



## Certificate of Achievement

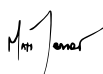
# Amar Michael Sequeira

has completed the following course:

**HOW TO TEACH ONLINE: PROVIDING CONTINUITY FOR STUDENTS  
FUTURELEARN**

This course offered a practical approach to moving teaching and student support online rapidly. Learners reflected on their own work, adapted their approaches, and connected with a global community of educators in order to get started and keep going with online teaching in uncertain times.

3 weeks, 2 hours per week



**Matt Jenner**  
Head of Learning  
FutureLearn



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from FutureLearn.



## Amar Michael Sequeira

has completed the following course:

### **HOW TO TEACH ONLINE: PROVIDING CONTINUITY FOR STUDENTS FUTURELEARN**

---

This course offered a practical approach to moving teaching and student support online rapidly. Learners reflected on their own work, adapted their approaches, and connected with a global community of educators in order to get started and keep going with online teaching in uncertain times.

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Develop plans to set your students up for success
- Create and share approaches and techniques for maintaining continuity while moving teaching and learning online
- Discuss the benefits and challenges of moving classes from face-to-face to online
- Identify techniques and approaches for engaging your students online
- Adapt your practice to the online context
- Collect, review and evaluate student feedback on your new approaches
- Discuss how to manage the personal impact of teaching online

#### **SYLLABUS**

- Getting started with online teaching
- Preparing your students for successful online learning
- Using tools designed for creating, sharing and re-mixing plans for learning
- Building and sharing a library of learning designs as a community of teachers
- Bringing lessons learned from teaching online into your everyday practice
- Collecting and responding to student feedback

- Reflecting on how we teach online and making iterative improvements
- Navigating the personal impact of teaching and learning online



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**WORK-LIFE BALANCE AND THE IMPACT OF REMOTE WORKING**  
COVENTRY UNIVERSITY

This online course explored the history and outcomes of a work-life balance in employed individuals, as working individuals often find themselves juggling between their work and social lives, aiming for the ever-elusive work-life balance.

2 weeks, 3 hours per week



**Maria Charalampous**  
Lecturer in Business and Occupational Psychology  
Coventry University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Coventry University.



## Amar Michael Sequeira

has completed the following course:

### **WORK-LIFE BALANCE AND THE IMPACT OF REMOTE WORKING COVENTRY UNIVERSITY**

---

This course focused on the context in which work-life balance has grown, comparing the key theories of work-life conflict, work-life integration and enrichment, and boundary management. The course also investigated the future of work, evaluating how technology allows individuals to work more flexibly, but in the meantime risking less time to switch off and recover from work. We also discussed flexible working practices as a means to enhance work-life balance.

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Develop a broad understanding of the context in which work-life balance has grown
- Explain your understanding of both the academic and business-related definitions and issues surrounding the study of work-life balance
- Discuss and compare the key theories underpinning theoretical studies of work-life balance: work-life balance, conflict and enrichment
- Identify the future of work: working anywhere at any given time, using technology
- Evaluate how technology is affecting individuals' switching-off and recovery from work
- Describe how the concept of work-life balance is related to issues caused by remote e-working
- Discuss flexible working practices as a means to enhance work-life balance

#### **SYLLABUS**

- Work-life balance

- What are the key antecedents of work-life balance?
- What are the key outcomes of a work-life balance?
- What are the organisational, supervisory and individual issues?
- What can be done at both individual and organisational levels?
- Links between work-life balance and remote e-working
- Use of flexible working arrangements by organisations as a means to enhance work-life balance
- Relevant laws and legislation that organisations should consider



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: MOBILE  
ACCENTURE**

This online course described the importance of mobile in an ever-evolving digital world. It provided an introduction to mobile design, development and creating mobile experiences, as well as bigger concepts related to mobile technology.

2 weeks, 2 hours per week



**Michael Hobbs**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow icon consisting of three horizontal bars of increasing height, resembling a staircase or a bar chart.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: MOBILE ACCENTURE**

**88%**  
AVERAGE TEST  
SCORE

In 2016, mobile use overtook desktop use. This course explored the meaning of mobile technology and its growth and benefits. It provided an introduction to mobile design concepts and development approaches, and outlined the seven principles underpinning the design of an effective mobile application. The concept of the Internet of Things (IOT) was also explained, including the associated benefits and challenges.

