Digital, AI & Technology

Training Solutions

MDT Online
www.mdtonline.co.uk

Professional eLearning & Workforce Development

Contents

Assessing Display Screen Equipment

IIRSM & CPD Approved

Our display screen equipment courses are aimed at users of display screen equipment (DSE) and those responsible for assessing display screen equipment. A 'user', is anyone who regularly uses display screen equipment for a significant part of their normal work. In practice, if you use display screen equipment continuously for more than one hour a day, then you're a 'user'.

So what do we mean by display screen equipment?

The first thing most people think of is a computer monitor. But that's not the only thing it refers to Display screen equipment could also mean laptops, tablet PCs, televisions, smartphones, CNC control pads, portable diagnostic screens or equipment containing cathode ray tubes, or CRTs.

The Health and Safety (Display Screen Equipment) Regulations contain special directives covering DSE safety. Both employers and employee-users have responsibilities under the legislation.

This course fulfils your statutory training obligations and covers among other things, the correct way to set up and use your display screen equipment safely. Reducing the risk of work related conditions.

Course	Module Number	Module Name	Pass % Required
Assessing DSE	1	Introduction	70
Assessing DSE	2	Legislation	70
Assessing DSE	3	Protecting Your Body	70
Assessing DSE	4	Adjusting Your Chair	70
Assessing DSE	5	Adjusting Your Screen	70
Assessing DSE	6	Work Arrangements	70
Assessing DSE	7	Adjusting the Layout of Your Workstation	70
Assessing DSE	8	Adjusting Your Work Environment	70
Assessing DSE	9	Risk Assessment Overview	70
Assessing DSE	10	Principles of Sensible Risk Management	70
Assessing DSE	11	Key Health and Safety Legislation	70
Assessing DSE	12	DSE Hazards and Risks	70
Assessing DSE	13	DSE Assessments	70
Assessing DSE	14	Control and Prevention Strategies	70
Assessing DSE	15	Practical Element	100

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 110 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Chat GPT Masterclass

Course Description

The ChatGPT Intensive course is a tutor-led, online learning experience designed to take participants from foundational knowledge to advanced proficiency in leveraging ChatGPT effectively. This hands-on course combines theoretical insights, practical techniques, and real-world applications to help individuals and teams unlock the full potential of ChatGPT in diverse contexts. Participants will gain mastery in crafting effective prompts, integrating ChatGPT into workflows, and addressing ethical considerations, culminating in a capstone project showcasing their skills.

Whether you're a professional staying updated with AI advancements or a newcomer, this course equips you to navigate the evolving AI landscape.

Key Benefits

- ✓ **Foundational Knowledge of ChatGPT** – Gain a solid understanding of how ChatGPT works, its capabilities, limitations, and real-world applications across industries.
- ✓ **Proficiency in Prompt Engineering** – Learn to craft effective and advanced prompts, refining your ability to guide ChatGPT for accurate, creative, and context-specific outputs.
- ✓ **Advanced Feature Utilisation** – Master ChatGPT's advanced functionalities, including API integrations and workflow customisation for professional use.
- ✓ **Real-World Application Skills** – Develop and present solutions to real-world challenges, applying ChatGPT to practical scenarios through collaborative projects.
- ✓ **Ethical and Responsible AI Usage** – Develop and present solutions to real-world challenges, applying ChatGPT to practical scenarios through collaborative projects.

Target Audience

The ChatGPT Intensive course is tailored for professionals, innovators, and enthusiasts eager to integrate AI into their work and daily life. Whether you're a content creator, marketer, developer, or business leader, this program delivers practical skills in prompt engineering and advanced ChatGPT features to boost productivity and drive innovation. Ideal for those tackling complex challenges and streamlining workflows, the course is perfect for both AI newcomers and experienced practitioners looking to deepen their understanding and ethical use of cutting-edge technology.

Benefits & Real Life Skills

Taking the ChatGPT Intensive course offers you the opportunity to harness cutting-edge AI tools for real-world applications. You'll develop essential skills in prompt engineering, learn to leverage advanced ChatGPT features, and integrate AI solutions seamlessly into your professional workflows. With hands-on exercises and collaborative projects, you'll build the confidence to solve complex challenges, improve productivity, and drive innovation in areas like customer support, content creation, and business strategy. Ultimately, this course equips you with both technical prowess and practical insights, ensuring you are well-prepared to apply ethical and effective AI practices in any professional setting.

Click here to View the Full Course Syllabus

Click Here to View the System Requirements

Duration: 8 hours over 2 days

Cyber Security

CPD & IIRSM Approved

Course Description

Employees, managers and directors should all have a good understanding of the threat posed by cyber-attacks and the importance of guarding against data breaches.

This short course will explain why cyber attacks and data breaches happen and provide practical advice on how to set up effective defences.

First, the course will identify potential 'cyber threat actors' who initiate cybercrime, along with looking at the main motivations behind cyber-attacks on individuals and organisations.

On a more practical level, you'll learn how to recognise and deal effectively with phishing attempts. The course will highlight the importance of keeping passwords secure and cover security for devices, such as smartphones, laptops, tablets or desktop computers.

You'll learn how to report a suspected cyber attack, and what to do if you genuinely make a mistake.

