

# THE GLOBAL CAREER ACCELERATOR

## Program Overview

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In our increasingly global and interconnected world, the hybrid skill set of applied technology and intercultural communication (ICC) is critical and is sought after by employers. The goal of the Global Career Accelerator is to learn how to work in diverse teams and to build products for a diverse set of customers. Through this program, students will meet on a live platform with peers from over 50 different countries to learn to communicate and collaborate in a diverse and remote environment. The Global Career Accelerator consists of three key attributes: real-world global experiences, applied learning and intercultural communication (ICC). ICC assignments will be applied in synchronous LiveLabs and other dynamic experiences designed to practice effective and appropriate intercultural communication within teams and in remote environments.

Recommended Reading: None

Prerequisites / Corequisites: None

## Learning Objectives

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Through hands-on learning, guidance from industry experts, frequent reflection activities, and engaging with peers from diverse cultural backgrounds, students will develop the following career-readiness skills:

### Professional Skills

- Confidently articulate the skills they have learned in the program to employers

- Explain the role of tech and intercultural skills in their desired job and industry
- Identify the applied skills that relevant employers are looking for and position themselves to compete in tech-adjacent roles after graduation
- Showcase a portfolio of work they have built throughout the program

### **Intercultural Skills**

- Thoughtfully approach building respectful relationships across differences
- Effectively collaborate and communicate within a diverse business environment
- Reflect on their own cultural lenses and identities
- Engage with perspectives different than their own while practicing empathy, listening for understanding, and suspending judgment
- Gain career-readiness and leadership skills relevant for any global career

### **Applied Technical Skills**

- Demonstrate proficiency with track-specific technical software applications that lead directly to early-stage career opportunities
- Explain key track-related technical concepts
- Effectively converse with tech professionals and potential employers
- Apply knowledge to real-world business case studies from multiple industries

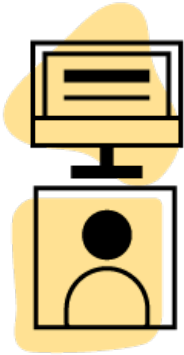
## **Format**

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This experience is being delivered in a fully online format with applied, project-based, skill-centered learning methods. A considerable amount of self-directed, independent work is required. The Accelerator includes the following elements:

**SkillBuilders:** Students are required to complete self-paced online SkillBuilders prior to attending the corresponding virtual class (LiveLab). SkillBuilders contain

core learning activities such as video lessons, readings, reflections, and practice sets.



### **LiveLabs:**

Students are required to attend and actively participate in LiveLabs - virtual sessions conducted over Zoom. LiveLabs include instructor-led activities and small group challenges where students develop tech & intercultural skills.

### **Milestones:**



Multiple Milestones are assigned throughout the term. They are aligned with technical or intercultural learning goals and content for the week, and provide students with opportunities for reflection, practice, and application of skills.

### **Portfolio Projects:**



Students complete several projects representing job-level technical tasks. Following The Accelerator, projects serve as a portfolio to demonstrate skills acquired to potential employers.

# Evaluation Criteria

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Students' performance is evaluated based on the following:

Type	Percentage
Watched Video Lessons	20%
LiveLab Participation	20%
Milestones	30%
Portfolio Projects	30%

# Policies

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## LiveLab Expectations

Students are expected to attend and actively participate in LiveLabs by turning their cameras on and engaging in all activities. Students should also come prepared having watched video lessons.

## Missed LiveLabs

We understand life happens. If you know you are going to miss a LiveLab, reach out to your Success Coach in advance. Students are permitted three excused absences from LiveLab. LiveLab recordings are automatically shared with students within 24 hours of any missed LiveLab session. The recordings will appear in the "Media Gallery" section of HQ (HQ).

If you have learning challenges and might benefit from access to recordings of LiveLabs, please check out your Media Gallery on the left hand navigation bar to see the LiveLab recording the day after it occurred.

## Late Submissions

This experience is fast paced, and the skills you'll be developing build on top of each other, so it's important that you keep pace and submit assignments on time.

HQ (our website) displays assignment due dates according to your account timezone settings (if you haven't updated [your account settings](#), please do so now). We understand this can cause some confusion, so we have a built-in grace period for submitting Milestones and projects. You have 6 hours after the due date to submit for full points.

After 6 hours, you will receive partial points for Milestones submitted, as long as you submit them **by the end of the second day following the posted due date**. There will be a late submission deduction of 20% from your Milestone evaluation. **Portfolio Projects are an exception – they cannot be submitted late after the 6 hour grace period.**

If you cannot submit your Milestone, especially if it's after the Due Date, please reach out via the HelpHub so your Success Coach can help create a plan in place so you can keep pace with requirements.