- The Internet of Things

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe what mobility is in the context of digital
- Describe the growth of mobility and benefits associated with it
- Describe what mobile design is, including concepts such as wireframes
- Identify seven principles of good mobile app design and the importance of effective design
- Describe what the 'Internet of Things' is and some of the benefits associated with it
- Identify security risks related to the 'Internet of Things'

#### **SYLLABUS**

**Week 1:** The rise in mobile technology

- What is mobility?
- The benefits of mobility
- Mobile technology growth
- Wearable technology

**Week 2:** Mobility in practice

- Mobile design principles
- Building mobility - core development approaches



## Certificate of Achievement

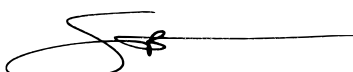
# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: RETAIL**  
**ACCENTURE**

This online course explored the impact digital technology is having on the retail industry and what this means for retail employees and customers.

3 weeks, 2 hours per week



**Simon Blossie**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow icon consisting of three horizontal bars of increasing height, resembling a staircase or a set of steps.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: RETAIL ACCENTURE**

**84%**  
AVERAGE TEST  
SCORE

Digital technology is transforming the world of retail. This course described how digital has created new ways for retailers and customers to connect. It explored the impact of this transformation, from data transforming customer experiences and operations, to the increasing impact of connected devices and automation and the new channels that digital enables. It also looked at what the different concepts and technologies mean for the future of retail and for those that work in this industry.

Retail in a connected world, automation, AI and the future of retail

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe how digital has created new ways for retailers and customers to connect
- Describe how digital can help retailers improve customer experience
- Explain what omni-channel means and understand the new channels digital enables
- Explain the increasingly important role that digital marketing and social media are playing in retail
- Describe how digital enables retailers to give their customers a more personalised experience

#### **SYLLABUS**

##### **Week 1**

Retail in the digital age and creating new customer experiences

##### **Week 2**

The power of customer data and using data behind the scenes

##### **Week 3**





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**MOTIVATION AND ENGAGEMENT IN AN UNCERTAIN WORLD**  
COVENTRY UNIVERSITY

This online course explored how the world in which we live is constantly changing, affecting the way in which organisations manage employee relations, motivation and engagement.

2 weeks, 3 hours per week



**Andre Soares**

Senior Lecturer in Business and Occupational Psychology  
Coventry University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Coventry University.



## Amar Michael Sequeira

has completed the following course:

### **MOTIVATION AND ENGAGEMENT IN AN UNCERTAIN WORLD COVENTRY UNIVERSITY**

---

This course explored these changes in depth and assessed what they may mean for teams, groups and the employment relationship, as well as the impact they may have on employee engagement and motivation. The course also reflected on methods that may help organisations to sustain employee motivation and engagement in the future.

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Explore the key changes affecting today's organisations
- Discover what these changes mean for teams, groups and the employment relationship
- Discuss how these changes will impact on employee engagement and motivation in the future
- Explore methods which may help organisations to sustain employee motivation and engagement in the future
- Explain your understanding of employee motivation and engagement at an applied level through the application of theory and practice to a case study and the development of a business report

#### **SYLLABUS**

- The key changes affecting today's organisations
- Recommendations for future management strategies
- Sustaining employee motivation and engagement



## Certificate of Achievement

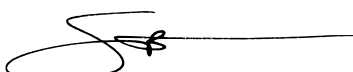
# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: RETAIL**  
**ACCENTURE**

This online course explored the impact digital technology is having on the retail industry and what this means for retail employees and customers.

3 weeks, 2 hours per week



**Simon Blossie**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.



## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: RETAIL ACCENTURE**

**84%**  
AVERAGE TEST  
SCORE

Digital technology is transforming the world of retail. This course described how digital has created new ways for retailers and customers to connect. It explored the impact of this transformation, from data transforming customer experiences and operations, to the increasing impact of connected devices and automation and the new channels that digital enables. It also looked at what the different concepts and technologies mean for the future of retail and for those that work in this industry.

Retail in a connected world, automation, AI and the future of retail

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe how digital has created new ways for retailers and customers to connect
- Describe how digital can help retailers improve customer experience
- Explain what omni-channel means and understand the new channels digital enables
- Explain the increasingly important role that digital marketing and social media are playing in retail
- Describe how digital enables retailers to give their customers a more personalised experience

#### **SYLLABUS**

##### **Week 1**

Retail in the digital age and creating new customer experiences

##### **Week 2**

The power of customer data and using data behind the scenes

##### **Week 3**



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**TRANSFORMING DIGITAL LEARNING: LEARNING DESIGN MEETS SERVICE DESIGN**  
**DEAKIN UNIVERSITY**

This online course examined what digital learning is, who needs it, who creates it and why. The course explored 'teaching as a design science' by examining the educational design theories and practices that are transforming the future of digital learning.

2 weeks, 3 hours per week



**Dr Chie Adachi**  
Director, Digital Learning  
Deakin University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Deakin University.