Finally, we'll underline the importance of cooperation and show how working closely together helps overcome a wide range of cybersecurity issues.

Learning Objectives

By the end of this course, you will be able to:

- Understand what Cyber Attacks are and why data breaches happen.
- Identify those who commit cyber threats, their motivations and understand why you or your organisation could be a potential target.
- Recognise 'red flags' so that you can effectively combat threats to your cyber security and define potential methods of defence.
- Understand what makes you vulnerable inside and outside the workplace and what to do if a mistake happens.

Advantages

Training staff in cyber security is vital to protect your business from these ever present online threats.

 CPD approval means that this course can be used by those that need to prove they are continually developing themselves.

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Target Audience

The course is aimed at employees at all levels of an organisation as it provides an overview of some of the most common cyber security threats encountered in business.

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Course	Module Number	Module Name	Pass % Required
Cyber Security	1	Cyber Security - An Overview	70
Cyber Security	2	Combating Cyber Attacks	70

Recommended System Requirements

• Browser: Up to date web browser

• Video: Up to date video drivers

• Memory: 1Gb+ RAM

• Download Speed: Broadband (3Mb+)

Duration: 25 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Cyber Security An Overview

Course Description

Employees, managers and directors should all have a good understanding of the threat posed by cyber-attacks and the importance of guarding against data breaches.

This short course will explain why cyber attacks and data breaches happen and provide practical advice on how to set up effective defences.

The course will identify potential 'cyber threat actors' who initiate cybercrime, along with looking at the main motivations behind cyber-attacks on individuals and organisations and why they target certain businesses.

Learning Objectives

By the end of this course, you will be able to :

- Understand what Cyber Attacks are and why data breaches happen.
- Identify those who commit cyber threats, their motivations and understand why you or your organisation could be a potential target.

Target Audience

The course is aimed at employees at all levels of an organisation as it provides an overview of some of the most common cyber security threats encountered in business.

Advantages

Training staff in cyber security is vital to protect your business from these ever present online threats.

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Cyber Security An Overview	1	Cyber Security - An Overview	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 15 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Ethics in AI

Course Description

This interactive, tutor-led online training course is designed to explore the critical ethical considerations surrounding Artificial Intelligence (AI) in today's rapidly evolving technology landscape. Participants will gain a foundational understanding of AI ethics, delve into real-world cases, and develop practical strategies to identify and mitigate ethical risks in AI systems. Through discussions, hands-on activities, and collaborative learning, this course equips professionals with the tools to ensure ethical AI development and deployment.

Key Benefits

- ✓ **Foundational Understanding** – Learn the key principles of AI ethics, including fairness, accountability, transparency, privacy, and safety, and how they impact society and technology.
- ✓ **Real-World Relevance** – Explore practical applications of ethical principles and the consequences of unethical AI use through case studies.
- ✓ **Hands-On Learning** – Gain experience detecting and mitigating bias in AI models through an interactive mini-demo.
- ✓ **Regulatory Insights** – Understand the role of major AI regulations (e.g., GDPR, EU AI Act) and governance processes in shaping ethical AI.
- ✓ **Collaborative Problem-Solving** – Engage in group activities, including ethical risk assessments, to apply your knowledge in realistic scenarios.

Target Audience

This course is ideal for professionals working in technology, data science, compliance, or policy-making roles who are involved in the development, deployment, or oversight of AI systems. It is also valuable for educators, business leaders, and anyone interested in understanding and promoting ethical AI practices in their organisation or community.

Benefits & Real Life Skills

This Ethics in AI course helps you become smarter and more responsible when using technology. You'll learn to identify bias in AI systems, understand the rules behind AI, and think about how your decisions can impact people. These skills are helpful in any job, from technology to business, and even in making everyday choices.

Click here to View the Full Course Syllabus

Click Here to View the System Requirements

Duration: 2 Hours

Facebook Advertising

Course Description

In this micro Facebook advertising course, we'll examine effective ways to boost engagement – including how to define your target audience, choose the right ads for your audience and effective ways to design and build your ad content.

Finally, we'll show you how to test, track and evaluate your ad campaigns using key metrics.

Learning Objectives

By the end of this course, you will:

- Know how to plan and set up effective advertising campaigns.
- Know how to track and evaluate the key metrics of your campaign.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life

Further Progression

For a wider overview of Social Media Marketing we have a full course covering that, alternatively if you want to find out about using other platforms to enhance your business offering check out our Linkedin for Business or Instagram for Business courses.

Modules

Course	Module Number	Module Name	Pass % Required
Facebook Advertising	1	Facebook Advertising	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 10 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

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Facebook for Business

Course Description

This Facebook for Business course will show you how to use Facebook effectively for your business.

It starts by examining Facebook's history and its phenomenal growth to almost 3 billion active users.

You'll learn how to set up and optimise your Facebook Business page.

We'll show you how to create an effective Call to Action, organise your page tabs and create and build your follower count by sharing engaging content.

There's information on how to use Instant Experience ads, set up Events, create Live video moments and use Facebook as a recruitment tool.

In a major section on Facebook advertising, we'll examine effective ways to boost engagement – including how to define your target audience, choose the right ads for your audience and effective ways to design and build your ad content.

