



# **FLEXIBLE TRAINING TO UPSKILL YOUR WORKFORCE**

## **2023**

**Code  
Division**

Prepared By Code Division Ltd.  
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# UPSKILL YOUR WORKFORCE

UPSKILLING  
=  
GROWTH

At Code Division we recognise the digital skills shortage in organisations throughout the UK. Our speciality is assisting companies to maximise their workforce through tailored training; challenge and overcome any potential skills gaps while promoting growth

SQA  
ACCREDITATION

## WHO ARE CODE DIVISION?

Code Division are a non-profit social enterprise dedicated to combating digital inequality by providing high-quality digital skills programmes to underserved communities. Since 2020 we have delivered inclusive funded digital programs to over 380 learners targeting gender bias within the industry, we are pleased to say that 79% of all learners on our programmes have been women.

## WHAT MAKES US DIFFERENT?

As an SME and Social Enterprise we understand the pressures organisations feels. We are also have the expertise on the most up to date digital skills needed to develop and grow your organisation.

Our primary aim is to upskill workforces and employees within digital roles. To ensure our learners gain the most in demand skills we use only the best industry experts.

We have extensive experience of designing and delivering online digital courses and utilising a variety of collaboration tools that we have refined over the last three years.

We are an SQA centre which means that many of the courses offered below could carry an SQA Qualification (Level 6 to Level 9) if desired.

We believe in a human centred approach to designing **your** courses. Collaborating with **your** organisation to ensure **you** participate in shaping both the design and delivery of the course.

# 5 EASY STEPS DESIGN → DELIVERY



## CONTACT

Upon contact we will arrange a consultation with one of our course experts.



## CONSULTATION

This is where our experts listen to **your** needs and discuss the design and delivery of **your** training course. Next page will show this in more detail.



## COURSE PROPOSAL

Once you are satisfied with the proposal we will walk you through the course design to ensure it meets your requirements.



## APPROVAL

Upon approval we will create a requirement specification from your proposal document.



## TRAINING

You are now ready to begin your training.

# DESIGN PROCESS

*Our team of experts utilise the foundations of design thinking in the process of building your course:*

## OBJECTIVES

You set the objectives of the training by identifying growth potential and skills gaps constraining your business. Our experts will work with you to refine these objectives and ensure you get maximum value from your training.



## EXPERTISE

We have the experts to support you across a range of areas. Their role is to collaborate on defining your objectives and working with you to design the course.



## CHALLENGES

We will ensure that challenges are considered including budget, current skillset of potential learners and time constraints.



## EMPATHY

We have a design thinking approach to course creation that places the learner/organisation at the centre. This is where we collaborate to exchange ideas and explore different options.



## PROPOSAL

We then create a proposal document to send to you. This will detail the delivery mode, costings, dates and times that best suit you and your business.



## DELIVERY

Decide on how you want the course delivered. If online choose appropriate collaboration tools and access to resources on our VLE.



# COURSES

Below are a few programs we have already successfully delivered:

## DIGITAL MARKETING ESSENTIALS (SQA Level 7: 120 Hours)

Ideal for SMEs and Social Enterprises on a limited budget. Learn to increase your AOV 'Average order value' and LCV 'Lifetime customer value'. Upsell online, create bundles, offers & promotions for products and services. Use analytics, surveys and quizzes for optimising customer services.

## DATA ACCELERATOR: Business Applications (PDA Data Science Level 7: 180 Hours)

Use data to drive change. Utilise the most up to date business tools and technologies to learn data cleaning, transformation, visualisation and storytelling as well as using statistics to interpret the data. This course culminates in data project.

## DATA ANALYSIS ACCELERATOR (PDA Data Science Level 8: 240 Hours)

Utilise business applications and programming tools (Excel, Power BI and Python) to analyse data, create visualisations and apply to real world projects. Course culminates in a real-world data science project. Topics include: modular coding; statistical analysis, data manipulation & more.

## WEB DEVELOPMENT (SQA Level 8: 450 Hours)

Learn the essentials of web development. Learn how to utilise JS Frameworks, build and deploy a full stack application. Learn Javascript, PHP, SQL and Java alongside HTML and CSS.

# FUNDED COURSES

Our partners at the Data Lab are funding places on these courses. For more information on eligibility [contact us](#).

## DATA AND PYTHON (SQA Level 8: 40 Hours)

Use Python to interrogate and display data for valuable business insights. The course covers: creating functions; libraries and code reuse; data types and structures; manipulating data; cleaning and wrangling data; statistical analysis and creating visualisations.

## DATA AND EXCEL (SQA Level 7: 40 Hours)

Utilise the most up to date business tools and technologies (Advanced Excel, Power BI, Sharepoint, Glide and Power Apps). Learn data cleaning, transformation, visualisation, storytelling and how to utilise statistics to interpret the data through real world projects.