## Amar Michael Sequeira

has completed the following course:

### **TRANSFORMING DIGITAL LEARNING: LEARNING DESIGN MEETS SERVICE DESIGN DEAKIN UNIVERSITY**



This online course examined what digital learning is, who needs it, who creates it and why. The course explored 'teaching as a design science' by examining the educational design theories and practices that are transforming the future of digital learning. It also included a range of practical strategies you can apply within the context of your own professional practice and provided an opportunity to contribute your knowledge to this exciting and emerging field of education.

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Describe the diverse needs of global digital learners
- Apply digital learning approaches to design and create premium digital learning experiences
- Explain the role of team teaching and social learning in digital learning practices
- Produce a reflective professional practice plan

#### **SYLLABUS**

- How digital technologies are changing why, what and how people learn
- New and digitally-enabled approaches to learning design and delivery, including networked, mobile and social learning
- Learner-centred approaches to learning and service design
- An examination of key roles in digital learning and design teams
- Practical strategies and pathways for developing your professional practice



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**CREATING A GREAT USER EXPERIENCE FOR MOBILE APPS**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

Learners explored the world of app design with the Institute of Coding and learnt how to create a great user experience. They heard from industry professionals and had the opportunity to create their own app.

2 weeks, 2 hours per week



**Tom Armitage**  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### CREATING A GREAT USER EXPERIENCE FOR MOBILE APPS UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**93%**  
AVERAGE TEST  
SCORE

Learners explored the world of app design with the Institute of Coding and learnt how to create a great user experience. They heard from industry professionals on how they go about designing and building apps for their users. Learners also had the opportunity to produce clickable prototypes from their own sketches and created their own app.

#### STUDY REQUIREMENT

2 weeks, 2 hours per week

#### LEARNING OUTCOMES

- Identify the features of a smartphone that influence the design of an app.
- Describe how interactive and visual features contribute to great user experience of apps.
- Discuss the various roles and stages necessary to make a mobile app.
- Identify and describe a simple problem that an app could solve.
- Design screens and architecture of a mobile app using pen, paper and your own smartphone.
- Produce clickable prototypes from your sketches and test them.

#### SYLLABUS

- How a smartphone works
- The features that make a phone interactive
- Looking for problems to solve with apps
- Designing an app
- Testing an app
- Meeting an app development team





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: DIGITAL MARKETING**  
**ACCENTURE**

This online course provided an introduction to digital marketing, and explained the different digital marketing strategies, techniques and tools that are available for businesses to use today.

2 weeks, 2 hours per week



Conor McGovern  
Course Sponsor  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

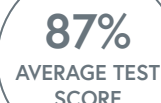
This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow staircase icon with three steps, pointing upwards.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: DIGITAL MARKETING ACCENTURE**

A circular badge with a thin black border. Inside, the text "87%" is at the top, "AVERAGE TEST" is in the middle, and "SCORE" is at the bottom.

**87%**  
AVERAGE TEST  
SCORE

Digital marketing is seen as a key tool in growing a business. This course explored what digital marketing means, why it is important and looked at some digital marketing strategies including display advertising, pay per click advertising and search engine optimisation. The digital marketing strategy components were explained including the importance of balancing and integrating different digital marketing strategies and how companies can target customers.

- Search engine optimisation
- Email marketing
- How to integrate these techniques

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe what digital marketing is
- Explain why digital marketing is important for businesses
- Describe the different types of digital marketing including; display advertisements, pay per click, search engine optimisation, and email marketing
- Explain how the different digital marketing methods can deliver value to businesses
- Identify the key features that should be included in a digital marketing strategy
- Describe how businesses can use data to target customers in their digital marketing campaign
- Explain the benefit and importance of integrating different digital marketing techniques

#### **SYLLABUS**

##### **Week 1 - How to use digital marketing**

- Introduction to digital marketing
- Display and pay-per-click advertising

##### **Week 2 - Digital marketing techniques**



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: SOCIAL MEDIA**  
**ACCENTURE**

This online course explored how to effectively use social media for business. It provided information on how to promote your brand, set campaign objectives, how to identify the target audience and the right channels.

2 weeks, 1 hour per week



**Mark Sherwin**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

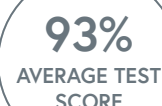
This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow icon consisting of three horizontal bars of increasing height, resembling a staircase.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: SOCIAL MEDIA ACCENTURE**

A circular badge with a thin black border. Inside, the text "93%" is prominently displayed in a large, bold font, with "AVERAGE TEST SCORE" in a smaller font below it.