Finally, we'll show you how to test, track and evaluate your ad campaigns using key metrics.

Learning Objectives

By the end of this course, you will:

- Understand why Facebook is important for business and how to create and use a business profile.
- How to create a brand identity and content strategy.
- Have a basic understanding of the Facebook algorithm.
- Know how to plan and set up effective advertising campaigns.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Further Progression

For a wider overview of Social Media Marketing we have a full course covering that, alternatively if you want to find out about using other platforms to enhance your business offering check out our Linkedin for Business or Instagram for Business courses.

Modules

Course	Module Number	Module Name	Pass % Required
Facebook for Business	1	The History of Facebook	70
Facebook for Business	2	Facebook Business Pages	70
Facebook for Business	3	The Facebook Algorithm	70
Facebook for Business	4	Facebook Advertising	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 30 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Instagram for Business

Course Description

This course starts by exploring the history of Instagram to help you understand how it's become such a powerful tool for generating sales, reaching new audiences and building brand awareness.

You'll learn how to set up an account and build and optimise a Business Profile.

The course will cover the kind of content to post and how to enhance effectiveness with photos and videos.

There's information on how to respond to comments, use direct messaging and repost user-generated content relevant to your brand to keep your audience engaged.

We'll explore the essential elements of an effective Instagram marketing strategy and show how to maximise the value of your account using brand identities, content strategies, hashtags and working with influencers.

You'll learn how to use extra features such as Instagram advertising, connecting to third-party scheduling apps and Instagram shop and product tagging.

Instagram Analytics and Insights are essential for success on the platform so we'll cover how to access and use these effectively.

Finally, we'll cover how you can use your findings to develop new and more powerful Instagram strategies.

Learning Objectives

By the end of this course, you will be able to:

- Understand why Instagram is important for business and how to create and optimise a business profile.
- How to create a brand identity and create content strategy.
- Learn how to access Instagram Insights and Instagram Audience Analytics.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online. It provides insight into how Instagram can be used to promote the company as well as using brand identities, content strategies, hashtags and working with influencers.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at using Instagram for your business.

Modules

Course	Module Number	Module Name	Pass % Required
Instagram for Business	1	The Basics of Instagram	70
Instagram for Business	2	Instagram Marketing Strategies	70
Instagram for Business	3	Instagram Analytics and Insights	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 40 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Instagram Marketing Strategies

Course Description

This micro course explores the essential elements of an effective marketing strategy to maximise the value of your Instagram account. The course also explains how to use hashtags to increase the reach of your account

Learning Objectives

By the end of this course, you will be able to:

- Understand how to create an effective marketing strategy
- Understand how important a strong brand identity is for your account
- Know how to use hashtags to maximise the reach of your account.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online. It provides insight into how Instagram can be used to promote the company as well as using brand identities, content strategies, hashtags and working with influencers.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at using Instagram for your business.

Modules

Course	Module Number	Module Name	Pass % Required
Instagram Marketing Strategies	1	Instagram Marketing Strategies	70

Recommended System Requirements
- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

Duration: 10 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Introduction to AI

Course Description

The course starts by explaining what AI is, along with a brief description of its history.

After that, it explores the different types of AI, key concepts in the field, and how AI is being applied in real life across various sectors.

Next, the course works through the entire AI development process, starting from the definition of the problem through to the deployment of the solution. This is then followed by a look at the various tools and technologies that power AI development.

Next, it covers the ethical implications and considerations in the field, and finishes by looking into the potential future of AI.

Learning Objectives

By the end of this course, you will be able to:

- Explain what AI is and discuss its history and current applications.
- Understand how AI applications are being used in differing sectors.
- Define the AI development process.
- Evaluate the AI tools available.
- Assess the future of AI, its impact on different sectors and the ethical questions its existence poses.

Target Audience

This course is aimed at beginners and professionals from all industries who are curious about AI.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Introduction to AI	1	What is AI and a Brief History	70
Introduction to AI	2	Types of AI	70
Introduction to AI	3	Key Aspects of AI	70
Introduction to AI	4	Applications of AI	70
Introduction to AI	5	The AI Development Process	70
Introduction to AI	6	Tools and Technologies in AI	70
Introduction to AI	7	Ethical Considerations in AI	70
Introduction to AI	8	The Future of AI	70

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Recommended System Requirements

• Browser: Up to date web browser

• Video: Up to date video drivers

• Memory: 1Gb+ RAM

• Download Speed: Broadband (3Mb+)

Duration: 30 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Introduction to AI Prompt Engineering

Course Description

The course starts by explaining what is meant by AI prompt engineering and its purpose, showcasing its value and importance across various sectors. It then looks at how AI has evolved over time, starting from the middle of last century, going right through to the present day, before introducing the area of Natural Language Processing and some of its key concepts.

After that, it covers the four key components which, when used together, create effective AI prompts, describes what you need to avoid when structuring a prompt, and provides examples of both good and bad prompts. The course then smoothly moves on to the area of prompt optimisation, which looks at why the refining of prompts is so important and details techniques that can be used in order to optimise your prompts.

Next, the course turns to the importance of prompt evaluation, including what effective evaluation involves, and offers an insight into how AI prompt engineering is enhancing efficiency, accuracy, and user satisfaction across several sectors. The course then concludes with a look at emerging and future trends and technologies in the field.

