CATALOG OF TRAINING SPECIALTIES & CURRICULUM
Business Operations Track Family

Business Fundamentals Specialty Curriculum
Customer Service Specialty Curriculum
Project Management Support Specialty Curriculum

Financial Operations Track Family

Accounting Specialty Curriculum
Anti-Money Laundering & Fraud Compliance Specialty Curriculum
Investment Operations Specialty Curriculum

Information Technology Track Family

Cybersecurity Specialty Curriculum
Helpdesk/Desktop Support Specialty Curriculum

Sales & Customer Support Track Family

Frontline Sales Specialty Curriculum

Software Development Track Family

Data Analytics Specialty Curriculum
Quality Assurance Specialty Curriculum
BUSINESS OPERATIONS TRACK FAMILY

Business Fundamentals Specialty Curriculum

Customer Service Specialty Curriculum

Project Management Support Specialty Curriculum
Our Business Fundamentals curriculum equips students with an understanding of the business landscape prior to internship. Business Fundamentals introduces students to a broad set of courses in business that typically aligns to business degree requirements in college programs.

**Training includes:**

- Understanding the different types of business formation, stages of business development, and management structures
- Identifying various company functions, organizational structures, and hierarchies
- Building skills in customer service, project management, personal finance, data analysis, business ethics, or introductory accounting, dependent on market

**Upon completing the internship phase, graduates are able to:**

- Review and analyze business processes for improvement
- Drive forward independent project work
- Review account records to inform payment and service decisions
- Process claims, reconcile disputes, and track collections
- Provide administrative support to make office operations run smoothly

**Partner Companies Include:**

![Bank of America](BankofAmerica.png)  
![Elavon](Elavon.png)  
![State Street](StateStreet.png)

**Example Teams Hosting Business Fundamentals Interns:**

- Back Office Financial Services
- Operational and Administrative Support
- Project Support

**Example Roles Filled by Graduates:**

- Operations Support Associate
- Business Office Project Analyst
- Underwriting Assistant
- Client Service and Support Associate
**BUSINESS FUNDAMENTALS TRAINING CURRICULUM INCLUDES:**

**Introduction to Business**
- Demonstrate knowledge of basic business concepts and terminology
- Demonstrate an understanding of the management function
- Understand the role of the marketing function within business, including promotion, selling, merchandising, distribution and producing goods and services
- Demonstrate an understanding of the importance of ethical issues and social responsibility in business operations
- Demonstrate an understanding of accounting and basic financial activities
- Demonstrate an understanding of how to use technology to manage business information
- Examine human resource management and motivation
- Demonstrate an understanding of how businesses create value in the marketplace and to shareholders

**Project Management**
- Understand and articulate the importance of Project Management in any business project
- Understand project selection criteria and method of project evaluation (cost benefit analysis, feasibility study)
- Identify the ten Project Management knowledge areas
- Recognize the first six Project Management knowledge areas with key inputs, tools and techniques, and outputs: Integration, Scope, Time, Cost, Quality, and Human Resources
- Understand the interplay between the triple constraint (Scope, Time, Cost) in the Project Management Plan
- Identify the role and responsibilities of the project manager and project team

All Year Up students are trained in Business Communication and Professional Skills, including public speaking, professional etiquette, and business writing. Our standard training includes:

**Advanced Excel**
- Apply logical, statistical, financial, and date functions to data
- Apply H/VLOOKUP to find an approximate or specific match based upon conditions
- Apply data validation techniques to reduce errors in data entry
- Export and import data to and from various formats
- Create and modify basic pivot charts and tables
- Record basic Excel macros to automate sequences

**Career Development & Interpersonal Relations**
- Understand the principles and techniques of effective communication and multiple learning styles
- Apply professional communication strategies to working in a team and with a supervisor, managing workplace conflict, professional etiquette, and conflict management
- Refine professional portfolios through construction of effective cover letters, resumes, networking pitches, social media profiles, and action plans that reflect immediate and long-term professional goals
- Identify and apply principal components of effective interviewing, including interview preparation, effective non-verbal behaviors, and interview follow-up

