflows, branches, feature branches and merging of branches to give the experience of using Git in a practical environment. By the end of this course, you will have the confidence to work on software projects collaboratively using Git for version control.	1 week

3D 360

Short courses – huge impact

3D 360 was born out of industry and the realisation that 3D printing is the future of manufacturing. 3D printing is changing the way things are made today and is the fastest growing manufacturing sector on the planet.

3D printing is challenging traditional manufacturing techniques and making the previously un-manufacturable possible.

Whether you are new to 3D printing or an experienced engineer, teacher or technician, 3D 360's training modules are tailored to suit all ability levels and are designed to challenge and change the way you think about manufacturing and 3D printing.

All their 3D Printing and 3D CAD training courses are focussed on teaching industry transferable skills sets and proven industry techniques.

3D 360 is dedicated to educating the Greater Manchester area on the significant production and environmental benefits of 3D printing.

Contact our dedicated team today to find out more.

COURSE	DETAILS	DURATION
Introduction to Additive Manufacturing and 3D Printing Applications for Industry	This course is an introduction to 3D Printing, Additive and Digital Manufacturing and will equip you and/or your employer/business with an overview of the capabilities of 3D printing and how to integrate 3D printing and Additive Manufacturing into your workplace and business.	1 day
3D Computer Aided Design (CAD) Design Principles with Design for 3D Printed Components	This course covers an introduction to the fundamental commands and first principles that all 3D CAD systems follow. The course will teach you how to design for 3D printed components with an introduction to 3D Printing, Additive and Digital Manufacturing, and an overview of industry applications.	2 days
3D Printer Build and Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview	This course is an introduction to 3D Printing, Additive and Digital Manufacturing with an overview of industry applications. The course will give the learner the skills required to build a fully functional FDM 3D printer and provide operator level practical skills and understanding of how to operate and maintain a 3D printer.	2 days
3D Printer Build and Advanced Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview	This course is an introduction to 3D Printing, Additive and Digital Manufacturing with an overview of industry applications. This course provides the learner with operator level practical 3D printer skills sets and helps your employer/business transition to 3D printing, Additive and Digital Manufacturing. Learners will also develop the skills required to build a fully functional FDM 3D printer and provide the advanced level practical skills and understanding of how to operate and maintain a 3D printer.	3 days
3D Printer Build, Advanced Operator and Technician Level Training including Maintenance, Servicing, Consumables and Supply Chain Procurement, plus Additive Manufacturing and 3D Printing Applications for Industry Overview	This is a practical course on how to build a fully functional FDM 3D printer from scratch. You will gain a detailed technician level overview of 3D printing and industrial applications as well as learning how 3D printers can support volume manufacture and produce previously unmanufacturable components.	5 days
3D Computer Aided Design (CAD) with 3D Printer Build and Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview	This is a practical course on the fundamental commands and first principles that all 3D CAD systems follow, how to design for 3D printed components, how to build a fully functional FDM 3D printer from scratch with advanced level practical skills, and understanding of how to operate and maintain a 3D printer. This course also provides an introduction to 3D printing, additive and digital manufacturing with an overview of industry applications.	5 days

Develop your skills

The Tess Group is an award-winning training provider, delivering training to meet your ROI goals.

We offer a partnership approach to design in-house, tailor-made courses that are bespoke to your business.

COURSE	DETAILS	DURATION
Business Dynamics Level 3 Accredited	This course is designed to develop an understanding of how each social media platform caters for a different demographic of customer, and that modifying communication to suit each platform can maximise the impact of the message. • How social media fits into the objectives and marketing of a business • Selecting the best social media tools and channels for a business • Measuring the success of social media tools and channels • Understanding how social media policy and guidelines can impact a business • Be able to monitor how a business is using social media	30 hours GLH
Data Analytics and Digital Community Fundamentals Level 3 Accredited	This course covers the principles of data analytics and how to report findings. You will learn how to review forums and community sites to identify a threat or opportunity for brand or product, then assess and act swiftly, using your knowledge of the product and the overall communication strategy. You will then learn how to analyse and prioritise information and data analytics acquired through such reviews to create reports for internal use and how to escalate appropriately within an organisation. • Understand the role and requirements of digital marketing • Learn the principles of search engine optimisation (SEO) • Develop the principles of marketing research using the internet • Digital marketing devices and message design • How to use digital technology for marketing purposes • Understanding community sites, forums, their set up and purpose • Developing communication strategies	30 hours GLH

BACK 2 WORK COMPLETE TRAINING

Back2Work Complete Training provides pre-employment training throughout the UK.