**93%**  
AVERAGE TEST  
SCORE

This course explored why social media is so important for businesses today and how it can be used to establish and build brand presence. It outlined the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered included how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

#### **STUDY REQUIREMENT**

2 weeks, 1 hour per week

#### **LEARNING OUTCOMES**

- Explain what Social Media is
- Describe how it can be used to build a brand
- Explain what target groups are
- Identify social media channels
- Explain tips for messaging
- Describe the role of a Social Media Manager
- Identify Social Media Management tools

#### **SYLLABUS**

##### **Week 1**

- What is social media?
- Target groups
- Social media channels
- Managing your social media presence
- Social media management tools

##### **Week 2**

- Social media top tips
- The importance of performance measurement
- Social media listening



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: WEB ANALYTICS**  
**ACCENTURE**

This online course provided an insight into web analytics, its role in business and the types and techniques that can be used and why they are important in an ever-evolving digital world.

2 weeks, 2 hours per week



**Matthew O'Kane**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

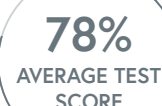
This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow icon consisting of three horizontal bars of increasing height, resembling a staircase or a bar chart.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: WEB ANALYTICS ACCENTURE**

A circular badge with a thin black border. Inside, the text "78%" is prominently displayed in a large, bold font, with "AVERAGE TEST SCORE" in a smaller font below it.

**78%**  
AVERAGE TEST  
SCORE

Running a successful online business often requires a working knowledge of web analytics. This course explored the basics of analytics and why they are important for business. It identified the different types of analytics, including descriptive, diagnostic and prescriptive, and described the various web analytics processes and metrics used to measure online success. It also provided a five step guide on how to create and apply a measurement plan.

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe what analytics is
- Explain why analytics is important for business
- Identify the different types of analytics including descriptive, diagnostic and prescriptive
- Describe the various web analytics processes and metrics used to measure online success
- Describe the segmentation process and explain why it is a useful analytical technique
- Identify the challenges faced by businesses in getting the right data
- Describe what Google Analytics is and explain why it is a useful tool

#### **SYLLABUS**

##### **Week 1 - Introductory analytics**

- Explore different types of analytics and why they are important for business
- Review the processes, including measuring objectives and outcomes, to continually improve your product or business

##### **Week 2 - Techniques**

- Define segmentation and benchmarking

- Explore five steps to creating a measurement plan
- Learn to apply analytics by looking at some challenges for businesses
- Practise how to start using Google Analytics



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: GROW YOUR CAREER**  
**ACCENTURE**

This course explored the meaning of digital and how it has changed the way we work, and provided advice on how to successfully grow or kickstart your career in the digital age.

2 weeks, 1 hour per week



**Candida Mottershead**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow vertical bar with a white staircase icon at the top.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: GROW YOUR CAREER ACCENTURE**

---

Digital technology touches almost every aspect of our lives, including work. This course explored the meaning of digital, how it has changed the way we work and how to build or grow a career in the digital age. It provided an overview of the different career paths available, highlighting the key skills that are more important today than ever before, in order to thrive in this digital environment.

#### **STUDY REQUIREMENT**

2 weeks, 1 hour per week

#### **LEARNING OUTCOMES**

- Describe what the term 'digital' means and explain why digital skills will be more important than ever in the future
- Explain how the world of work is changing and how digital technologies are driving that change
- Identify opportunities to promote yourself or your business online
- Demonstrate your skills to attract the employer of your choice
- Identify key information in a job advert and plan how best to apply for a job

#### **SYLLABUS**

- The meaning of 'digital'
- Introduction to key digital technologies that are impacting the way we work
- Changing workplace dynamics due to digital technologies
- Considerations around digital strategy when promoting your business
- Key skills required in a digital age
- Ways of showcasing your skills to attract employers





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**CREATE A PROFESSIONAL ONLINE PRESENCE**  
**UNIVERSITY OF LEEDS AND INSTITUTE OF CODING**

On this course, you've explored the various elements that make up your professional online presence and learnt how to exist online without affecting your employability.

2 weeks, 2 hours per week



Meg Pickard  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.

## Amar Michael Sequeira

has completed the following course:

### CREATE A PROFESSIONAL ONLINE PRESENCE UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**93%**  
AVERAGE TEST  
SCORE

On this course, you've explored the various elements that make up your professional online presence and learnt how to exist online without affecting your employability. You've considered your privacy and security settings, and discovered how your post might impact different audiences. You've also explored the suitability of different online platforms for your social media presence and discovered the impact that conduct and tone can have on your professional reputation online.