**Public Speaking**
- Identify and illustrate an understanding of the nature and process of oral communication
- Develop effective organizational strategies for oral communication
- Utilize modes of gaining and retaining audience attention for varying settings
- Learn and practice various types of nonverbal communication
- Deliver an informative, a persuasive, and a special occasion speech
- Identify and implement strategies for combating nerves and stage fright

**Computer Applications**
- Perform basic file management operations
- Manage Outlook environment, messages and schedules
- Create, format, edit business documents including reports, business letters and newsletters
- Create, format and edit spreadsheets; use formulas and functions to compute and analyze data
- Create, enhance and present slideshow presentations

**Business Writing**
- Incorporate feedback on grammar, organization, and structure into writing; write more clearly and effectively through practice, feedback, and revision
- Generate ideas, drafts, outlines, and revisions in a timely and creative manner
- Write proposals, presentations, reports, resumes, cover letters, emails, and reports in a professional manner.
- Proofread to identify and use the qualities associated with business communication
- Collaborate productively with others in completing group projects and assignments

**MAKE YEAR UP A PART OF YOUR RECRUITMENT STRATEGY.**
In building toward an HDI Customer Service Representative or Support Center Analyst certification, our customer service training provides students with foundational customer service skills prior to their internships.

**Training includes:**

- Techniques to communicate effectively through oral and written communication and exceed customer expectations
- Best practices for call handling and assessing customer needs
- Practice identifying and defusing challenging customer behaviors

**Upon completing the internship phase, graduates are able to:**

- Maintain professional voice quality throughout telephone communication
- Work collaboratively as part of a customer support team
- Utilize best practices for incident and knowledge management
- Create win/win interactions with customers and team members
- Meet customers’ needs using active-listening and problem-solving skills

**PARTNER COMPANIES INCLUDE**

- Bank of America
- AT&T
- COX Enterprises

**Example Teams Hosting Customer Service Interns:**

- Call Centers
  - Customer Service

**Example Roles Filled by Graduates:**

- Information Security Specialist
- SOC Analyst
- Cyber Technician
- Security Awareness Communications Specialist

WHERE CAN YEAR UP INTERNS ADD VALUE TO YOUR COMPANY?

Arizona | Baltimore | Bay Area | Chicago | Dallas/Fort Worth | Greater Atlanta | Greater Boston | Greater Philadelphia | Jacksonville
Los Angeles | National Capital Region | New York | Puget Sound | Rhode Island | South Florida | Tampa Bay | Wilmington
CUSTOMER SERVICE TRAINING CURRICULUM INCLUDES:

**Fundamentals of Sales**
- Gain a real-world understanding of the experiences and skills essential for success at each stage of the sales process
- Understand how to qualify leads, get through gate keepers, close the deal, and deal with dry spells
- Understand the role of sales, type of sales, the sales cycle, and how sales departments function
- Acquire selling methods/techniques (e.g. flows and scripts)

**Customer Service Fundamentals**
- Identify the qualities of successful customer service representatives
- Communicate effectively through both oral and written customer interactions
- Maintain professional voice quality throughout telephone communication
- Satisfy customers’ needs using active-listening and problem-solving
- Identify and diffuse challenging customer behaviors
- Work toward exceeding customer expectations

**Advanced Customer Service**
- Develop an awareness of the core processes and best practices of support centers
- Work collaboratively as part of a customer support team
- Understand best practices for call-handling
- Utilize best practices for incident and knowledge management
- Create win/win interactions with customers and team members
- Assess customer business needs

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MAKE YEAR UP A PART OF YOUR RECRUITMENT STRATEGY.
Our Project Management Support curriculum provides students with project management concepts, techniques, tools, and terminology prior to their internships.