Drawing on industry experience, we've tailored each and every one of our programmes to suit practices in a way that is sure to have you set off on the right foot from day one.

COURSE	DETAILS	DURATION
Power BI: Data Analysis Professional	On this course you will learn how to use Power BI (Business Intelligence) Desktop to create highly visual insights, reports and dashboards that can easily be shared with others. You will also explore how Power BI can be used to create a multi-perspective view into a dataset, with visuals that represent different findings and insights from that dataset, allowing users to drill, filter and sort the reports to represent nuggets of information. Progression Unit: Gateway Level 3 Unit in Data Analytics. • The purpose of organising and evaluating business data • Comparing primary and secondary research methods • Quantitative and qualitative research methods • The role of market research and the different digital methods for collecting market research data • The types of data analysis used in business • Tools for data collection and analysis • Selecting relevant, valid, and reliable business data to analyse • Analysis and evaluation tools and techniques to analyse business data • Reviewing business data to produce accurate, unbiased results and conclusions • Presenting business data in an appropriate format and to an agreed timescale	2 days
Introduction to Coding	On this course you will learn to speak the language of coding and the fundamentals that will support you in continuing your coding and software journey. Delivered in an engaging online environment, you will develop the skills needed to understand web development and coding. The course offers dynamic and interactive sessions that cover the most market-driven technologies. Progression Unit: Introduction into Computer Programming. • Binary explained with Logic Gates Introduction • Independent directed study • Coding languages explained with practical elements • Cross browser compatibility and file types with group research elements • LAMP stacks and deployment with practical element	3 days

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Essential Site Skills

Founded in 2013, ESS is an award winning provider of training, with a reputation for quality of service.

Our trainers work hard to make courses engaging and valuable, delivering practical skills that benefit a business.

COURSE	DETAILS	DURATION
Digital Data Management for Business Level 3 Accredited	The management of digital data is extremely important to all businesses. Employees should all have a good understanding of the risks and consequences of poor data management when accessing, processing and sending data digitally. This learning course is designed to upskill individuals to understand how to manage digital data to prevent data breaches, data loss and threats from cyber-attacks. Learners will also learn how to identify unethical conduct within the digital environment. • Understand the consequences of digital data breaches and data loss • How to manage digital data in line with GDPR • Prevent and minimise cyber attacks • Recognise red flags and how to deal with them • Identify unethical conduct within a digital environment	30 hours GLH
Information Systems for Data Management Level 3 Accredited	It is essential for businesses to manage information and data to identify past and current performance in order to predict and plan for the future. This course will enable learners to explore the analysis and presentation of data, including the types and business uses of data, issues relating to reliability and validity and methods and techniques used to present business data. • Understanding the analysis and presentation of business data • Using information systems in a business environment • How to monitor the use and effectiveness of an information system • Analysing data within excel • The importance of data security	30 hours GLH

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SKILLS LADDER
REAL TRAINING · REAL RESULTS

Skills Ladder specialises in training and qualification delivery both in the private and public sectors.

Our team has over 35 years of experience in delivering IT education, and we have a close working relationship with businesses across many sectors including manufacturing, retail and professional services.

COURSE	DETAILS	DURATION
Pivot Tables for Professionals – Advanced Spreadsheets Skills and Techniques Level 3 Accredited	This course is designed for anyone with a previous background of using spreadsheets. The individual will already be able to write formulas, navigate the platform, and have confidence in using many of the built-in tools. During the course you will learn how to create, edit, and analyse pivot tables, as well as a large variety of other useful high-level functions. The course will be very hands-on, with most of the time spent actively working on spreadsheets. • Improve spreadsheet skills • Create, edit and analyse pivot tables • Use SUMIFS and COUNTIFS as the basis for learning pivot tables • Understand and use XLOOKUP (plus older versions such as VLOOKUP and LOOKUP, INDEX and MATCH) • Use the IF formula • Advanced text manipulation	9 hours GLH
Social Media for Entrepreneurs Level 3 Accredited	This course is designed to develop the skills of using social media in order to promote a business to a wider audience. It will specialise in using video on social media platforms, as research shows this generates the highest level of engagement for users. The course will be very hands-on, with most of the time spent actively creating content, learning how to edit or working in groups. • Understanding the correct social media for your business • Planning a social media campaign • Building a brand on social media • Knowing how to use video • Understanding how to edit videos • Using open source software • Navigating the social media minefield	18 hours GLH

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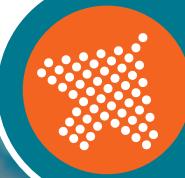
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