

Alliance Learning

Certificate Programs



TRAINING
SOLUTIONS GROUP, INC.



Alliance
LEARNING



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Drone Pilot Licensing



Drone Pilot Licensing

This Certificate program will prepare participants to successfully complete the FAA Remote Pilot Knowledge Test, which is required in order to operate large and commercial drones. Career opportunities for individuals with drone certification are growing rapidly. Some career clusters include disaster relief, search and rescue, law enforcement, photography, oil and gas operations, border patrol, trac reporting, and package delivery. This certificate was developed by FAA certified instructors. It teaches you everything you need to know to pass the drone pilot exam.

24 Hours

Drone Pilot Licensing Certification Topics

- Regulations Under Part 107
- Airspace Classifications
- Aviation Weather for Drone Pilots
- Flight Restrictions
- Airport Operations for Drone Pilots
- Radio Communications for UAS Pilots
- Loading and Performance for Unmanned Aircraft
- Crew Resource Management and Aeronautical Decision Making
- Hazards to Unmanned Flight
- Physiology for Drone Pilots Under Part 107
- Preparing for the Part 107 Exam

To obtain the Alliance Learning Drone Pilot Licensing Certificate, participants must meet the Alliance Learning attendance requirements. In addition, out-of-class assignments will be evaluated on a Pass/No Pass basis.

Writing Program Business Writing



Writing Certificate Program: Business Writing

Writing that is informative, accurate, grammatically/mechanically correct, and presented in a professional format is valued in today's global business environment where occupational, supervisory, and management employees use their skills to produce a variety of documents. It is always a challenge to have an assignment and look at that blank computer screen and wonder how to begin.

Intended for telecom employees who want to be valued and rewarded for their writing competence, the curriculum includes learning to produce a range of projects required of successful professionals. Those who "can do" and "can do" with relative speed and competence will be valued in and outside of the telecom industry.

30 hours

The Basics

Grammar, Spelling, Punctuation, and the Tools/Applications Available to Enhance Writing Skills

Participants will gain experience in identifying and correcting their most common errors in grammar with a focus on Standard American English. The punctuation component will focus on the basic punctuation marks, their functions, and the proper use of same. Applications that are available to assist in proofreading/editing will be taught. All three components will be delivered within a pedagogical approach that focuses on assuming personal responsibility for effective presentation of written materials.

Beyond the Basics

Identifying the Audience(s) Organizing, Researching, Being Logical and Avoiding Logical Fallacies, and Ethics

Participants will learn how to merge individual sentences into communications that achieve their intended purposes. They will learn to identify audience demographics in order to select information and arguments that will persuade that audience. Necessary research is then conducted in order to use their ideas and their research to create effective beginnings, middle sections, and conclusions- always recognizing the types of logical fallacies and avoiding them. Ethics is also key here.

Writing Style for Diverse Audiences

Individuals have writing styles that are most common to them in the business workplace, but at times they must alter that style to meet the needs of specific audiences. Style refers to elements such as word choice (diction), the types of sentences used and the frequency of those types (simple, compound, complex, compound-complex), the metaphors used, the fluency, the paragraphing. Writers might need to simplify their style for a particular audience. If their audience is knowledgeable about a specific area of expertise, writers can assume that in their correspondence. In a global environment, writers might need to understand the writing style preferred by a particular client and accommodate that.

Selecting the Medium

Selecting the medium for correspondence meant to record, inform, authorize/direct or persuade is critical, and participants will need to explore the ramifications of such before proceeding. Is this writing a legal matter or might it become one? Is the writing necessary to keep work partners on track in terms of the responsibilities they have assumed and deadlines for such? Will the medium used enhance or diminish interpersonal relations? Will the approach selected save time, increase efficiency? E-mails, memos, letters, faxes, instant messaging, text messaging, telephone messages, voice mail message, conference calls, video conferencing, and face-to-face meeting are options which will be studied. Social media is being used more and more as a tool to recruit and market companies, so this will also be a part of this section

Writing Program Poetry



Writing Certificate Program: Poetry

The rhythmical compositions that define poetry allow participants to explore a variety of genres while developing critical thinking skills in a medium that focuses on the importance of each word, each line, to communicate feelings, ideas, and stories. Poetic forms, readying poetry for publication and increasing the chances of being published through careful editing, and markets for publication will be addressed in the program. Editing means having a sound knowledge of punctuation and other conventions of standard American English. The certificate is designed for beginning poets as well as experienced poets.