Learning Objectives

By the end of this course, you will be able to:

- Understand the application of effective AI prompts.
- Apply the key components to craft effective AI prompts.
- Learn to refine AI prompts to optimise outcomes.
- Explain how to evaluate the effectiveness of AI prompts used.
- Discuss future trends in AI prompt engineering.

Target Audience

This E-Learning course is aimed at beginners and professionals from all industries who are curious about AI.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Introduction to AI Prompt Engineering	1	Introduction to AI Prompt Engineering	70
Introduction to AI Prompt Engineering	2	Crafting Effective AI Prompts	70
Introduction to AI Prompt Engineering	3	Optimising and Refining AI Prompts	70
Introduction to AI Prompt Engineering	4	Evaluating AI Prompt Performance	70
Introduction to AI Prompt Engineering	5	Practical Applications and Future Trends	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 45 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Introduction to Generative AI

Course Description

The course starts by explaining what generative AI is, how it works, and why it's such an impactful technology in today's world.

It then moves on to explore the history and evolution of generative AI, seeing the innovations that, through time, have paved the way for today's advancements in the field.

Next, the course covers the different types of generative AI models, detailing the various ways AI can generate new content, setting out the strengths and limitations of each approach.

Following this, the course showcases some incredible real-life examples of how generative AI is being used across different industries.

And finally, the course peeks into the future of generative AI, looking at emerging trends, as well as the ethical and societal implications posed by the technology.

Learning Objectives

By the end of this course, learners will be able to:

- Explain the fundamental concepts and principles of Generative AI.
- Describe the history and evolution of Generative AI technologies.
- Differentiate between various types of Generative AI models and their functions.
- Identify real-world applications of Generative AI across industries.
- Analyse future trends and potential advancements in Generative AI.

Target Audience

This course is aimed at beginners and professionals from all industries who are curious about AI.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Introduction to Generative AI	1	What is Generative AI	70
Introduction to Generative AI	2	The History of Generative AI	70
Introduction to Generative AI	3	Types of Generative AI Models	70
Introduction to Generative AI	4	Real-World Applications of Generative AI	70
Introduction to Generative AI	5	The Future of Generative AI	70
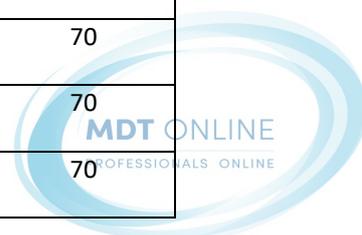
Recommended System Requirements

• Browser: Up to date web browser

• Video: Up to date video drivers

• Memory: 1Gb+ RAM

• Download Speed: Broadband (3Mb+)

Duration: 35 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

LinkedIn for Business

Course Description

The course covers the key aspects and business benefits of Linkedin - the world's most popular professional social networking platform.

Linkedin focuses on business connections and growth and has over 810 million members around the world, spanning 200 countries and territories.

This course shows how to join Linkedin as an individual, a company or an organisation - and the essential steps needed to set up an account, write and optimise an individual Linkedin Profile using keywords, and produce an impressive Company Page.

You'll see how people, at whatever stage in their career, can use Linkedin to search and apply for job opportunities, expand their networks and widen their professional reach.

We'll show you the right way to post Status Updates, receive Notifications, join groups and promote your Profile using endorsements and testimonials.

There's important information on Linkedin Advertising, including creating and targeting Sponsored Content, Sponsored Messaging, and Text Ads.

As a business, you'll discover how Linkedin is a highly effective tool for recruitment and researching competitors.

You'll see how to use Linkedin for lead generation and brand awareness - and improve internal team collaboration through Linkedin direct messaging.

Finally, we'll highlight how to measure your business success on Linkedin using Profile, Activity and People metrics.

Learning Objectives

By the end of this course you will be able to:

- Set up and use both personal and business profiles on LinkedIn.
- Build and get the most out of a network of contacts.
- Use LinkedIn for Research and recruitment.
- Measure your business reach and success using LinkedIn's reporting tools.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online. It provides insight into how LinkedIn can be used to promote the company as well as the individuals that work within it.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at the LinkedIn Platform.

Course	Module Number	Module Name	Pass % Required
LinkedIn for Business	1	Introduction	70
LinkedIn for Business	2	Creating your Individual LinkedIn Profile	70
LinkedIn for Business	3	Using LinkedIn as an Individual	70
LinkedIn for Business	4	LinkedIn for Business	70
LinkedIn for Business	5	Measuring Success on LinkedIn	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 40 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Machine Learning (Foundation)

Course Description

Our live, tutor-led training course on Machine Learning is designed to provide you with a solid foundation in this exciting field. Guided by an experienced instructor in real time, this course blends interactive lectures, discussions, and practical exercises to ensure you gain both theoretical understanding and hands-on experience. Over the course of the training, you'll explore essential concepts such as data preprocessing, machine learning algorithms, and model evaluation techniques. A highlight of the program is a hands-on activity where you'll build a simple machine learning model with step-by-step guidance from your tutor. This live format offers the unique advantage of direct interaction with the tutor, allowing you to ask questions, clarify doubts, and receive personalized feedback throughout the session. You'll also participate in discussions on the ethics and future of machine learning, helping you approach this field with a well-rounded perspective.