Training includes:

- Key tools (Gantt charts, Microsoft Project) and methodologies (Agile, Scrum)
- Building a project proposal, including: objective, scope, deliverables, roles and responsibilities, schedule, milestones, and budget
- Defining, measuring, and communicating goals and outcomes
- Analyzing and visualizing data in Microsoft Excel, through PivotTables, charts, and other graphical tools
- Meeting logistics, including scheduling via Microsoft Outlook and preparing minutes

Upon completing the internship phase, graduates are able to:

- Support project managers and project teams
- Communicate effectively between project teams and key stakeholders
- Use analytical frameworks to support the successful design and execution of a project
- Track and document project costs, progress, and processes

Example Roles Filled by Graduates:

- Jr. Project Analyst
- Program Assistant
- Business Operations Analyst
- Project Coordinator

PARTNER COMPANIES INCLUDE

- Harvard University
- New York Life
- Salesforce
PROJECT MANAGEMENT SUPPORT TRAINING CURRICULUM INCLUDES:

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**Project Management**

- Understand and articulate the importance of Project Management in any business project
- Understand project selection criteria and method of project evaluation (cost-benefit analysis, feasibility study)
- Learn and apply the tools and techniques to execute a project
- Identify the ten Project Management knowledge areas
- Understand the interplay between the triple constraint (Scope, Time, Cost) in the Project Management Plan
- Identify the role and responsibilities of the project manager and project team.
- Define and measure the goals of the project relative to intended project outcomes
- Understand how the various elements come together to add value, from the project charter to project closure

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**Make Year Up a Part of Your Recruitment Strategy.**
ACCOUNTING SPECIALTY CURRICULUM

ANTI-MONEY LAUNDERING & FRAUD COMPLIANCE SPECIALTY CURRICULUM

INVESTMENT OPERATIONS SPECIALTY CURRICULUM
Our Accounting curriculum provides participants with a strong entry-level foundation by focusing on fundamental accounting concepts, tools, and processes.

**Training includes:**

- Understanding of the complete accounting cycle
- Practice interpreting and analyzing year-end financial statements
- Learning how to adjust and close financial entries and record long-term liabilities and assets
- Practice using computer applications, such as Excel and QuickBooks, to develop and maintain accounting records
- Understanding of how accounting data is used in managerial decision making

**Upon completing the internship phase, graduates are able to:**

- Ensure invoices are accurate and have been properly documented and approved, prior to making a payment
- Assist Accountants with monthly reporting and journal entry adjustment activities
- Verify and reconcile bank statements or department spending records
- Connect and manage vendor invoices in expense management system
- Troubleshoot and address issues in expense management system

**Example Teams Hosting Accounting Interns:**

- Billing & Financial Processing
- Accounting
- Audit

**Example Roles Filled by Graduates:**

- Accounts Payable Specialist
- Billing Specialist
- Accounting Clerk

**PARTNER COMPANIES INCLUDE**

- BNY MELLON
- Elavon
- NEUBERGER BERMAN
ACCOUNTING TRAINING CURRICULUM INCLUDES:

Financial Management
- Explain how, where, and when financial statements are used
- Apply the basic principles of accounting, financial analysis, and financial forecasting, working capital, and asset management
- Critically assess a business
- Identify the sources of short term financing
- Explain the role of ethics in financial management

Accounting Applications
- Practice using computer applications such as Excel and Quickbooks to develop and maintain accounting records
- Prepare accounting records and reports including journals, ledgers, A/P, A/R and payroll

Accounting Fundamentals
- Cover the fundamental principles of financial accounting concepts and analysis with an emphasis on business organizations
- Learn the complete accounting cycle including adjusting and closing entries
- Understand the key components of financial statements
- Prepare, analyze and interpret year-end financial statements
- Learn how accounting data is used in managerial decision making
- Apply accounting principles to assigning costs, operational budgeting and planning, and performance evaluation

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MAKE YEAR UP A PART OF YOUR RECRUITMENT STRATEGY.
Risk Management:
Anti-Money Laundering and Fraud Compliance

Our Anti-Money Laundering and Fraud curriculum, developed in collaboration with industry partners, provides students with foundational skills prior to their internships.