30 hours

The Basics

From the idea to final editing, participants will learn the ways in which poets manipulate/use language to achieve results. This includes a study of grammar, punctuation, and the conventions of standard American English. At times poets ignore these conventions; however, it is important that poets ignore them in a purposeful way. Included in the basics of poetry are style, structure, rhyme, meter, word sounds and a variety of strategies in lines and stanzas used to establish correlations between sound and sense.

Types of Poetry and Finding Your Niche(s)

From A to Z, there is endless variety in approaching poetry, and participants may even find themselves introducing a new form to meet their needs for a vehicle that best suits their themes and messages. Traditional and experimental forms will be explored from sonnets to acrostic poetry.

Markets for Publication and Establishing a Platform

A distinct plus for poets is that agents are seldom needed and there are a variety of venues for realizing the goal of sharing poems with a large audience as participants learn to develop a personal platform.. Participants will learn the strategies for matching their work to magazines and journals which are most likely to respond positively. They will also become acquainted with the contests and awards that are widely available as well as the potential for starting a blog or becoming a guest writer at the blogs of other poets. The art of the chapbook as a venue for self-publishing will be explored as will the opportunity for taking to the stage and becoming a guest poet in area locations such as libraries, schools, and community organizations.

Writing Program Fiction



Writing Certificate Program: Fiction

With a focus on writing fiction, this certificate is designed to give participants the opportunity to explore the ways in which the imagination creates a sense of voice and characters who interact in settings to tell a story. In a workshop format, participants will learn techniques from writing the first draft to revising and editing.

30 hours

The Basics

Grammar, Spelling, Punctuation, Dialects, Foreign Language, and the Tools/Applications available to enhance writing skills will be covered in this course. Participants will learn the importance of “clean copy” in addition to creativity and a good story as they engage in a process of reviewing grammar and punctuation.

They will also learn the ways in which dialects and foreign language are presented in fiction as both are becoming more common in a multi-cultural, global environment. Applications to help with producing “clean copy” will also be explored.

The Genres

Flash fiction, short stories, and novellas will be presented in order for participants to select genres that are most appropriate for their story ideas. Experimentation and practical application of those ideas will be a major focus as will in-depth study of point of view, setting, characterization, and plot.

Building a Platform and Marketing

Building a personal platform will be an important first item in this section of the certificate program. This will be followed by participants learning ways to work with editors and make connections necessary to market their writing via magazines and journals. Self-publishing collections, flash fiction/short story collections, and the novella will also be explored.

Writing Program Short Stories

Writing Certificate: A Sampling of Short Stories That Scream “Read me!”

At times writers and wannabe writers narrow their vision of where their capabilities lie. In this certificate program, participants will explore diverse genres, write and edit their stories, and identify possible publishers. The course will include the following genres: historical/war, ethnic, children/juvenile, holiday/seasonal, humor/comedy, gothic/horror/supernatural, adventure, and mystery.

30 hours

Objectives:

Participants will

- Explore the conventions of particular genres;
- Become familiar with publishers, their niches, and their submission requirements;
- Learn the basics of short story composition;
- Develop/refine editing skills;
- Become competent in critiquing the writing of others.

Topics:

- Basics of short stories: theme, point of view, setting, characterization, plot
- Critiquing that is candid and supportive
- Editing: Fact checking, structural, style, mechanics of American English
- Using Writer’s Market and following standards required by publishers for submission
- Characteristics of genres as identified in the certificate description

Certificate Completion Requirements:

- 80% attendance
- Three polished short stories
- One story submitted to a potential publisher

5G Wireless Essentials



5G Wireless Essentials Certificate

With new technologies constantly on the rise, many are eagerly awaiting the implementation and deployment of the latest wireless technology, 5G. As anticipation for the technology continues to grow, corporations and individuals have questions that remain to be answered. Join us for this 24-hour, instructor-led Alliance Learning Certificate Program where we'll begin with an overview of the history of wireless technologies, moving onto the evolution, and uses. The Alliance Learning will be offering two 5G Certificate Programs--- 5G Essentials (Foundation Knowledge and Skills) and 5G Applications. The upcoming 5G Applications Certificate Program builds on the skills acquired in 5G Essentials. **24 hours**