Key Benefits

- ✓ **Hands-On Learning**
  Build your first machine learning model using real datasets and Python.
- ✓ **Beginner-Friendly Approach**
  No prior experience needed — perfect for non-technical professionals or aspiring data enthusiasts.
- ✓ **Real-World Applications**
  Learn how ML is used across industries like marketing, finance, healthcare, and tech.
- ✓ **Job-Ready Skills**
  Gain practical knowledge you can apply immediately in your work or projects.
- ✓ **Expert Guidance**
  Live instruction from experienced ML professionals with time for Q&A.
- ✓ **Reusable Resources**
  Keep all training materials, code, datasets, and tools for future reference.
- ✓ **Certificate of Completion**
  Showcase your achievement and enhance your resume or LinkedIn profile.
- ✓ **Ethical Foundations**
  Understand the ethical considerations and future impact of AI and ML.

Target Audience

Professionals and aspiring data enthusiasts with little to no coding or ML experience—ideal for analysts, marketers, product managers, developers, and anyone curious about leveraging data to solve real world problems.

Benefits & Real Life Skills

By the end of this 4 hour course, you'll walk away with practical, immediately applicable skills—not just theory. You'll learn how to clean and prepare real datasets, choose and implement the right algorithms for different problems, and rigorously evaluate model performance using industry standard metrics. Beyond building a working machine learning model from scratch, you'll gain the confidence to translate business questions into data driven solutions, identify opportunities for automation, and communicate results effectively to non technical stakeholders. These skills empower you to accelerate your career, drive better decision making in your organization, and stay ahead in an increasingly data driven world.

Click here to View the Full Course Syllabus

Click Here to View the System Requirements

Duration: 4 Hours

Microsoft Excel - Advanced

Course Description

Join our 1-day virtual Excel class and take your spreadsheet skills to the next level with expert-led training designed for real-world data challenges.

Whether you're working in finance, marketing, operations, or administration, Excel is a critical tool that can unlock powerful insights and streamline your workflow. This course is built for professionals who already know the basics and are ready to dig deeper into data analysis, automation, and professional-level reporting.

You'll go beyond formulas and charts—learning how to build dashboards, automate calculations, and work confidently with large, complex datasets. The training is highly practical, hands-on, and focused on real business scenarios, so you can apply your new skills immediately.

Key Benefits

- ✓ **Master Excel's Interface and Navigation**
  Understand how to confidently navigate Excel's ribbons, menus, and core features to improve your workflow and efficiency from the very first click.

- ✓ **Create and Troubleshoot Advanced Formulas**
  Learn how to build accurate formulas using essential functions like SUM, IF, VLOOKUP, and HLOOKUP, and understand how to fix common formula errors with ease.

- ✓ **Import and Clean External Data**
  Gain the ability to bring data in from external sources and clean it effectively by removing duplicates, handling blanks, and preparing it for analysis.

- ✓ **Organise and Analyse Large Datasets**
  Use tools like sorting, filtering, and conditional formatting to manage large volumes of data and uncover the most relevant insights quickly.

- ✓ **Use Cell References for Dynamic Formulas**
  Understand the difference between absolute and relative cell references to build flexible, reusable formulas across spreadsheets.

- ✓ **Build and Customise PivotTables & PivotCharts**
  Create powerful PivotTables to summarise data and visualise trends with PivotCharts. Explore grouping, slicers, and calculated fields for deeper analysis.

- ✓ **Design Interactive Dashboards**
  Learn how to combine charts, slicers, and PivotTables into dynamic dashboards that are both visually appealing and easy to use.

- ✓ **Present Data with Clear Visualisations**
  Choose the right charts (bar, line, pie, etc.) for your data, customise their elements, and present insights that make an impact.

Target Audience

This course is designed for professionals who already have a basic understanding of Excel and want to advance their skills. It's perfect for anyone who works with data regularly and wants to improve efficiency, reporting, and decision-making using advanced Excel tools.

Benefits & Real Life Skills

By taking this course, you'll go beyond the basics and learn to use Excel as a powerful tool for smarter work, better decisions, and professional growth.

- **Save Time on Repetitive Tasks**
  Automate data processes, reuse formulas, and build templates to reduce manual work and boost productivity.

- **Make Data-Driven Decisions**
  Use PivotTables, charts, and dashboards to analyse trends and support confident, informed decision-making.

- **Create Professional Reports**
  Design clean, interactive dashboards and visualisations that present your data clearly and impress stakeholders.

- **Boost Accuracy & Confidence**
  Learn best practices for formula creation, error checking, and data cleaning to minimise mistakes and improve reliability.

- **Stand Out Professionally**
  Advanced Excel skills are highly valued — add this to your toolkit to boost your resume, promotion potential, or freelance work.

- **Apply Across Industries**
  Whether you're in finance, HR, marketing, logistics, admin, or operations — Excel is a universal language. These skills are transferable and in-demand everywhere.