## JUST TRANSITION: Communicating Data (SQA Level 7: 60 Hours)

This course enables organisations to use a variety of tools to assess, measure and visualise data around a just transition to Net Zero. Measure social impact and contribution to the Wellbeing Economy. Capture & prepare data using storytelling, design thinking and more.

## DATA AND MARKETING (SQA Level 7: 60 Hours)

Harness the power of data. Learn to capture customer information, track, assess and visualise data. Explore Shopify, Squarespace, and WordPress analytics and use your own data to create an effective social media strategy and clear content plan.

# **BUILD YOUR COURSE**

**Choose from topics below and design your own course**

## **Ecommerce**

Increase your AOV 'Average order value' and LCV 'Lifetime customer value'. Ideal for SMEs and Social Enterprises on a limited budget. Upsell online, create bundles, offers & promotions for products and services. Use analytics, surveys and quizzes for optimizing customer services.

## **Social Media**

Create an effective social media strategy to suit your organisation. Including social media tone, branding guidelines, strategy, social media channels, setting Smart Goals, content creation (reels/ TikTok/ posts/ stories), creating a content calendar and scheduling software.

## **Digital Presence**

Your organisation's digital presence encompasses all of your digital touchpoints, from web design to social campaigns and everything in between. Learn how to set your organisation apart from the crowd and generate more revenue.

## **User Design**

Increase your sales, boost competitiveness and build positive user experiences for your organisation. Gain insight that leads to innovative new products and services. Save business time and money testing ideas with end-users when it is still cost effective to make changes.

## **Content Creation**

Content creation strategy ensures your content supports your goals and improves your return on investment (ROI). It helps you identify what's working and refine as you go keeping everyone on the same page to ensure you publish quality content, consistently.

## **SEO and Analytics**

Understanding of SEO can help your organisation make an impact. SEO training can help small to medium-sized businesses improve their website's visibility on search engines, increase website traffic, & generate more leads & sales, leading to higher engagement.

## **Website Development**

Learn how to create a no coding website (Squarespace/Canva). Your company's website allows you to reach a wider audience, allows brand visibility and recognition, promotion of your services/products and provides customer insights by tracking user behaviour.

## **Copywriting**

Copywriting is the strategy of creating persuasive content for Marketing and Sales with the goal of generating revenue. Skills are needed in emails, websites, advertisements, brochures, and social media.

## Adobe Creative Suite

Improve your digital creative skills with specialist, industry standard software from beginner through to certified professional level. Utilising the Adobe creative suite for photo editing, graphic design, motion graphics, video and audio editing – we've got you covered.

## Working with Data: Excel

Enables organisations to organize data into meaningful categories and reduce inefficiencies and duplication of work processes. It can also be used to predict future trends, identify consumer behaviours and detect new business opportunities quickly.

## Communicating with Data: Power BI

Helps shape better business decisions by visualising and communicating data. Easier to follow trends in the data for decisions in sales, social impact or marketing. Helps more business users interact with their data and provides the skills for data storytelling.

## AI and Marketing

AI has revolutionized marketing from social media and display ads to copywriting and image generation. Creating smarter marketing, enabling businesses to connect with consumers in the right way, with the right message, at the right time, on the right platform.

## Data and Statistics

Statistical analysis can help businesses identify trends amongst consumers/clients to better meet their needs. Learn the methods to collect, organise, and interpret data to learn more about what you currently do and predict future characteristics or behaviours.

## Data and SQL

SQL is the fast and efficient query tool to interrogate databases large and small. Faster and efficient query processing. SQL eliminates the need for large and complex code lines for data extraction is portable, and uses a standardised language.

## Data Boost

Unleash your business potential and learn to cleanse in Excel, use SharePoint and build efficient data workflows. Utilise the basics of Power BI for insights connect and streamline sources, automate your data collection and processing tasks using Power Automate.

## Intro to HTML/CSS

Learn the 2 core technologies for building web pages. HTML provides the structure of the page the heading, the tables, the forms etc. CSS the visual/aural design layout for the web site; colours, layouts, fonts for PCs, tablets and phones.

### **Intro to Javascript**

JavaScript is the programming language that is the core of the World Wide Web along with HTML and CSS. Nearly all website's use JavaScript for interaction between user and the site.

### **Intro to Python**

Python has become one of the most popular programming languages in recent years. It's used in everything from data analysis to building websites, from cyber security to software testing. It can be used by developers and non-developers alike.

### **Intro to Java**

Java is the most popular programming language with over 12 million developers worldwide. It is an object-oriented programming language creating reusable and portable programs which means it is platform independent and can run on a range of devices.

Java is used for everything from Netflix to Uber to android apps.

### **Intro to PHP**

This course introduces PHP as an open-source, server-side programming language. PHP can be used to create websites, business applications and customer relationship management (CRM) systems.

