Technical Skills Guide

Technical skills are specific capabilities that employers look for when hiring prospective employees. Job descriptions will list a number of important soft skills ranging from communication to problem solving, you will also see more tangible technical skills which will either be required or preferred. Most of the technical skills you need will be covered in your concentration classes, but consider using this guide if you would like to:

✓ Get a head a start on developing technical skills related to your career area of interest.
✓ Explore the technical skills that connect to the careers you're interested in to see if you like it.
✓ Gain a deeper understanding of a technical skill you learned in your class.
✓ Learn a technical skill that is not connected to your concentration.

GENERAL RESOURCES

Resource Name	Description	Cost
BUx	Online courses offered by Boston University	FREE
Lynda.com*	Over 6,400 online courses on a variety of skills	FREE through the Boston Public Library
Excel Exposure	Online Excel training course	FREE
Excel Bootcamp	Four Course Excel Boot camp that includes Pivot Tables	$35
General Assembly	Live and Virtual Course offerings-Coding | Data | Design | Marketing	Cost Varies
Canva	For developing marketing and graphic design skillsets	Cost Varies
Skillshare	Creative, business and Tech. Virtual Classes	Free the first month, then $15/Month
Trailhead	Variety of online training courses including Salesforce	FREE
Udemy	Over 100,000 online courses	Cost Varies
365Careers	Business and Finance specific courses through Udemy	Cost Varies

CONCENTRATION & INDUSTRY KEY

- Music/Entertainment
- Business Analytics
- Accounting
- Marketing
- Finance
- Strategy & Innovation
- Operations
- Information Systems

SKILLS	CONCENTRATIONS & INDUSTRIES	RESOURCES	BU &QUESTROM CLASSES
Advanced Excel (i.e. pivot tables, VLOOKUP, macros,	Marketing Operations Accounting	• Questrom ITS- Techshop Workshops • Excel Exposure • Excel Bootcamp	QM221,QM880 QM725/726 QM716/717

=if formula, Data Analysis ToolPak etc.)	Finance Strategy & Innovation	• General Assembly (Data Analytics; Data Analysis Circuit) • Lynda* (3,894 results) • BUx (22 results)	FE445, FE429, FE459
AGILE Development	Operations	•	IS223, IS467
Bloomberg	Finance Accounting	• Questrom ITS- Techshop Workshops • Bloomberg for Education: Getting Started Guide	FE 445
Canva (for graphic design)	Marketing Music/Entertainment	• Canva- create a free account	
DBA (Database Administration) tools like Oracle or SAP	Accounting Information Systems Organizational Behavior	• Oracle Database Administrator's Guide • BUx (SAP: Introduction to Management Information) • Lynda* (1,562 courses for Oracle & 4 courses/244 video tutorials for SAP)	IS465
Google Analytics and Search Console	Marketing	• General Assembly (Digital Marketing) • Lynda* (Google Analytics Trainings and Tutorials) • Skillshare (Fundamentals of Google Analytics) • BUx (Online Marketing Strategies-starting March 5, 2018; Big Data)	MK323
HTML	Marketing	• Lynda* (1,500 courses) • General Assembly (Front-End Web Development; HTML, CSS & Web Design Circuit) • BUx (26 courses)	IS454
Hubspot Certification	Marketing	• HubSpot Academy	MK487 (at times)
Java	Information Systems	• BUx (85 courses) • Lynda* (2,062 results) • General Assembly (courses listed under "Coding")	CS232
Microsoft Access	Operations Information Systems	• Lynda* (12,611 results)	IS223
Microsoft Visio, Lucidchart or Enterprise Architect (modeling tools)	Business Analytics	• Lynda* (764 results for Microsoft Visio; 254 results for Enterprise Architect)	IS223
Optional Javascript for SEO	Marketing	• Lynda* (1,591 courses) • General Assembly (6 courses) • BUx (42 results)	MET CS 401
Photoshop	Music/Entertainment	• Lynda* (410 courses)	AR210

		• General Assembly (Visual Design) • Skillshare	
Salesforce (and other CRM's)	Marketing	• Lynda* (Learning Salesforce; Salesforce: Accounts and Contacts) • BUx (Platform Strategy for Business- starting March 13, 2018)	MK487
SAS or R or Python (programming language)	Strategy & Innovation Business Analytics	• Questrom ITS- Techshop Workshops • BUx (Data Analytics in Business for "SAS"; 75 courses in "R"; 43 courses in "Python") • Lynda* (220 courses in "SAS"; 2,948 courses in "R"; 37 courses/1,311 video tutorials in "Python")	CS 108/111
SCRUM Certification	Information Systems Operations	• Scrum Alliance-Certified Scrum Master- Prices and locations vary, so we recommend going through Questrom for this certification.	IS467
SharePoint (Decision Modeling, Benchmarking, Gap Analysis)	Strategy & Innovation	• Lynda* (>2,000 results) BUx (12 courses)	
Six Sigma Cert.	Operations	• BUx (6 courses) • Lynda* (212 courses/videos)	QM865
SQL	Marketing Operations Strategy & Innovation Information Systems	• Lynda* (217 courses) • General Assembly (Data Analysis Circuit; Data Analytics) • BUx (44 results)	IS223 (Query by Examples)
Tableau	Marketing	• BU Storytelling with Data Workshop (FREE for Summer workshop if you sign up before 3/31) • Lynda* (Tableau 10 Essential Training; Tableau 10 for Data Scientists) • General Assembly (Data Analytics) • BUx (Data Visualization for All; Data, Analytics, & Learning)	

*Lynda.com is free through the Boston Public Library. First register for a BPL eCard then look under "L" in the electronic resources.