Topics Covered

Introduction to Excel for Data Analysis

- Excel interface overview
- Workbooks and worksheets
- Data organisation basics

Basic Excel Functions and Formulas

- SUM, AVERAGE, COUNT, and other core functions
- Absolute vs. relative cell references
- Basic error checking in formulas

Data Import, LOOKUP, and Cleaning

- Importing data from external sources
- Using VLOOKUP and HLOOKUP
- Removing duplicates and handling missing data

Sorting, Formatting, and Filtering Data

- Sorting techniques
- Applying conditional formatting
- Using filters to isolate data

Data Visualisation with Charts and Graphs

- Creating bar, line, and pie charts
- Customising chart elements (titles, labels, legends)
- Choosing the right chart for your data

PivotTables and PivotCharts

- Building PivotTables
- Creating PivotCharts
- Grouping, slicers, and calculated fields

Dashboard Building and Design

- Principles of effective dashboard design
- Integrating charts, PivotTables, and slicers
- Enhancing interactivity and dynamic reporting

Click Here to View the System Requirements

Duration: 6 Hours

Microsoft Excel - Beginner

Course Description

Whether you're brand new to Excel or looking to refresh your skills, this 3 hour virtual training course is the perfect starting point. Microsoft Excel is still the most widely used tool in business, analytics, operations, and more — and knowing how to use it effectively gives you a real professional advantage.

In just one focused day of live, instructor-led training, you'll gain the confidence to navigate spreadsheets, organise and analyse data, and apply Excel tools that are used every day in real-world roles. This session is fast-paced but beginner-friendly, with plenty of practical examples and hands-on exercises to help you build job-ready skills right away.

Perfect for professionals, students, and career-switchers alike, this course gives you the Excel foundation you need.

Learning Objectives

By the end of the session, you'll be able to:

- Confidently navigate Excel and understand its key features
- Use essential formulas and functions for real tasks
- Clean, sort, and filter data quickly and effectively
- Format spreadsheets professionally for clear communication
- Understand Excel's role in everyday data analysis

Start strong and learn smart — your data journey begins here, in just one day.

Benefits & Real-Life Skills

By taking this course, you'll gain real, applicable skills that make a difference:

- ✓ **Work Faster & Smarter –** Learn keyboard shortcuts, formulas, and tools to boost your productivity.
- ✓ **Make Better Decisions –** Use data insights to support business or academic outcomes.
- ✓ **Stand Out Professionally –** Excel skills are in high demand across industries
- ✓ **Automate Repetitive Tasks –** Save time using functions like VLOOKUP, filters, and sorting
- ✓ **Improve Data Presentation –** Create clean, clear, and well-formatted spreadsheets
- ✓ **Build a Solid Foundation –** Set yourself up for more advanced Excel or data analytics training

Target Audience

This course is designed for beginners who want to build a strong foundation in Microsoft Excel. It's ideal for professionals looking to upskill, students and graduates preparing for data-related roles, job seekers aiming to boost their employability, and small business owners who manage their own data. Whether you're entering the world of data analysis or simply want to feel more confident using spreadsheets, this course is the perfect starting point. No prior Excel experience is required — just a willingness to learn.

Key Benefits

Confidently navigate the Excel interface and understand how Excel fits into the data analytics process across various industries.

Apply essential formulas and functions like SUM, AVERAGE, IF, and LOOKUP to perform calculations and extract key insights from data.

Import, clean, sort, and filter data effectively using Excel's built-in tools to organise and prepare datasets for analysis.

Format spreadsheets professionally with styles, conditional formatting, and layout tools to create clear, presentation-ready documents.

Build a solid foundation for advanced Excel use, including pivot tables, dashboards, and future data analytics training.

Topics Covered

Introduction to Excel for Data Analysis
Understand how Excel is used in real-world data workflows.

What is Data Analytics?
Grasp the basics of analytics and why Excel is a key player.

What is MS Excel?
Get to know the interface, layout, and core functionality.

Key Features of MS Excel
Discover Excel's most useful tools for beginners.

Basic Excel Functions & Formulas
Learn how to use SUM, AVERAGE, IF, and more.

Data Import, LOOKUP & Cleaning
Bring in external data, use LOOKUP functions, and clean messy datasets.

Sorting, Formatting & Filtering
Understand sorting options, master formatting tools, and utilise filtering features effectively.

Click Here to View the System Requirements

Duration: 3 Hours

Microsoft Excel - Intermediate

Course Description

Microsoft Excel is one of the most in-demand skills across industries — from finance and marketing to logistics and research. But if you're only using it for simple spreadsheets, you're missing out on its full potential.

This Intermediate Microsoft Excel course is a live, 1-day virtual training session designed to bridge the gap between basic Excel use and powerful, real-world application. You'll move beyond data entry and dive into the tools that unlock true efficiency, clarity, and analytical impact.

Whether you're managing reports, working with large datasets, or simply looking to become faster and smarter in your day-to-day tasks, this hands-on session will guide you through the formulas, functions, and features that professionals use every day.

Delivered online and led by an experienced instructor, this practical workshop combines expert guidance with real-time exercises — giving you the skills and confidence to work smarter with data right away.