Note that you will not be permitted to resubmit LevelUp “Extra Credit” assignments, extensions will not be granted for them, nor will you be allowed to turn these assignments in late.

## Evaluation Disputes

To initiate an evaluation dispute, you must contact your Success Coach through the HelpHub. You must provide the Milestone name, detailed reasons for the dispute, and any supporting evidence.

An evaluation dispute request must be submitted **no later than 10 days after a Milestone has been evaluated or before the Portfolio Project due date**, depending on which date comes first.

Note that any evaluation dispute proceedings will be kept confidential to protect the privacy and integrity of all parties involved.

## Academic Integrity

We encourage students to work together on Milestones and projects and learn from each other, just as tech professionals do in the real world. However, students are expected to **submit their own work**, and **must be able to explain** to a grader how they reached a solution, if asked.

Students should act with personal integrity, respect others' rights and intellectual property, and help maintain a community of trust. Failing to do so may lead to disciplinary action in accordance with university policy.

## Career Preparation

This experience takes an outcomes-first approach, with a focus on preparing students for success in a global, diverse workforce. In addition to developing industry-level tech skills and career-critical intercultural skills, students will be encouraged to participate in career preparation activities such as career workshops and networking. Students will be given access to a premium job interview simulator and practice interviews written by tech professionals.

## Reporting on Your Experience

As an experiential higher-ed program, The Global Career Accelerator lives in the space between education and the world of work. Students who successfully complete the experience can and should include it in their resumes, cover letters, and LinkedIn profiles, and many alumni have found doing so extremely helpful in their post-graduation job search.

Students should not, however, list as employers for employer verification purposes (or any other purpose) the following: 'The Global Career Accelerator', any of the companies whose products are used in the accelerator (e.g. 'Shopify' or 'Tableau'), or any of the companies who students complete projects for (e.g. charity:water, The Recording Academy). An employer-employee relationship has not been created between participating students and any of these entities, and implying otherwise creates a false representation of what this educational experience entails.

## Skills Badge Eligibility

Upon successful completion of The Global Career Accelerator, students (in most partnering universities) are eligible to earn a digital Skills Badge. Minimum requirements for badge eligibility are defined by earning a final evaluation of 80% or better, which includes participating and attending 80% of LiveLabs.

Students may also earn a Global Skills Badge by engaging with the Global and Intercultural Curriculum and completing all requirements.

Skills Badges will be issued via email after final evaluations have been published. Students may feature their badges on LinkedIn profiles and/or on their resumes to highlight the practical experience they had gained.

## Program Modules

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### Digital Marketing

Week	Topics, Readings, Assignments, Deadlines
1	<b>What is Ecommerce Marketing?</b> <b>Choose Empathy</b> <b>Setup Your Shopify</b>
2	<b>Design and Build a Website</b> <b>Why Intercultural Skills Are Important</b>
3	<b>LiveLab Experience UNESCO's: Story Circles Intercultural Training</b> <b>Brand Visuals</b> <b>SEO Keywords</b> <b>Most Valuable Proposition and Visualize Your Brand</b>
4	<b>Meta Ads Manager Setup</b> <b>SEO Metadata</b> <b>Conversion Rate Optimization</b>

5	<b>Promos &amp; Offers</b> <b>A/B Testing with Promos and Offers</b>
6	<b>Email My Heart (Mandatory Level-Up)</b> <b>Portfolio Project: Nöz Website Presentation</b>
7	<b>Social Media Strategy</b> <b>User-Generated Content</b>
8	<b>Do It For the 'Gram: Instagram Ads</b> <b>Paid Social - Campaigns &amp; Objectives</b> <b>Mursion Workshop LiveLab</b>
9	<b>Creator Curator</b> <b>Ad Groups &amp; Targeting</b> <b>Paid Social - Ads &amp; Placements</b>
10	<b>Campaign Analytics &amp; Optimization</b> <b>Paid Search - Copywriting &amp; Optimization</b>
11	<b>Groupie Time! (Mandatory Level Up)</b> <b>Intercultural Skills Reflection Paper Global</b>
12	<b>Charity: Water Project — Help a Real Brand Reach New Audiences</b>

## Data Analytics

<b>Week</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	<b>Excel Functions</b> <b>Choose Empathy</b> <b>YouTube Trending Videos</b>
2	<b>Listen for Understanding</b> <b>Transforming Data</b> <b>SF BART Daily Exits</b>
3	<b>Summarizing Data</b> <b>DoorDash Orders</b> <b>LiveLab Experience UNESCO's: Story Circles Intercultural Training</b>
4	<b>Visualizing Data</b> <b>A/B Testing</b> <b>Email Marketing Campaign</b>