Topics to include:

- IMT-2020, 5GPPP, and NGMN
- Standardization Process
- LTE, LTE-A, and LTE-A Pro
- Technology Types
- Applications
- Use Cases
- Requirements
- Services
- Next Generation Core Architecture
- NG - Interface
- 5G NR - (New Radio)
- NR Air Interface
- Deployment Scenarios
- 5G Spectrum
- Elements and Standards
- Technology Enablers
- Security
- And more

Objectives

Upon completion of this Alliance Learning Certificate Program, participants will gain a better understanding and knowledge of 5G wireless technology fundamentals, benefits, technology types, uses, and real world applications.

Certificate Completion Requirement

- Attendance - 80%
- Out-of-Class Assignments - 20%

Basic Digital Photography



Basic Digital Photography Certificate

Digital cameras have been in the hands of millions since the first decade of the 21st century. Fast results and automatic shooting appeal to the masses who want to preserve memories, and smart phones now produce quality images available at one time only with an expensive camera. Questions arise, however, even with equipment which is easy to use, and a master photographer will teach participant's strategies for getting even better results in addition to addressing pragmatic issues such as storage of images and portfolios. The third class in the series will focus on Photoshop, the digital editing of photos to retouch, add to, or delete from existing images. The Basic Digital Photography certificate program consists of the following three topics/modules.

30 hours

Creativity and Composition with Your Digital Camera

Participants will present photos for critiquing each week of the session and will learn about the following subjects: seeing and controlling creativity, telling a story, knowing the rules and breaking them, selecting appropriate lighting, arranging compositions that communicate, taking night photos and finding humor in images.

Practical Matters with Digital Photography

Participants will present photos for critiquing each week of the session and will learn about the following subjects: photo-editing software, storing photos, developing a portfolio, and printing for the best results.

Photoshop Essentials

Participants will submit photos for critiquing each week and will learn the following: how to touch up a portrait, crop, address color problems, remove/insert objects and or people, add text, and save photos to formats suitable for further editing or sharing. Participants will learn to manipulate images to achieve desired effects. Ethics will be discussed in the course. Photoshop Prerequisite: Must have competence in photography or have successfully completed the Creative and Composition with Your Digital Camera and Practical Matters with Digital Photography modules.

To receive the Alliance Learning Certificate for Basic Digital Photography, participants must successfully complete the 30 hour program. Participants will receive a one month subscription to Photoshop Creative Cloud. Minimum system requirements: Intel® Core 2 or AMD Athlon® 64 processor; 2 GHz or faster processor, Windows 7 with Service Pack 1, Windows 8.1, or Windows 10, 2 GB of RAM (8 GB recommended), 2.1 GB of available hard-disk space.

The Essentials of Web Design



The Essentials of Web Design Certificate

So, you want to become a web designer, but you have no idea where to start. Don't panic! It's not as difficult as it may seem. However, it does, require time, effort and a commitment to learn. In this course, your instructor will guide you through the basic steps of becoming a web designer. You'll learn lots of great information, like what tools to use and how HTML and CSS are used to create websites. The Essentials of Web Design Certificate consists of exploring Content Management Systems (CMS's) like WordPress, Joomla and Drupal as well as online design platforms like Wix. Participants will learn about web site planning, layout, and explore some tools of the trade.