#### STUDY REQUIREMENT

2 weeks, 2 hours per week

#### LEARNING OUTCOMES

- Explain the direct and indirect activities that contribute to online presence
- Evaluate your online presence
- Improve your personal professional presence
- Compare different platforms to analyse their suitability for your needs
- Classify communications strategies
- Develop a plan for an effective online presence

#### SYLLABUS

- Explore the concept of online presence for professional purposes
- Evaluate your online presence for employability
- Evaluate the most suitable platform for your needs
- Identify different classes of communication strategies using different platforms and formats
- Develop and plan for developing and maintaining your own effective online professional presence



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DECISION MAKING: HOW TO CHOOSE THE RIGHT PROBLEM TO SOLVE**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

On this course, you've learned how to better solve simple problems and sharpen your decision-making process. You've evaluated your existing problem-solving technique and built the skills to improve it.

2 weeks, 2 hours per week



**Kim Plowright**  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### DECISION MAKING: HOW TO CHOOSE THE RIGHT PROBLEM TO SOLVE

UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**83%**  
AVERAGE TEST  
SCORE

On this course, you've learned how to better solve simple problems and sharpen your decision-making process. You've evaluated your existing problem-solving technique and built the skills to improve it. As you've learned what transferable skills are required, you've discovered how to identify a problem, how to understand it and how to analyse the associated risks and benefits of various solutions.

#### STUDY REQUIREMENT

2 weeks, 2 hours per week

#### LEARNING OUTCOMES

- Evaluate personal skills for problem solving
- Describe how problems exist in wider contexts
- Develop an idea to approach a real life problem
- Explore methods to minimise risk and turn ideas into plans
- Explain the importance of the wider impact when proposing solutions
- Produce a plan that persuades others your solution will work

#### SYLLABUS

- Explore the types of transferrable skills that are needed to solve problems
- Look at how to identify the real, underlying problems of a particular situation
- Introduction to the SWOT analysis as a way of understanding the problem
- Explore how to identify the best possible solution
- Explore the benefits and risks of a solution
- Explore tools to help pitch ideas to others in order to get buy-in
- Create a business case which will be peer reviewed



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**COLLABORATIVE WORKING IN A REMOTE TEAM**  
**UNIVERSITY OF LEEDS AND INSTITUTE OF CODING**

On this course, you've explored the challenges and benefits of remote working. You've considered different technologies for collaboration and been introduced to project management tools that can help to ease the difficulties of working remotely.

2 weeks, 2 hours per week



Sophie Pendrell  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### **COLLABORATIVE WORKING IN A REMOTE TEAM** UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**86%**  
AVERAGE TEST  
SCORE

On this course, you've explored the challenges and benefits of remote working. You've considered different technologies for collaboration and been introduced to project management tools that can help to ease the difficulties of working remotely. You've also developed practical planning skills as you've learnt to produce an action plan for successful remote working and got advice for starting to work remotely in the real world.

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Discuss the challenges and opportunities of remote working
- Explore the main requirements for successful remote working
- Develop an action plan for successful remote working
- Discuss strategies for effective collaborative working
- Experiment with time and project management tools
- Explore tools and resources to help you work remotely
- Produce a detailed plan for successful remote working

#### **SYLLABUS**

- The challenges and opportunities of remote working
- Preparing to work remotely
- Creating a plan to work remotely
- Managing time, workload and projects
- Exploring tools and resources for working remotely



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**WELLBEING AND RESILIENCE AT WORK**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

During this course, you've learned the importance of resilience and adaptability in the workplace and why employers are looking for these skills. You've learned how to evaluate your current strengths at work and identified the true value of workplace wellbeing for your employer and yourself.

2 weeks, 2 hours per week



Sophie Pendrell  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

**WELLBEING AND RESILIENCE AT WORK**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**80%**  
AVERAGE TEST  
SCORE

During this course, you've learned the importance of resilience and adaptability in the workplace and why employers are looking for these skills. You've learned how to evaluate your current strengths at work and identified the true value of workplace wellbeing for your employer and yourself.

### STUDY REQUIREMENT

2 weeks, 2 hours per week

### LEARNING OUTCOMES

- Identify the key features of resilience
- Assess the techniques for growing your resilience
- Develop a plan to improve your resilience
- Identify the key features of personal adaptability
- Assess your adaptability and develop a plan to improve it
- Demonstrate your ability to adapt

### SYLLABUS

- What it means to be resilient
- How to be resilient
- Creating a resiliency plan
- What it means to be adaptable
- Assessing your adaptability
- Demonstrating resilience and adaptability





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**INTRODUCTION TO BUSINESS MANAGEMENT**  
**KING'S COLLEGE LONDON**

This online course explored how to manage people, money and information, and how to develop your own management and leadership style.

4 weeks, 4 hours per week



**Sonny Peart**

Module Leader for Business Management, King's Foundations  
King's College London



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from King's College London.



