

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.

CONCENTRATION & INDUSTRY KEY

Music/Entertainment

Accounting

Finance

Operations

Business Analytics

Marketing

Strategy & Innovation

Information Systems

GENERAL RESOURCES

RESOURCE NAME	DESCRIPTION	COST
<u>BUx</u>	Online courses offered by Boston University	FREE
<u>LinkedIn Learning</u>	Over 16,000+ online courses	Cost Varies
<u>Excel Exposure</u>	Online Excel training course	FREE
<u>General Assembly</u>	Live and virtual course offerings in coding, data analytics, design, and marketing	Cost Varies
<u>Canva</u>	Graphic design platform for developing visual content	Free and paid subscription options
<u>Skillshare</u>	Virtual classes in analytics, marketing, and design	Free 7 day trial
<u>Trailhead</u>	Online tutorials and credentialing for Salesforce	FREE
<u>Udemy</u>	Over 100,000 online courses	Cost Varies
<u>365Careers</u>	Online courses in finance, accounting, and business intelligence with adaptations in Chinese, Japanese, German, Spanish, and Portuguese.	Cost Varies

GENERAL RESOURCES

SKILLS	CONCENTRATIONS & INDUSTRIES	RESOURCES	BU & QUESTROM CLASSES
Advanced Excel (i.e. pivot tables, VLOOKUP, macros, =if formula, Data Analysis ToolPak etc.)	Marketing Operations Accounting Finance Strategy & Innovation	<ul style="list-style-type: none"> • Questrom ITS-Techshop Workshops • Excel Exposure • General Assembly (Data Analytics; Data Analysis Circuit) • LinkedIn Learning • BUx 	QM221, QM880 QM725/726 QM716/717 FE445, FE429, FE459
AGILE Development	Operations	<ul style="list-style-type: none"> • Project Management Institute • Scrum Alliance 	IS223, IS467
Bloomberg	Finance Accounting	<ul style="list-style-type: none"> • Questrom ITS- Techshop Workshops • Bloomberg Market Concepts Program 	FE 445
Canva (for graphic design)	Marketing Music/Entertainment	<ul style="list-style-type: none"> • Canva 	
DBA (Database Administration) tools like Oracle or SAP	Accounting Information Systems Organizational Behavior	<ul style="list-style-type: none"> • Oracle Database Administrator's Guide • BUx (SAP: Introduction to Management Information) • LinkedIn Learning (Oracle and SAP) 	IS465
Google Analytics and Search Console	Marketing	<ul style="list-style-type: none"> • General Assembly (Digital Marketing) • LinkedIn Learning (Google Analytics) • Skillshare (Fundamentals of Google Analytics) • BUx (Online Marketing and Big Data) 	MK323
HTML	Marketing	<ul style="list-style-type: none"> • LinkedIn Learning • General Assembly (Front-End Web Development; HTML, CSS & Web Design Circuit) • BUx 	IS454
Hubspot Certification	Marketing	<ul style="list-style-type: none"> • HubSpot Academy 	MK487 (at times)
Java	Information Systems	<ul style="list-style-type: none"> • BUx • LinkedIn Learning • General Assembly (courses listed under "Coding") 	CS232
Microsoft Access	Operations Information Systems	<ul style="list-style-type: none"> • LinkedIn Learning • Microsoft Access Video Training 	IS223

GENERAL RESOURCES

SKILLS	CONCENTRATIONS & INDUSTRIES	RESOURCES	BU & QUESTROM CLASSES
Microsoft Visio, Lucidchart or Enterprise Architect (modeling tools)	Business Analytics	<ul style="list-style-type: none"> • LinkedIn Learning • Microsoft Visio Video Training • Lucidchart Training 	IS223
Optional Javascript for SEO	Marketing	<ul style="list-style-type: none"> • LinkedIn Learning • General Assembly • BUx 	MET CS 401
Photoshop	Music/Entertainment	<ul style="list-style-type: none"> • LinkedIn Learning • General Assembly (Visual Design) • Skillshare 	AR210
Salesforce (and other CRMs)	Marketing	<ul style="list-style-type: none"> • LinkedIn Learning (Learning Salesforce; Salesforce: Accounts and Contacts) • BUx 	MK487
SAS or R or Python (programming language)	Strategy & Innovation Business Analytics	<ul style="list-style-type: none"> • Questrom ITS- Techshop Workshops • BUx • LinkedIn Learning 	CS 108/111
SCRUM Certification	Information Systems Operations	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • LinkedIn Learning • BUx 	
Six Sigma Certification	Marketing Operations Strategy & Innovation Information Systems	<ul style="list-style-type: none"> • BUx • LinkedIn Learning • Lean Six Sigma Institute 	QM865
SQL	Marketing Operations Strategy & Innovation Information Systems	<ul style="list-style-type: none"> • LinkedIn Learning • General Assembly (Data Analysis Circuit; Data Analytics) • BUx 	IS223 (Query by Examples)
Tableau	Marketing	<ul style="list-style-type: none"> • LinkedIn Learning (Tableau 10 Essential Training; Tableau 10 for Data Scientists) • General Assembly (Data Analytics) • BUx (Data Visualization for All; Data, Analytics, & Learning) 	