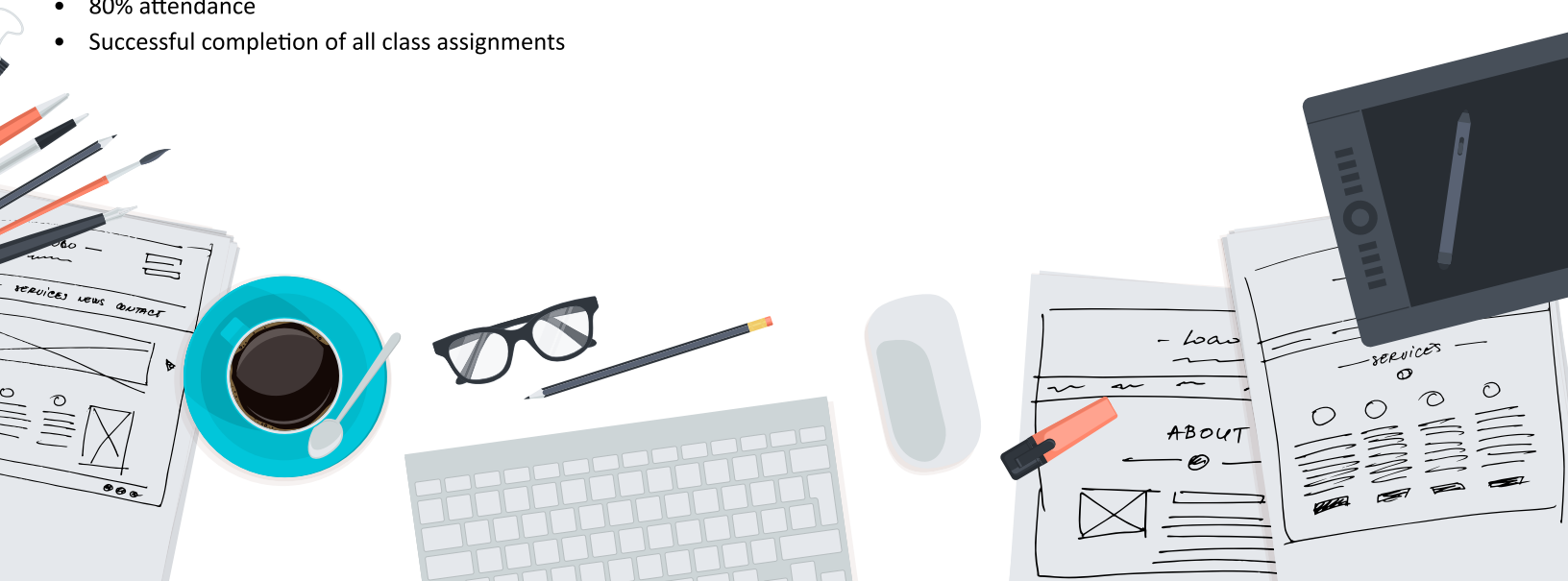
24 hours

Topics:

- How to Register Your Domain & Sign Up for Web Hosting
- Web Design Basics
 - Nine Essential Principles for Good Web Design
- Introduction to Content Management Systems
 - The Power of Plugins and Widgets
- CSS / HTML / PHP / FTP
- SEO (Site Engine Optimization) Basics
- Backing up and Restoring your Website

Certificate Completion Requirements:

- 80% attendance
- Successful completion of all class assignments



Social Media Professional



Social Media Professional Certificate

A career as a Social Media Professional is one of the “hottest” careers of the future. According to the Bureau of Labor Statistics, careers relating to social media has increased across the last five years 24% with above average salaries. What was a nonexistent field six or seven years ago is a driving force behind business success today.

Participants of this program will be on the fast-track to an exciting and growing way to communicate and market either their own business, or find new employment as a Social Media Professional. This 18-hour Certificate Program will encompass several types of Social Media including Facebook, Twitter, blogging, and LinkedIn. Participants will learn the new principles of communication that apply across all social media networks and how these specific social networks work to achieve business success. They will explore what they can be doing, what they should, be doing, and develop a plan to integrate social media networks into their communication and marketing.

Whether they are new to social networks or already involved, participants will come away with both an understanding of social networks and practical, how-to techniques to integrate social media networks into their personal business or into the corporate environment.

The 18-hour Alliance Learning Social Media Professional Certificate is designed for individuals with little experience with social media. The course will encompass the following two modules:

- Introduction to Social Media
- Marketing Using Social Media

18 hours

Introduction to Social Media

Participants will get involved in the move from in-person to online communication. They will learn what social networks are and their role in business and personal life. They will check out the top sites and how businesses are using these sites for communication, customer retention, branding, marketing, market research, needs assessment and, serving customers and clients. Also, participants will explore the social media options for their own business. In addition, the instructor will conduct a guided exploration of Facebook to look at case studies to see how different organizations are incorporating social media into their marketing plans.