Training includes:
- Practicing investigative and research activities typical in entry-level anti-money laundering and fraud compliance roles
- Understanding the purpose and processes of alerts, reviews, and escalation procedures
- Following current events’ impact on financial institutions and the regulatory environment
- Building a vocabulary of terminology pertinent to compliance operations
- Performing basic data analyses in Excel

Upon completing the internship phase, graduates are able to:
- Prepare and complete forms for regulatory requirements, as needed
- Compose accurate and sufficient narratives
- Review, research, and report on suspicious items and/or transactions
- Perform searches across data platforms to review customer and account information
- Review compiled data and recommend for further investigation

PARTNER COMPANIES INCLUDE

Bank of America
CapitalOne
JP Morgan Chase & Co.

Example Teams Hosting Anti-Money Laundering Interns:
- Financial Investigations
- Financial Crimes Compliance
- KYC Due Diligence
- Alert Dispositions
- Fraud Investigations
- Special Investigations Unit

Example Roles Filled by Graduates:
- Compliance Analyst 1
- KYC Compliance Analyst
- Fraud Investigator
- Fraud Analyst

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**Financial Management**
- Explain how, where, and when financial statements are used
- Apply the basic principles of accounting, financial analysis, and financial forecasting, working capital, and asset management
- Critically assess a business
- Identify the sources of short term financing
- Explain the role of ethics in financial management

**Anti-Money Laundering: Risk Management and Compliance**
- Describe the regulatory and financial environments
- Identify the role of AML in financial institutions and the impact of OFAC Sanctions Programs
- Define terminology pertinent to money laundering and terror financing
- Explain the role of compliance as it relates to FinCEN, including know your customer (KYC), suspicious activity reporting (SAR), currency transaction report (CTR), and politically exposed person (PEP)
- Practice conducting and summarizing research with an emphasis on concise, grammatically correct business writing
- Practice key investigative activities pertinent to the money laundering process; including using Excel for investigative activities and research, analyses of specific ML typologies, researching and presenting an investment vehicle or banking product that may be used in ML, acting out compliance and AML scenarios to demonstrate understanding of red flags

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Our Investment Operations curriculum, developed in collaboration with industry partners, provides students with foundational training prior to their internships.

**Training includes:**
- Building a practical vocabulary and working knowledge of financial products
- Developing a foundational knowledge of how capital markets work
- Applying basic principles of accounting to report, verify, and analyze financial activity
- Performing data analyses in Excel
- Understanding the impact of current events on the financial sector

**Upon completing the internship phase, graduates are able to:**
- In a financial institution:
  - Reconcile daily account statements; ensure all documentation is accounted for
  - Update fund pricing, meet end-of-day market close deadlines
  - Monitor cash and custody activity for a specified list of funds
- In the finance department of an organization:
  - Ensure invoices are accurate and have been properly documented and approved prior to making a payment
  - Complete timely entry and verification of customer information
INVESTMENT OPERATIONS TRAINING CURRICULUM INCLUDES:

Financial Management
- Explain how, where, and when financial statements are used
- Apply the basic principles of accounting and financial analysis
- Understand how to critically assess a business
- Explain the role of ethics in financial management

Investment Operations
- Understand the principles of a variety of financial products and the factors that change their value
- Differentiate the roles of participants in the investment arena, such as portfolio managers, banks, custodians, and the SEC
- Understand the role of the Federal Reserve and credit markets
- Understand the importance of business ethics in the investment arena

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Cybersecurity Specialty Curriculum

Helpdesk/Desktop Support Specialty Curriculum
Our Cyber Security curriculum, developed in collaboration with industry partners, provides students with a solid foundation in cyber security concepts, functions, and applications as well as techniques for identifying threats and securing network communications.