## Amar Michael Sequeira

has completed the following course:

### **INTRODUCTION TO BUSINESS MANAGEMENT KING'S COLLEGE LONDON**

---

This course introduced foundational business concepts, tools and terminology whilst exploring four key aspects of business management: managing money, managing people, managing information, and - most importantly – managing and understanding yourself. Throughout the course, participants were encouraged to reflect on their own management and leadership style and consider the concepts of success, sustainability, and social responsibility.

#### **STUDY REQUIREMENT**

4 weeks, 4 hours per week

#### **LEARNING OUTCOMES**

- Apply a range of business concepts, tools and terminology to common business situations
- Explain the importance of business management for you and your community
- Identify your own skills, interests and ideas, and how you can continue to develop them
- Explore opportunities and challenges of working with others: including collaboration, listening to others, feedback, negotiation
- Explain the important aspects of a business idea to potential customers and investors
- Reflect on what you've learnt and how you will apply this now

#### **SYLLABUS**

- Managing yourself: introduction to management and leadership styles.
- Managing money and key financial concepts, including the implications of various sources of finance and the relative importance of cash flow and profit.
- Managing people, stakeholder management and professional communication.

- Managing Information: different information types and key information management issues.
- The roles businesses play in the lives of people and communities, and social responsibility.
- Aspects of growth and the effects of success.



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**LEARN TO CODE FOR THE WEB**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

Learners were introduced to the basics of code types and explored the role that the coding languages of HTML, CSS and JavaScript play in making web pages and sites.

2 weeks, 2 hours per week



Tom Armitage  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### LEARN TO CODE FOR THE WEB UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**86%**  
AVERAGE TEST  
SCORE

On this course, learners were introduced to the basics of code types. They explored the role that the coding languages of HTML, CSS and JavaScript play in making web pages and sites. They also had the opportunity to try it for themselves by applying their new coding skills to a project of their own.

#### STUDY REQUIREMENT

2 weeks, 2 hours per week

#### LEARNING OUTCOMES

- Summarise the structure and terminology of the internet.
- Define the roles of HTML, CSS and JavaScript in making web pages and sites.
- Experiment with the code of existing web pages using browser developer tools.
- Produce basic HTML (with guidance) using browser-based tools.
- Produce basic CSS (with guidance) using browser-based tools.
- Describe how real-world sites and apps build upon the basics.

#### SYLLABUS

- How the internet works
- An introduction to coding languages
- Investigating source code
- Styling web pages
- Using HTML and CSS



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**MANAGING MENTAL HEALTH AND STRESS**  
COVENTRY UNIVERSITY

This online course discussed how our mental health is as important as our physical health. In this course, we discussed the definitions of mental health and stress, and explored how to recognise the key signs.

2 weeks, 3 hours per week



**Dr Karen Maher**

Assistant professor in occupational, business and organisational psychology  
Coventry University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Coventry University.



## Amar Michael Sequeira

has completed the following course:

### **MANAGING MENTAL HEALTH AND STRESS COVENTRY UNIVERSITY**

---

In the course we explored how work-related stress and mental health problems often go together and the symptoms can be very similar. We focused on the cost of mental health problems and workplace stress at both individual and organisational levels. We also assessed interventions to combat workplace stress and the value of performance coaching and its impact upon employee wellbeing.

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Discuss the definitions of mental health and stress
- Identify the signs of stress and poor mental health at work
- Explore the cost of mental health problems and workplace stress, and the impact on individuals
- Evaluate current models of stress
- Explore interventions to combat mental health and workplace stress
- Evaluate current research and theory in relation to performance coaching at work, and its impact upon employee wellbeing
- Develop an understanding and ability to demonstrate the benefits of implementing performance coaching techniques upon both employee well-being and organisational performance

#### **SYLLABUS**

- What is poor mental health?
- What is stress?
- Theories and models of stress
- Measuring stress

- The three levels of interventions (ie primary, secondary, tertiary) by Murphy (1988)
- Performance coaching
- Consider interventions to combat workplace stress



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**DIGITAL SKILLS: ARTIFICIAL INTELLIGENCE**  
**ACCENTURE**

This online course helped discover the potential of Artificial Intelligence (AI) and how it can change the workplace. It enhanced understanding of AI with interesting facts, trends, and insights, and helped to explore the working relationship between humans and AI.

3 weeks, 2 hours per week



**Fernando Lucini**  
Accenture

**>**  
**accenture**

The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

A yellow icon consisting of three horizontal bars of increasing height, resembling a staircase or a set of steps.

## Amar Michael Sequeira

has completed the following course:

### **DIGITAL SKILLS: ARTIFICIAL INTELLIGENCE ACCENTURE**

A circular badge with a thin grey border. Inside, the text "96%" is prominently displayed in a large, bold font, with "AVERAGE TEST SCORE" in a smaller font below it.