Key Benefits

- ✓ **Master Excel's Interface and Data Structure**
  Understand how to confidently navigate Excel, manage workbooks and worksheets, and organise your data for effective analysis.
- ✓ **Build Reliable Formulas and Functions**
  Learn to create essential formulas using functions like SUM, AVERAGE, and COUNT, and understand how to apply absolute and relative cell references correctly.
- ✓ **Import and Integrate External Data**
  Bring data into Excel from various sources and start working with it right away — a key skill for business, research, and reporting tasks.
- ✓ **Use LOOKUP Functions with Confidence**
  Gain hands-on experience with VLOOKUP and HLOOKUP to search, reference, and connect information across tables and sheets.
- ✓ **Clean and Prepare Data for Analysis**
  Learn practical techniques to clean your data — remove duplicates, fill missing values, and format datasets for accurate results.
- ✓ **Sort, Filter, and Format for Insight**
  Use Excel's sorting, filtering, and conditional formatting tools to isolate patterns, highlight key metrics, and make your data easier to interpret.
- ✓ **Visualise Data with Impactful Charts**
  Create and customise bar, line, and pie charts. Learn how to choose the right chart type to tell a clear, compelling data story.

Target Audience

This course is ideal for professionals who use Excel regularly and want to advance their data analysis skills, small business owners seeking to streamline reporting, and students or recent graduates looking to boost their CVs with practical Excel knowledge. It's also a great fit for job seekers

preparing for roles in finance, administration, marketing, or data entry. If you already know the basics of Excel and are ready to take the next step, this intermediate course is designed for you.

Benefits & Real Life Skills

By taking this course, you will gain practical, real-world Excel skills that improve your productivity, confidence, and professional value — all in just one focused day of training.

- ✓ Work more efficiently by automating everyday tasks with formulas and functions
- ✓ Import, clean, and prepare data from external sources for accurate analysis
- ✓ Use VLOOKUP and HLOOKUP to connect and reference data without manual effort
- ✓ Create visually clear and professional charts to present your data with impact
- ✓ Apply filters, sorting, and conditional formatting to uncover insights quickly
- ✓ Troubleshoot and fix common formula errors like a pro
- ✓ Save time with smart spreadsheet structuring and formula techniques
- ✓ Build reports and dashboards that others can understand, use, and trust
- ✓ Improve decision-making by analysing data confidently and clearly

Topics Covered

Introduction to Excel for Data Analysis

- Overview of Excel's interface and essential tools
- Working with workbooks, worksheets, and structured data

Essential Functions and Formulas

- Core formulas: SUM, AVERAGE, COUNT, and more
- Understanding and using absolute vs. relative cell references
- Basic error-checking in formulas

Importing and Cleaning Data

- Importing data from external files (CSV, text, databases)
- Removing duplicates and handling missing values
- Preparing raw data for analysis

LOOKUP Functions

- Using VLOOKUP and HLOOKUP for referencing data
- Common use cases and troubleshooting LOOKUP errors

Sorting, Filtering, and Conditional Formatting

- Organising and sorting datasets
- Applying filters to isolate key data
- Highlighting insights using conditional formatting rules

Data Visualisation with Charts and Graphs

- Creating bar, line, and pie charts
- Customising chart elements (titles, labels, legends)

- Choosing the right chart type for your data

Click Here to View the System Requirements

Duration: 6 Hours

Search Engine Optimisation for Business

CPD Approved

Right now, potential customers will be searching for your products and services - and if they don't find their way to your site, you could be deferring them to a competitor. Imagine if your website could rank above your competitors', using the kind of search terms that turn your visitor traffic into revenue. When it's done well, search engine marketing can give search engines exactly what they need to put your website in a prime position on Search Engine Results Pages.

The key is understanding what search engines need - and since 90% of all searches in the UK are via Google, this pretty much means understanding Google. This course will explain the proven techniques that will help you reach and maintain the number one results spot.

Course	Module Number	Module Name	Pass % Required
Search Engine Optimisation for Business	1	Introduction to SEO	70
Search Engine Optimisation for Business	2	Link Building	70
Search Engine Optimisation for Business	3	On-Site SEO	70
Search Engine Optimisation for Business	4	Social Media as part of SEO	70
Search Engine Optimisation for Business	5	Local Search	70
Search Engine Optimisation for Business	6	Pay Per Click (PPC)	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 80 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

MDT ONLINE
PROFESSIONALS ONLINE

Social Media Marketing

Course Description

This online course examines the main social media platforms and their use as marketing tools.

In particular, we'll look at Facebook, Instagram, LinkedIn and Twitter.

We'll cover the main business benefits, along with how social media can provide increased market insight and help establish your company as an 'influencer'.

We'll discuss the sectors that use social media marketing the most and there's advice on how to get started with social media marketing, and how to choose the right platforms.

You'll see how to run campaigns with great content and compelling visuals and measure the effectiveness of your campaigns.

We'll show you how to create a Social Media Policy and use social media for internal communications.

You'll learn how to build social media into your recruitment campaigns, and train employees to use social media to promote your company.

Online security is crucial and we'll cover the basic aspects everyone needs to know.

Finally, you'll learn how to handle negative feedback on social media, and the T-E-A approach to handling complaints successfully.

Learning Objectives

By the end of this course, you will be able to:

- Understand the major social media platforms and their benefits as a marketing tool.
- Recognize the effectiveness of social media campaigns.
- Learn to deal with the positives and negatives of social media campaigns.
- Create and implement a social media Policy.
- Recognize the importance of online Safety.