Marketing Using Social Media

Want to achieve marketing success using Facebook, Twitter, Pinterest, Instagram and LinkedIn? Participants of this course will learn how each of the social media platforms can assist them achieving the highest return and best results. Topics of this course include:

- Exploring the value of each social media network
- Evaluating Social Media Tools(Hootsuite)
- Focusing Facebook activities where it counts: newsfeed and messages
- Learning what type of tweets get the best engagement
- Starting automatic tweeting
- Searching for the right people to follow and finding the ideal followers on Twitter
- Utilizing LinkedIn to achieve business success

To obtain the Alliance Learning Social Media Professional Certificate, participants must meet the Alliance Learning attendance requirements. In addition, out-of-class assignments or exams will be evaluated on a Pass/No Pass basis.

Event Planning



Event Planning Certificate

This engaging and interesting Certificate program will introduce you to the field of event planning. Participants will learn requirements, skills, and resources needed to begin a career as an event planning professional, what opportunities may be available and practical knowledge about what is needed to start or grow an event planning business.

Participants will be led through the process of setting up a small business while gaining familiarity with elements common to all events. Emphasis will be placed on learning the roles and responsibilities germane to planning and delivery of all aspects of an event with a keen awareness of best industry practices. In addition, participants will examine which aspects of event planning match their skills and abilities and seek avenues to augment, if needed. Activities will be given to enhance the participant's creativity and help them learn how to seek and implement creative approaches in order to create unforgettable events.

To obtain the Alliance Learning Certificate, participants must successfully complete this 30 hour program. Each module will consist of instruction and follow-up assignments on the participants' own schedules. The out-of-class assignments will be assessed and scored on a Pass/No Pass basis. To earn an Alliance Learning Certificate of Achievement, participants must score a Pass on all assignments and maintain attendance at 70%. There will be opportunities to rework out-of-class assignments that are deemed unsatisfactory. Also, all topics will be addressed from both a logistical coordination and a creative perspective.

30 hours

Benefits of the Alliance Learning Event Planning Certificate Program:

Event Planning is projected to grow by 33% between 2012 and 2022, much faster than the average for all occupations. This is occurring as businesses recognize the value of professionally planned events in which all details from registration to airport departure are handled with expertise. This business venture can be begun on a small scale in areas of an entrepreneur's expertise and developed strategically as client bases are identified and cultivated and a reputation for quality management becomes established. Persons seeking long-term professional success need a thorough knowledge of legal requirements in a host of areas, marketing strategies for particular clients, job descriptions and personnel management, and cost analysis. Planning, time management, personnel management, and strong communication skills are essential to success in this field.

Module 1: Fundamentals of Event Planning
Module II: Contract Essentials
Module III: Social Events

Module IV: Business Events
Module V: Fundraising or Charitable Events
Module VI: Nontraditional Event and Venues

Office Administration/Workplace



Office Administration/Workplace Professional Certificate

The Alliance Learning 30-hour Office Administration/Workplace Professional Certificate program will enhance the ability of participants to effectively communicate, manage demands and deadlines, and utilize Microsoft Office. The skills participants acquire in this certificate program are an integration of people skills with day-to-day technical needs. The Office Administration/Workplace Professional Certificate promotes skills beyond general office administration that will enable administrative professionals to improve performance outcomes while expanding their career opportunities. Enroll today and become indispensable to your boss!!!

30 hours / Prerequisite: Basic knowledge and working experience with Microsoft Office Applications

Outline

The Certificate Program include the following topics:

- Importance of People Skills---Interpersonal Skills
- Managing Multiple Tasks, Priorities, and Deadlines
- Customer Service
- Basic Business Communication Skills
- Managing Your Personal and Professional Image
- Review of Microsoft Office Skills

Objectives

At the end of this program participants will know how to:

- Improve their work relations and friendships by understanding people and human nature
- Use strategies to manage their time to reduce stress due to being overwhelmed with an endless “to do” list
- Recognize that service delivery is an individual response value
- Understand how their own behavior impacts the behavior of others
- Develop more confidence and skill as a problem-solver
- Communicate more assertively and effectively
- Learn ways to make customer service a team approach
- Create a personal and professional vision and mission statement by identifying what and who they want to be now and in the future
- Make Microsoft Office work for them

Introduction to Digital Forensics



Introduction to Digital Forensics Certificate

With the evolution of technology and the significant increases in computer-based crimes, the field of computer forensics is one of the fastest growing fields in computer security. As crimes become more technologically sophisticated, the need for computer forensic experts will continue to grow throughout law enforcement and business communities. In this hands-on Alliance Learning Introductory Certificate Program, participants will learn how forensic experts gather evidence of computer crimes. In addition, they will learn to recognize how TV shows and newspapers, for the most part, misrepresent the forensics professions in some major ways. The class will incorporate many hands-on exercises requiring a Windows 7 or above computer.

