

Short Courses for Industry and Students

Short Descriptions of the Courses offered by BTU

AMAZON WEB SERVICES

SEO/GOOGLE ADS/ GOOGLE ANALYTICS

MICROSOFT POWER BI

Mastering the Google Suite: Empowering Productivity and Collaboration

EmpowHER: Mastering Cybersecurity for Women

Internet Governance and Cyber Diplomacy

Data Visualization in MS Excel

Data Visualization in Power BI

- Amazon Web Services (AWS) Intensive Short Course:

- **Target Audience:** Industry professionals and students interested in mastering Amazon Web Services (AWS).
- **Course Content:**
 - Foundational concepts of cloud computing.
 - Comprehensive exploration of various AWS services.
 - Hands-on exercises for deploying, managing, and scaling applications on AWS.
 - Covering both basic and advanced techniques.
- **Outcome:** Participants acquire the skills needed to navigate and leverage AWS in real-world scenarios, making them proficient in cloud computing.

Dive into the world of cloud computing with our AWS Intensive Short Course. This program is designed for industry professionals and students seeking to master the robust capabilities of Amazon Web Services. Participants will explore a comprehensive range of AWS services, learning to deploy, manage, and scale applications with hands-on exercises. From foundational concepts to advanced techniques, this course equips individuals with the skills necessary to navigate and leverage the power of AWS in real-world scenarios.

- SEO/Google Ads/Google Analytics:

- **Target Audience:** Individuals aiming to enhance their digital marketing skills.
- **Course Content:**
 - Search Engine Optimization (SEO) techniques for website optimization.

- Creating effective Google Ads campaigns.
- Analyzing website performance using Google Analytics.
- Theoretical knowledge combined with practical application.
- **Outcome:** Participants develop the ability to plan and execute comprehensive digital marketing strategies, including optimizing websites, managing ad campaigns, and utilizing analytics for performance evaluation.

Elevate your digital marketing expertise with our SEO, Google Ads, and Google Analytics Bootcamp. In this intensive short course, participants will gain practical insights into optimizing websites for search engines, creating effective Google Ads campaigns, and analyzing website performance with Google Analytics. The program combines theoretical knowledge with practical application, ensuring participants leave with the ability to develop and execute comprehensive digital marketing strategies.

- **Microsoft Power BI Mastery Workshop:**

- **Target Audience:** Industry professionals and students interested in data visualization and analytics.
- **Course Content:**
 - Importing, transforming, and visualizing data using Microsoft Power BI.
 - Creating compelling dashboards and reports.
 - Interactive sessions for practical application.
- **Outcome:** Participants gain skills in extracting actionable insights from complex datasets, empowering them for data-driven decision-making using Power BI.

Unleash the full potential of data visualization and analytics with our Microsoft Power BI Mastery Workshop. This intensive short course is tailored for industry professionals and students looking to harness the capabilities of Power BI for data-driven decision-making. Participants will learn to import, transform, and visualize data, creating compelling dashboards and reports. Through interactive sessions, this workshop empowers individuals to extract actionable insights from complex datasets using Microsoft Power BI.

- **Mastering the Google Suite: Empowering Productivity and Collaboration:**

- **Target Audience:** Professionals and students aiming to enhance digital productivity.
- **Course Content:**
 - In-depth coverage of the entire Google Suite (Gmail, Drive, Docs, Sheets, Slides, etc.).

- Advanced collaboration features, automation techniques, and productivity hacks.
- **Outcome:** Participants become proficient in utilizing the full spectrum of Google tools for streamlined and efficient work processes, enhancing their digital productivity skills.

Enhance your digital productivity skills with our Mastering the Google Suite course. Geared towards both industry professionals and students, this intensive short course covers the entire Google Suite, including Gmail, Google Drive, Google Docs, Sheets, Slides, and more. Participants will delve into advanced collaboration features, automation techniques, and productivity hacks, gaining proficiency in utilizing the full spectrum of tools offered by Google for streamlined and efficient work processes.

- **EmpowHER: Mastering Cybersecurity for Women:**

- **Target Audience:** Women aspiring to excel in the field of cybersecurity.
- **Course Content:**
 - Comprehensive training in essential cybersecurity concepts.
 - Ethical hacking and threat mitigation.
 - Hands-on exercises in a supportive learning environment.
- **Outcome:** Women participants gain practical skills and knowledge in cybersecurity, bridging the gender gap in this critical and rapidly evolving field.

Empower women in the field of cybersecurity with our exclusive EmpowHER course. Designed to bridge the gender gap in cybersecurity, this program provides comprehensive training in essential cybersecurity concepts, ethical hacking, and threat mitigation. Participants will engage in hands-on exercises to develop practical skills, fostering a supportive learning environment for women to excel in this critical and rapidly evolving field.

- **Internet Governance and Cyber Diplomacy Seminar:**

- **Target Audience:** Industry professionals and students interested in the intersection of technology and policy.
- **Course Content:**
 - Exploration of internet governance principles, regulations, and diplomatic strategies.
 - Analysis of case studies and engagement in simulations.

- **Outcome:** Participants gain a nuanced understanding of the global dynamics surrounding internet governance and cyber diplomacy, making them well-versed in the intersection of technology and policy.

Explore the complex landscape of internet governance and cyber diplomacy in this intensive short course. Ideal for industry professionals and students interested in the intersection of technology and policy, this seminar delves into the principles, regulations, and diplomatic strategies shaping the digital realm. Participants will analyze case studies, engage in simulations, and gain a nuanced understanding of the global dynamics surrounding internet governance and cyber diplomacy.

- **Data Visualization in MS Excel Workshop:**

- **Target Audience:** Professionals and students looking to enhance data presentation skills.
- **Course Content:**
 - Advanced charting techniques and conditional formatting in Microsoft Excel.
 - Effective storytelling through data visualization.
- **Outcome:** Participants learn to transform raw data into visually compelling insights, improving their ability to communicate complex information with clarity and impact using MS Excel.

Elevate your data presentation skills with our Data Visualization in MS Excel Workshop. Geared towards professionals and students, this intensive short course focuses on transforming raw data into visually compelling insights using Microsoft Excel. Participants will learn advanced charting techniques, conditional formatting, and effective storytelling through data visualization, enabling them to communicate complex information with clarity and impact.

- **Data Visualization in Power BI Masterclass:**

- **Target Audience:** Industry professionals and students interested in advanced data visualization.
- **Course Content:**
 - Guided exploration of creating dynamic and informative visualizations using Microsoft Power BI.
 - Designing interactive dashboards and understanding data storytelling best practices.



- **Outcome:** Participants acquire the skills needed to convey actionable insights through powerful visualizations, making them proficient in advanced data visualization using Power BI.

Uncover the art and science of data visualization in our Power BI Masterclass. Tailored for industry professionals and students, this intensive short course guides participants through the intricacies of creating dynamic and informative visualizations using Microsoft Power BI. From designing interactive dashboards to understanding best practices in data storytelling, this masterclass equips individuals with the skills needed to convey actionable insights through powerful visualizations.