Training includes:
- Personal computer hardware components and troubleshooting
- Operating system installation & configuration
- The elements that make up an organizational security policy, and the measures needed to enforce it
- The importance of cyber security to businesses and government organizations
- An introduction to network protocols, ports, and topologies
- Tools and protocols to secure network communications
- Fundamentals of network monitoring and incident detection

Upon completing the internship phase, graduates are able to:
- Assist with developing security policies and procedures
- Create training materials to inform users of secure practices
- Monitor network traffic using a packet analyzer such as Wireshark
- Diagnose Level 1 incidents and escalate if needed

PARTNER COMPANIES INCLUDE

Example Teams Hosting Cyber Security Interns:
- Compliance
- Incident Monitoring
- Security Awareness and Training

Example Roles Filled by Graduates:
- Information Security Specialist
- SOC Analyst
- Cyber Technician
- Security Awareness Communications Specialist
### Cyber Security Training Curriculum Includes:

<table>
<thead>
<tr>
<th>Cyber Security</th>
<th>Computer Hardware</th>
<th>Computer Networking Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Describe the impact of cyber security in the United States and globally</td>
<td>• Identify the major components of a personal computer; assembly and disassembly</td>
<td>• Identify and categorize characteristics of network cables</td>
</tr>
<tr>
<td>• Identify threats to network services, devices, traffic, and data</td>
<td>• Install, configure, and troubleshoot motherboards, disk drives, expansion cards, ports, and other peripherals in a personal computer</td>
<td>• Demonstrate knowledge of the use of standards for cabling runs that are terminated at a wiring closet patch panel</td>
</tr>
<tr>
<td>• Identify the features and techniques needed to secure network communications</td>
<td>• Understand and apply the fundamentals of networking, including IP addressing, subetting, ports, MAC addressing, and securing wireless networks</td>
<td>• Completely set up a functioning peer-to-peer LAN, troubleshoot LAN operations, and choose appropriate LAN topology for a given physical and logical design</td>
</tr>
<tr>
<td>• Describe a PKI (Public Key Infrastructure) and explain how a PKI scheme is managed</td>
<td>• Set up, configure, and troubleshoot personal wireless networks</td>
<td>• Identify and explain common TCP and UDP ports, protocols, and their purpose</td>
</tr>
<tr>
<td>• Identify the elements that make up an organizational security policy; describe the measures needed to enforce it</td>
<td>• Diagnose and troubleshoot common hardware and software issues using a troubleshooting methodology and/or IT industry standard program</td>
<td>• Identify various types of networks</td>
</tr>
<tr>
<td>• Describe how a security infrastructure is monitored</td>
<td>• Identify and apply appropriate customer service strategies that foster customer satisfaction</td>
<td>• Design a workable set of IP addresses for a given set of networks</td>
</tr>
<tr>
<td>• Describe risk management and identify network monitoring tools that help support it</td>
<td>• Navigate an industry standard ticketing system (i.e. Zendesk) while learning to track and record customer problems throughout the ticketing process</td>
<td>• Distinguish between number of bits, format, and addressing capability of IPv4 vs. IPv6</td>
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- Create, enhance and present slideshow presentations

#### Business Writing
- Incorporate feedback on grammar, organization, and structure into writing; write more clearly and effectively through practice, feedback, and revision
- Generate ideas, drafts, outlines, and revisions in a timely and creative manner
- Write proposals, presentations, reports, resumes, cover letters, emails, and reports in a professional manner.
- Proofread to identify and use the qualities associated with business communication
- Collaborate productively with others in completing group projects and assignments
Helpdesk/Desktop Support

Our Helpdesk/Desktop Support curriculum provides students with hands-on learning in technical support skills prior to their internships.