36 hours

Outline

The following topics will be addressed:

- Introduction to Computer Forensics
- Software Write Blocking
- Creating Forensic Images
- File System Identification
- Mounting Forensic Images
- Recovering Files from Forensic Images
- Artifacts in the Registry
- Hashing
- File Signature Analysis
- File Analysis
- Internet History
- E-mail Header Analysis
- Prefetch Files
- Shortcuts/Link (.LNK) Files and Jump Lists
- Thumbnail Caches
- GREP Searches
- File Carving
- Timestamps and Timelines
- Recovering Passwords
- Mounting Images as Virtual Machines
- Memory Acquisition and Analysis
- Network Traffic

Objectives

Upon completion of this Introductory Digital Certificate Program, participants will have a good understanding of the digital forensics field and process and priorities. They will be able to demonstrate the technical steps necessary to gather information useful in proving a person's guilt or innocence of computer crimes or policy violations. This is not just a sit quietly and listen class, but is very interactive with activities that will assist them in forensic evidence preservation, forensic evidence analysis, and investigative simulations.

Introduction to Information Security



Introduction to Information Security Professional Certificate

The demand for cybersecurity experts has grown 3 times faster than any other IT job role. From confidential company data to personal information, more connections make data more vulnerable to attacks, increasing the demand for cybersecurity skills. The cybersecurity workforce is a top priority for many organizations whether it is hiring diversely skilled individuals or preparing internal staff to be simply well-rounded in cybersecurity knowledge. In this **thirty hour** Alliance Learning Certificate Program, participants will be introduced to security principles, policies, procedures, and reporting. In addition, they will develop a foundational knowledge and skill awareness readying them to explain how to assess a system for vulnerable hardware, software, and physical security. Successful participants of this program will be able to evaluate if this is the field for them and if they are ready to make the commitment toward an Industry Certification such as the Certified Information System Security Professional (CISSP).

30 Hours

Module 1: Introduction to Cybersecurity

In this overview course, participants will gain insight into the essentials of cybersecurity, even if they don't have a technical background. The cloud, smart devices and the ability to connect almost any object to the internet are an essential landscape to use but are also fraught with new risks and dangers. Topics to include:

- Cybersecurity and its origins
- Case studies
- The disciplines within cybersecurity
- Basic cybersecurity concepts
- Human factors
- Technical cybersecurity
- Evolving attack and defense methods
- Risk-based cybersecurity and staked risk
- How cyber exposed are you
- What to do when things go wrong

Module 2: Next Steps: Information Security Professional

The *Next Steps: Information Security Professional* is a foundational program designed for those wanting to broaden their knowledge of cybersecurity concepts and practices. Topics to include:

- Review of security fundamentals
- Access controls
- Basic networking and communications
- Advanced networking and communications
- Attacks
- Malicious code and activity
- Risk response and recovery
- Monitoring and analysis

Evaluation

Evaluation of participant progress will be based on successfully passing a quiz that encompasses both modules. The quiz will be based on questions that reflect the learning requirements established in the course objectives and/or course outline, but will be open book and open note.

Accounting Certificate



Accounting Certificate Program

Basic business concepts and accounting affect so many areas of our lives, from keeping books for a family business to serving in volunteer organizations. Gain a comfort level with accounting terminology and concepts, and an understanding of financial reporting. Reinforce the accounting concepts and procedures learned by maintaining a complete set of books for an accounting cycle of a small retail and service business.

30 hours

Module 1

Overview. You will learn basic business concepts. The accounting cycle is presented in a logical sequence with an introduction to business transactions, journalizing entries, and balancing the books at the end of the accounting period.

Module 2

Financial Reports. Learn how business transactions feed into the financial reports, and analyze what they say about your family business or volunteer organization. Study bookkeeping theory and terminology, leading to entry level accounting expertise in your organization.

The Certificate will be awarded for successful completion of this class, attendance of 70% or more, along with the Accounting Practice Set.

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