### **Using No Code Apps**

Advances in no-code platforms (Glide) mean that you no longer have to write code or rely on developers to build apps for your business. You can turn spreadsheets into attractive, engaging apps and learn to create user interfaces, manipulate data and publish your app.

### **Design Thinking**

Design Thinking is a set of methods and procedures that enable the creation of new products and services for businesses and start-ups. An agile, practical knowledge and skills-based approach to problem solving. You can use these principles to generate products and services with huge commercial and social value.

### **4 C's Training**

Customised to meet the specific needs of individual organisations. This course combines a holistic, communicative and active learning approach that values kindness, compassion, integrity, inclusion, and diversity. Helping teams to develop skills in: Communication, Collaboration, Critical Thinking and Creativity.

### **Developing Business Applications**

These courses are designed to develop skills and optimise the everyday business applications used by organisations (Word, Excel, Sharepoint and other Office applications). Developing tailored courses to ensure your organisation can use technology to reduce inefficiencies, workload and support your goals and objectives.

# ROCKSTAR TUTORS

We're proud to introduce some of our team of talented, diverse and passionate industry experts.



## Tess O'Shea

Tess O'Shea is a freelance digital marketing consultant, founder and Code Division tutor. Tess discovered her love of digital marketing after launching an organic skincare line. Tess has over 6 years experience and expertise in all aspects of digital marketing.



## Mark Murray

Mark Murray is freelance digital designer and content creator. He has over 14 years further education experience designing and delivering courses in Computer Animation & Digital Art. Mark has extensive knowledge in the Adobe Creative Suite as a Certified Professional delivering Adobe training to creatives, lecturers as well as commercially.



## Bianca Peel

Bianca has over 17 years in the education industry with core values of empathy, equity, integrity and creativity. Bianca's expertise is in design thinking, social and emotional learning and effective communication, collaboration, critical thinking, and creativity (4 C's).



## Lindsay Foulkes

Lindsay is a seasoned marketing professional with over 20 years of experience in a variety of roles, from junior to management. Lindsay is a self-described 'full-stack marketer', having a wide range of skills, successful digital marketing campaigns and initiatives under his belt.



## Paul McCreery

Paul has over 4 years of industry experience building business intelligence solutions for large corporate clients. Paul is a Certified Professional in Power BI with a comprehensive knowledge of data, making him an expert tutor and his sessions are both immersive and fun.

# ROCKSTAR TUTORS

We're proud to introduce some of our team of talented, diverse and passionate industry experts.



## Sian Lewis

Sian is a skilled artist and experienced educator with 8 years of international teaching experience. Sian has a broad range of professional skills, from web development to graphic design which has resulted in creating her own website to sell her own art.



## Emily Groves

As well as being our tutor Emily is a senior data analyst with over 20 years experience of working on commercial projects. Emily has experience of utilising business applications like Excel, SharePoint, Power Apps and Power BI to provide data solutions for commercial and third sector organisations.



## Robert Henderson

Robert has over 7 years experience delivering training programmes at all levels, from foundation to post-graduate in software development. Robert also runs his own web and SEO consultancy company with SME and third sector clients.



## Karen Scott

Karen is a co founder of FutureCoders and has over 20 years experience in technology and education. In industry Karen has worked as a Software Developer and Training Manager and in education designed a number of digital programmes.



## Milos Soskic

Milos has over 12 years experience working as a product designer. He has a multidisciplinary background in product design, engineering, marketing and sales that he uses to create products which attract users, create value and meet business goals.



## Frank Duffy

Frank has worked for over 16 years in industry on numerous commercial projects, as a Java developer, database developer and Team Lead. He has also over 20 years experience working in schools, colleges, universities and Code Division designing innovative digital courses and apprenticeship programmes.

# NEXT SPRINT



## BLOCKERS

There is no longer government funding for our skills programs. Our own funds are exhausted. We need your support to design and deliver future skills programs for disadvantaged groups and communities. If you would like to help fund these programs:

[CONTACT US](#)

## TRAINING

There is another way you can help fund our programs. We ensure our learners gain in demand digital skills and your organisation can benefit from this industry expertise. Proceeds from funded courses go straight back into accessible community courses.

[CONTACT US](#)

## ACTION

We need organisations and individuals to join our agile project team. Sharing a common goal and with a willingness to be flexible and innovative. We aim to provide practical solutions and give disadvantaged communities the dignity of work. To make a difference:

[CONTACT US](#)

GET INVOLVED - CONTACT US TODAY:  
[training@codedivision.co.uk](mailto:training@codedivision.co.uk)

Proven track record of designing and delivering collaborative skills programs and placing individuals into digital roles with a range of organisations. To get the report on our previous Ukrainian Digital Empowerment Program Report, click the map.



MARYNA  
PROCUREMENT



ALONA  
DIGITAL



ANASTASIA  
RENEWABLES

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