**96%**  
AVERAGE TEST  
SCORE

This online course helped discover the potential of Artificial Intelligence (AI) and how it can change the workplace. It enhanced understanding of AI with interesting facts, trends, and insights, and helped to explore the working relationship between humans and AI.

#### **STUDY REQUIREMENT**

3 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe the origins and advent of AI
- Explain the relationship between AI and Automation
- Reflect on the application of AI to your own context
- Identify key shifts in the workplace influenced by AI
- Assess the impact shifts in the workplace may have on roles and responsibilities
- Identify how the relationship has changed between AI and humans
- Identify future skills required to work and interact with AI
- Produce an action plan to adapt your skills for the future

#### **SYLLABUS**

##### **Week 1: Introduction to Artificial Intelligence**

- What is Artificial Intelligence and where did it come from?
- AI in Action
- What does this mean for me?

##### **Week 2: Artificial Intelligence in Industry**

- Impact of AI on Individuals
- What does this mean for me?

##### **Week 3: Adapting your skills to work with Artificial Intelligence**

- How has the relationship changed between AI and Humans?
- Imagining the Future





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**CREATE A SOCIAL MEDIA MARKETING CAMPAIGN**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

2 weeks, 2 hours per week



Meg Pickard  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### CREATE A SOCIAL MEDIA MARKETING CAMPAIGN UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**93%**  
AVERAGE TEST  
SCORE

Organisations of all sizes and industries have brought social media to the heart of their marketing, communication and customer support. The challenge is knowing how to create effective two-way communication between your organisation and your audience. On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

#### STUDY REQUIREMENT

2 weeks, 2 hours per week

#### LEARNING OUTCOMES

- Describe a social media strategy and its components
- Identify a target audience and how to reach them
- Describe the difference between paid and organic reach
- Evaluate appropriate metrics for a successful campaign
- Explain the role of timelines in a social media marketing campaign
- Produce a strategy and sample content for a social media marketing campaign

#### SYLLABUS

- Discover the components that make up a social media campaign
- Create and measure the success of a social media marketing campaign
- Explore how to identify the target audience through the use of personas
- Explore the difference between paid and organic social media marketing



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**EVIDENCE AND DATA COLLECTION FOR PROBLEM SOLVING**  
**UNIVERSITY OF LEEDS AND INSTITUTE OF CODING**

On this course, you've been introduced to key data concepts, learning how to solve simple, everyday problems using data. You've discovered data ethics and the restrictions that exist in using other people's data and learned how to present data in a meaningful way that's easy to understand.

2 weeks, 2 hours per week



**Kim Plowright**  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

### **EVIDENCE AND DATA COLLECTION FOR PROBLEM SOLVING** UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

---

On this course, you've been introduced to key data concepts, learning how to solve simple, everyday problems using data. You've discovered data ethics and the restrictions that exist in using other people's data and learned how to present data in a meaningful way that's easy to understand through data visualisation techniques. To give real-world context to your learning, you've examined these data concepts through the case study of a small business owner.

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Describe the difference between data, metadata and knowledge
- Summarise how data is used to solve problems
- Interpret trends and analyse patterns from a dataset
- Debate the ethical considerations of data collection
- Produce a plan to solve a problem with evidence and data
- Apply a simple visualisation technique to make data easier to understand and work with

#### **SYLLABUS**

- Explore the notion of data and what that actually means
- Learn the key terminology related to dealing with data
- Explore how data can be used to solve problems
- Explore individual sets of data that can be brought together to form datasets, which can then be used for greater insights

- Explore the ethics and rules of using other people's data
- Learn how to turn data into something visual and easy to understand



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**LEARN ABOUT CURRENT DIGITAL WORKPLACE TRENDS**  
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

You have tackled some of the big myths surrounding the future of work. As you discovered the fourth digital revolution, you'll have considered the importance of data and reflected on the transferable skills you'll need for your career to be future-proof.

2 weeks, 2 hours per week



Sophie Pendrell  
Lead Educator



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Leeds and Institute of Coding.



## Amar Michael Sequeira

has completed the following course:

**LEARN ABOUT CURRENT DIGITAL WORKPLACE TRENDS**  
**UNIVERSITY OF LEEDS AND INSTITUTE OF CODING**

**73%**  
AVERAGE TEST  
SCORE

You have tackled some of the big myths surrounding the future of work, and demystified the world of digital technology using up-to-date case studies. With an ever-changing job market, this course will have helped you to keep on top of how digital technologies are influencing our work and lives. As you discovered the fourth digital revolution, you'll have considered the importance of data and reflected on the transferable skills you'll need for your career to be future-proof.