Training includes:

- Diagnosis and troubleshooting of common hardware problems in a personal computer
- Operating system installation and configuration (physical and virtual)
- An introduction to the command line interface in Windows and Linux environments
- Customer service, including active listening, best practices for call handling, and defusing challenging behaviors

Upon completing the internship phase, graduates are able to:

- Reimage computers and set up user workstations
- Research common issues and resolve them independently
- Reset passwords and create accounts
- Resolve tier 1 tickets
- Maintain and improve internal documentation and knowledge base
- Respond to and manage complex technical issues and escalate when necessary

Example Teams Hosting Helpdesk/Desktop Support Interns:

- Application Support
- IT Operations Support
- End-User Support

Example Roles Filled by Graduates:

- Helpdesk Analyst
- Desktop Support Technician
- Technical Support Specialist
- Associate Systems Administrator
HELPDESK/DESKTOP SUPPORT TRAINING CURRICULUM INCLUDES:

### Operating Systems
- Perform file management operations
- Explain file attributes and file extensions; describe the components of system software
- Explain the four major functions of an operating system; compare types of operating systems to include purpose, limitations, and compatibilities
- Identify requirements needed to install, and upgrade various operating systems
- Install an operating system (physical and virtual)
- Perform functions using the GUI and command line interface in a Windows and Linux environments
- Utilize utility software within the Operating System (backup, restore, imaging, defragmentation, device management, process management, memory management, and user accounts)
- Utilize Windows Control Panel and Administrative Tools; apply preventative maintenance techniques
- Navigate and complete common tasks and functions of an industry-standard directory service

### Computer Hardware
- Identify the major components of a personal computer; assembly and disassembly
- Install, configure, and troubleshoot motherboards, disk drives, expansion cards, ports, and other peripherals in a personal computer
- Understand and apply the fundamentals of networking, including IP addressing, subnetting, ports, MAC addressing, and securing wireless networks
- Set up, configure, and troubleshoot personal wireless networks
- Diagnose and troubleshoot common hardware and software issues using a troubleshooting methodology and/or IT industry standard program
- Identify and apply appropriate customer service strategies that foster customer satisfaction
- Navigate an industry standard ticketing system (i.e. Zendesk) while learning to track and record customer problems throughout the ticketing process

### Introduction to Customer Service
- Identify the qualities of successful customer service representatives
- Communicate effectively through both oral and written customer interactions
- Maintain professional voice quality throughout telephone communication
- Satisfy customers’ needs using active-listening and problem-solving
- Identify and diffuse challenging customer behaviors; work toward exceeding customer expectations

### Advanced Excel
- Apply logical, statistical, financial, and date functions to data
- Apply H/VLOOKUP to find an approximate or specific match based upon conditions
- Apply data validation techniques to reduce errors in data entry
- Export and import data to and from various formats
- Create and modify basic pivot charts and tables
- Record basic Excel macros to automate sequences

### Career Development & Interpersonal Relations
- Understand the principles and techniques of effective communication and multiple learning styles
- Apply professional communication strategies to working in a team and with a supervisor, managing workplace conflict, professional etiquette, and conflict management
- Refine professional portfolios through construction of effective cover letters, resumes, networking pitches, social media profiles, and action plans that reflect immediate and long-term professional goals
- Identify and apply principal components of effective interviewing, including interview preparation, effective non-verbal behaviors, and interview follow-up

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### Computer Applications
- Perform basic file management operations
- Manage Outlook environment, messages and schedules
- Create, format, edit business documents including reports, business letters and newsletters
- Create, format and edit spreadsheets; use formulas and functions to compute and analyze data
- Create, enhance and present slideshow presentations

### Public Speaking
- Identify and illustrate an understanding of the nature and process of oral communication
- Develop effective organizational strategies for oral communication
- Utilize modes of gaining and retaining audience attention for varying settings
- Learn and practice various types of nonverbal communication
- Deliver an informative, a persuasive, and a special occasion speech
- Identify and implement strategies for combating nerves and stage fright

All Year Up students are trained in Business Communication and Professional Skills, including public speaking, professional etiquette, and business writing. Our standard training includes:

**Advanced Excel**
- Understand principles of effective communication
- Apply professional communication strategies to working in a team
- Refine professional portfolios through construction of effective cover letters, resumes
- Identify and apply principal components of effective interviewing

**Career Development & Interpersonal Relations**
- Understand principles and techniques of effective communication
- Apply professional communication strategies to working in a team and with a supervisor
- Refine professional portfolios through construction of effective cover letters, resumes
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**Make Year Up a Part of Your Recruitment Strategy.**
Frontline Sales Specialty Curriculum
Our Frontline Sales curriculum, developed in collaboration with industry partners, provides students with experiential learning in professional sales skills prior to their internships.