Target Audience

This course is aimed at anyone who is responsible for the social media activities of their company, or who is wanting to get an overview of the subject to support their existing marketing activities.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Social Media Marketing	1	Introduction	70
Social Media Marketing	2	Business Benefits	70
Social Media Marketing	3	Getting Started	70
Social Media Marketing	4	Managing Campaigns	70
Social Media Marketing	5	Social Media Policies	70
Social Media Marketing	6	Handling Negative Feedback	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 50 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

MDT ONLINE
PROFESSIONALS ONLINE

Task Automation with AI

Course Description

Unlock the power of AI to streamline your daily tasks and workflows with our hands-on, tutor-led training course. Designed for professionals with a basic understanding of automation concepts, this intermediate-level course dives into real-world applications of AI-powered automation tools. Through practical examples and expert guidance, you'll learn how to assess, design, and implement effective automation strategies to maximise efficiency and ROI.

Key Benefits

- ✓ **Practical Knowledge**: Gain hands-on experience with no-code platforms and AI-powered tools to implement automation in real-world scenarios.
- ✓ **ROI-Focused Approach**: Learn to identify high-impact automation opportunities to save time and resources.
- ✓ **Custom AI Solutions**: Understand how to deploy AI models, integrate APIs, and utilize webhooks for tailored automation workflows.
- ✓ **Confidence in Execution**: Acquire the skills to handle errors, maintain security, and ensure the longevity of your automation solutions.
- ✓ **Expert Guidance**: Benefit from live interaction with an experienced tutor for personalised feedback and support.

Target Audience

This course is ideal for professionals, team leaders, and business owners who want to streamline workflows using AI-powered automation. It's designed for those with basic automation knowledge looking to expand their skills with intermediate concepts, tools, and real-world applications. Perfect for anyone aiming to improve efficiency, reduce manual effort, and leverage AI to optimize business processes.

Benefits & Real Life Skills

Taking this course will teach you how to use AI to automate and improve tasks at work. With practical skills like setting up no-code automation, integrating tools, and ensuring your systems run smoothly, you'll be able to apply these abilities directly in your job. These skills will help you save time, reduce errors, and make smarter, data-driven decisions in your daily work tasks.

Click here to View the Full Course Syllabus

Click Here to View the System Requirements

Duration: 4 Hours

TikTok for Business

Course Description

TikTok is one of the world's fastest growing social networks and is available in over 150 markets with over 1 Billion users each month.

The format involves posting short-form videos – mostly for entertainment. However, it also presents significant opportunities for businesses.

This course starts with the history of TikTok, its user demographics and the three business benefits offered by the platform.

On a practical level, we'll show you how easy it is to create your TikTok Business account and optimise your profile.

There's information on how to create engaging content for your existing and potential customers, how to get to know your target audience, develop your content strategy and partner with influencers.

TikTok ads spread awareness of your company or promote the sale of your products or services.

We'll discuss the importance of TikTok advertising campaign strategies, whether it's a one-off offer, an advertisement group or a collection of advertisement groups.

Finally, we'll show you how to use TikTok's analytics tools to monitor the success of your advertising and use your insights to generate increasingly effective campaigns in the future.

Learning Objectives

By the end of this course, you will be able to:

- Understand the business benefits offered by the platform and how to create and optimise a business profile.
- How to create a brand identity, content strategy and partnering with influencers.
- Know how to plan and set up effective advertising campaigns.

Target Audience

This course is aimed at anyone who is involved in promoting and marketing their business online.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

Further Progression

This course compliments our Social Media Marketing course and takes a deeper look at the TikTok Platform.

Modules

Course	Module Number	Module Name	Pass % Required
TikTok for Business	1	TikTok Basics	70
TikTok for Business	2	Using TikTok for Business	70
TikTok for Business	3	TikTok Ads	70

Recommended System Requirements

• Browser: Up to date web browser

• Video: Up to date video drivers

• Memory: 1Gb+ RAM

• Download Speed: Broadband (3Mb+)

Duration: 19 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).

Twitter for Business

CPD Approved

Twitter is a social media platform that is used by a wide range of people, from celebrities, who use it to communicate with their fans to companies and brands who can use it to engage their customers and attract new ones. It is also used by people for the social aspect – to chat and share information with friends. In fact, there is no restriction to who or what can have a Twitter account and often a larger company such as Starbucks will also have individual accounts for each product such as Frappuccino's and even individual store locations.

Using Twitter successfully requires a significant commitment of time – being active is key to your success. It's all about the image you create, and the best-viewed companies are the responsive ones.

Twitter is a real-time information sharing network where users can share messages, news, images, opinions and links via short bursts of information called 'tweets' – these tweets have a character limit of 140 including spaces, which may sound very short but you might be surprised at how much you can get into a little space and how much influence that can have. Even though Twitter is a fairly simple service, it's still important to understand the mechanics of it thoroughly.

Course	Module Number	Module Name	Pass % Required
Twitter for Business	1	An Introduction to Twitter	70
Twitter for Business	2	Getting Started on Twitter	70
Twitter for Business	3	Using Third-Party Applications	70
Twitter for Business	4	Being Social	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 55 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).