### STUDY REQUIREMENT

2 weeks, 2 hours per week

### LEARNING OUTCOMES

- Identify the technologies and aspects of the Fourth Digital Revolution.
- Discuss how technology is changing the world around us.
- Debate the growing importance of data.
- Explore the impact of automation in the workplace.
- Investigate the digital skills predicted for a future workforce.
- Reflect on the transferable skills predicted to be future proof.

### SYLLABUS

- The fourth digital revolution
- How technology affects us
- The world of data
- Artificial intelligence vs. human intelligence
- Digital skills
- Transferable skills



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

### THE POWER OF PODCASTING FOR STORYTELLING UNIVERSITY OF WOLLONGONG

This online course explored the basic concepts of podcasting and how to go about planning and making a podcast, while avoiding common pitfalls. The course focused on how podcasting is a uniquely powerful form of storytelling, different to other media forms.

2 weeks, 3 hours per week



**Siobhan McHugh**  
Associate Professor of Journalism  
University of Wollongong



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from University of Wollongong.



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

## Amar Michael Sequeira

has completed the following course:

### THE POWER OF PODCASTING FOR STORYTELLING UNIVERSITY OF WOLLONGONG

---

This online course explored the basic concepts of podcasting and how to go about planning and making a podcast, while avoiding common pitfalls. The course focused on how podcasting is a uniquely powerful form of storytelling, different to other media forms.

#### STUDY REQUIREMENT

2 weeks, 3 hours per week

#### LEARNING OUTCOMES

- Identify ideal conditions and environments for recording audio
- Discuss podcast narrative and genre
- Experiment with layering audio, music, silence and sound effects to create an experience
- Describe experiences podcasting or listening to podcasts
- Investigate how and where audio works best
- Record and share a podcast with fellow learners
- Produce a podcast and publish the podcast on a discoverable platform

#### SYLLABUS

- Introduction to telling stories using audio
- The elements of a podcasting narrative and how to combine these elements authentically
- The software and hardware involved in producing a podcast
- Writing a narrative to suit audio
- The common pitfalls
- Different genres of podcast
- Introduction to finding good talent
- The process of being discovered and heard by an audience





## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**SOCIAL CHANGE: HOW CAN MARKETING HELP?**  
GRIFFITH UNIVERSITY

This online course explored how marketing can be applied to work with communities to effect positive behavioural change.

2 weeks, 3 hours per week



**Sharyn Rundle-Thiele**  
Director Social Marketing@Griffith  
Griffith University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Griffith University.



## Amar Michael Sequeira

has completed the following course:

### **SOCIAL CHANGE: HOW CAN MARKETING HELP?** **GRIFFITH UNIVERSITY**

---

This online course explored how marketing can be applied to work with communities to effect positive behavioural change. Marketers work together with the community to design engaging programs that meet all stakeholder wants and needs.

#### **STUDY REQUIREMENT**

2 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Explain how to co-create a program with your target audience
- Improve engagement with your target audience
- Develop an outline for a social marketing program

#### **SYLLABUS**

- Why isn't education and policy sufficient for change?
- How to use social marketing to deliver change for the better?
- How do I co-create a program that changes behaviour?
- How to design a program that meets target audience needs and wants
- How can I engage people to change?



## Certificate of Achievement

# Amar Michael Sequeira

has completed the following course:

**THRIVE IN TRYING TIMES TEACH-OUT**  
**UNIVERSITY OF MICHIGAN**

The Teach-Out focused on reframing concepts like thriving in terms of Positive Organizational Scholarship, showing you a way to think at both the individual and community levels and providing practices that help you thrive.

2 weeks, 2 hours per week



**Monica C. Worline, Ph.D.**

Affiliate Faculty, Center for Positive Organizations and Lecturer, Ross School  
of Business, University of Michigan  
University of Michigan



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



## Amar Michael Sequeira

has completed the following course:

### **THRIVE IN TRYING TIMES TEACH-OUT** **UNIVERSITY OF MICHIGAN**

---

The Teach-Out focused on reframing concepts like thriving in terms of Positive Organizational Scholarship, showing you a way to think at both the individual and community levels and providing practices that help you thrive.

#### **STUDY REQUIREMENT**

2 weeks, 2 hours per week

#### **LEARNING OUTCOMES**

- Explain what the concept of "thriving" means to you
- Contribute your own experiences and opinions related to the current difficult times
- Explore basic positive organizing concepts such as Resilience, Gratitude, Reframing, and Social Connection
- Reflect on useful and creative solutions that help them overcome the current crisis

#### **SYLLABUS**

- Resilience
- Gratitude
- Reframing
- Social Connection