**Training includes:**

- Techniques to build customer rapport, manage sales pipeline, and close deals
- Practice assessing customer business needs and diffusing challenging customer requirements
- Techniques to uncover customer needs and make an upsell

**Upon completing the internship phase, graduates are able to:**

- Qualify leads, get through gate keepers, close sales, and maximize dry spells
- Upsell products or services
- Communicate effectively over the phone and in-person with customers
- Manage and resolve challenging customer issues and escalate when necessary
- Build customer rapport to grow long-term relationships
- Navigate and update CRM systems
- Use Outlook to schedule and manage meetings
### Frontline Sales Training Curriculum Includes:

#### Fundamentals of Sales
- Gain a real-world understanding of the experiences and skills essential for success at each stage of the sales process
- Understand how to qualify leads, get through gatekeepers, close the deal, and deal with dry spells
- Understand the role of sales, type of sales, the sales cycle, and how sales departments function
- Acquire selling methods/techniques (e.g. flows and scripts)

#### Experiential Learning: Professional Sales
- Practice selling actual products to live customers
- Gain exposure and experience by shadowing high-performing employees in a sales organization

#### Sales Technology
- Understand the use of sales technology (e.g. CRM software)
- Understand how to collect and use customer data
- Understand how to build reports, take customer notes, and move customers through Salesforce
- Understand how to research prospects and customers
- Understand how to navigate resources to research and identify customer solutions
- Provide an introduction to sales digital media and analytics

#### Sales Communication
- Understand own behavior and motivations
- Understand how to communicate over the phone with customers
- Understand how to ask questions to understand customer need and motivation
- Acquire methods for managing challenging customer issues and overcoming objections
- Learn how to build customer rapport to grow long-term relationships
- Understand how to set up and confirm meetings

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**All Year Up students are trained in Business Communication and Professional Skills, including public speaking, professional etiquette, and business writing. Our standard training includes:**

#### Advanced Excel
- Apply logical, statistical, financial, and date functions to data
- Apply H/VLOOKUP to find an approximate or specific match based upon conditions
- Apply data validation techniques to reduce errors in data entry
- Export and import data to and from various formats
- Create and modify basic pivot charts and tables
- Record basic Excel macros to automate sequences

#### Career Development & Interpersonal Relations
- Understand the principles and techniques of effective communication and multiple learning styles
- Apply professional communication strategies to working in a team and with a supervisor, managing workplace conflict, professional etiquette, and conflict management
- Refine professional portfolios through construction of effective cover letters, resumes, networking pitches, social media profiles, and action plans that reflect immediate and long-term professional goals
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**MAKE YEAR UP A PART OF YOUR RECRUITMENT STRATEGY.**
SOFTWARE DEVELOPMENT TRACK FAMILY

Data Analytics Specialty Curriculum

Quality Assurance Specialty Curriculum
Our Data Analytics curriculum, developed in collaboration with industry partners, introduces students to the skills and knowledge pertinent to support roles on Business Intelligence and Marketing teams across industries, enabling them to prepare, review, and analyze data.

Training includes:

- Excel functions such as conditional formatting, H/VLOOKUP, and pivot tables and charts
- Role of database management systems within organizations
- Fundamentals of database systems
- Queries, inserts, joins, and unions in SQL
- Data visualization and reporting
- Introduction to scripting, with a focus on JavaScript or Python

Upon completing the internship phase, graduates are able to:

- Write simple queries
- Compile, interpret, and summarize relevant data from various sources
- Check data for errors and investigate errors
- Join data sets for reporting
- Create workflow diagrams, charts, and graphs to represent data using tools such as Excel, PowerBI, PowerPoint and Tableau

PARTNER COMPANIES INCLUDE

Expedia
facebook
NORDSTROM
ebay

Example Teams Hosting Data Analytics Interns:

Business Intelligence
Big Data
Sales / Marketing Operations

Example Roles Filled by Graduates:

Junior Data Analyst
Data Quality Analyst
DATA ANALYTICS TRAINING CURRICULUM INCLUDES:

**Scripting Languages**
- Build web pages that include JavaScript and advanced formatting features
- Create JavaScript functions properly incorporating variables, expressions, operators, and arrays into syntactically correct statements
- Understand server-side development versus client-side development
- Understand the application of JavaScript classes and objects
- Create forms that can capture, validate, modify, and exchange data
- Learn to do error handling and debugging of scripts
- Describe and apply the Document Object Model
- Develop database tables as data stores for dynamic websites and HTML forms
- Manipulate databases with SQL and PHP scripts

**Database Management**
- Describe the value of relational databases
- Describe the role of database management systems in an organization
- Apply master key data elements, validation rules, and default values
- Product effective database design using E-R diagrams
- Effectively use design tools to generate custom forms and reports
- Create filters and queries involving multiple tables and relations to extract or update information
- Specify referential integrity and perform queries using SQL

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MAKE YEAR UP A PART OF YOUR RECRUITMENT STRATEGY.
Our Quality Assurance curriculum provides students with a theoretical and practical understanding of the role of QA within software development and the foundations of testing.

**Training includes:**

- Introduction to the Software Development Lifecycle and the function of each phase
- Error analysis and bug reporting
- Agile and waterfall methodologies (iterative and incremental Models)
- Black box techniques to perform manual testing
- Overview of white box, grey box testing and other testing methods
- Introduction to development of test plans, use cases, test scenarios and automated testing environments
- Introduction to scripting languages, including HTML5/CSS, JavaScript, SQL, and/or PHP
- Introduction to test automation and using a testing framework to write test code.

**Upon completing the internship phase, graduates are able to:**

- Write test cases
- Perform black box and white box testing (with training)
- Document practices
- Track and report defects using tools such as JIRA/Selenium
- Write test scripts to automate application testing

**Example Teams Hosting Quality Assurance Interns:**

- Manual Testing
- Automated Testing

**Example Roles Filled by Graduates:**

- QA Tester
- Quality Assurance Specialist
- Quality Assurance Analyst
Quality Assurance Training Curriculum Includes:

Software Testing and Quality Assurance
- Describe the quality assurance process and its role in software development
- Identify and define the phases in the software development life cycle
- Distinguish between waterfall, incremental and agile methodologies
- Identify and implement requirements for system processing, control and testing
- Analyze, devise, and execute tests described by a list of test cases or a traceability matrix using project summaries, requirements, and Functional Specification Documents (FSD)
- Verify software features and bug fixes against a functional specification, both manually and using automated testing tools
- Write clear, approximated, and detailed bug reports
- Use a follow-up procedure or system, checking for fixes on the bugs reported
- Work collaboratively to plan, test, and implement a functional system design based upon customer requirements
- Utilize software (such as JIRA) to track progress of software feature requests and bug fixes
- Define automated testing, identify its purpose, and write automated test scripts

Scripting Languages
- Build web pages that include JavaScript and advanced formatting features
- Create JavaScript functions properly incorporating variables, expressions, operators, and arrays into syntactically correct statements
- Understand server-side development versus client-side development
- Create forms that can capture, validate, modify, and exchange data
- Learn to do error handling and debugging of scripts
- Describe and apply the Document Object Model
- Develop database tables as data stores for dynamic web sites and HTML forms
- Manipulate databases with SQL and PHP scripts
- Understand the use of JavaScript classes and objects

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