5	<b>Suspending Judgment</b> <b>XLOOKUP</b> <b>Referral Campaign</b>
6	<b>Data Ethics</b> <b>LevelUp Milestone: Mobile Site Survey</b> <b>Portfolio Project: Bias in Home Mortgage Loans</b>
7	<b>Tableau Basics</b> <b>Tableau Setup</b> <b>Tableau Bar Charts</b>
8	<b>UNESCO WHC Heritage List</b> <b>Cleaning Data and Common Charts</b> <b>Forbes and the Pay Gap in Hollywood</b>
9	<b>Mursion Workshop LiveLab</b> <b>Data Visualization Best Practices</b> <b>Managing Bias</b> <b>Using Calculated Fields for UFO Sightings</b>
10	<b>Joining &amp; Blending Data</b> <b>Visualizing Distributions</b> <b>Super Bowl Analysis</b> <b>Calculated Fields</b>
11	<b>Dual Axis Plots &amp; Parameters</b> <b>Billboard Hits and Spotify Music Data (Mandatory Level Up)</b> <b>Pineapple on Pizza (Mandatory Level Up)</b> <b>Dashboards &amp; Data Storytelling</b>
12	<b>Intercultural Skills Reflection Paper Global</b> <b>Portfolio Project: Visualizing Business Metrics</b>

## Coding for Web

Week	Topics, Readings, Assignments, Deadlines
1	<b>Getting Started</b> <b>Choose Empathy</b> <b>Plan for Success (and Failure!)</b> <b>HTML Basics</b>
2	<b>HTML Tables and Forms</b> <b>Styling Your Website with CSS</b>

3	<b>LiveLab Experience UNESCO's: Story Circles Intercultural Training</b> <b>The CSS Box Model</b> <b>LevelUp: Beulah's Bakery</b> <b>Images and Effects in CSS</b> <b>LevelUp: Redtail Ski &amp; Snowboard Club</b>
4	<b>UX Research and Design</b> <b>LevelUp: Designercize</b> <b>Introduction to Bootstrap</b>
5	<b>Applied Bootstrap</b> <b>The Bootstrap Grid</b>
6	<b>Project Project Milestone: Hero, Navbar, and Foote</b>
7	<b>Welcome to JavaScript</b> <b>JavaScript Basics</b> <b>Cowboy Rob's Carpet Calculator</b>
8	<b>Javascript Strings</b> <b>Javascript Functions</b> <b>Mad Libs Madness</b> <b>Mursion Workshop LiveLab</b>
9	<b>Arrays and Conditionals</b> <b>Netflix Case Study</b> <b>Loops</b>
10	<b>AirBnb Case Study</b> <b>LevelUp: Dev Threads</b> <b>DOM Manipulations</b> <b>JavaScript Objects</b>
11	<b>Sprinkles Cupcakes Work Day</b> <b>LevelUp: API Adventure</b> <b>Coding Careers</b>
12	<b>Intercultural Skills Reflection Paper Global</b> <b>Portfolio Project</b>

## Coding for Data

Week	Topics, Readings, Assignments, Deadlines
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1	<b>Querying Data in SQL</b> <b>Choose Empathy</b> <b>YouTube Viral Videos</b>
2	<b>Listening for Understanding</b> <b>Filtering Data with WHERE</b> <b>Crunchbase Investments</b>
3	<b>Visualizing Data</b> <b>ESPN's 10 Years of Top 10</b> <b>Aggregating Data with GROUP BY</b> <b>London Transportation Journey Survey</b> <b>LiveLab Experience UNESCO's: Story Circles Intercultural Training</b>
4	<b>Filtering on Aggregated Data</b> <b>NBA Basketball Teams</b> <b>Joining Data</b> <b>Traffic Collisions in California</b>
5	<b>Types of JOINS</b> <b>Fast Food Kitchen Customers</b> <b>Cleaning &amp; Organizing Data</b>
6	<b>LevelUp: GameJet Microtransactions</b> <b>LevelUp: Construction Job Demand</b> <b>SQL Project: Bikeshare User Analysis</b>
7	<b>The Power of Python</b> <b>The Types of Data</b>
8	<b>ASOS Revenue Review</b> <b>NCAA Division I Football Teams</b> <b>Mursion Workshop LiveLab</b>
9	<b>Build on the Basics</b> <b>LevelUp Milestone: Guess the Number Game!</b> <b>Numpy and Data Visualization</b>
10	<b>Pandas and Advanced Visualization</b> <b>Analyzing NYC Public Schools</b> <b>When Tension Arises</b> <b>Cleaning and Summarizing Data</b>
11	<b>Pandas and Filtering Data</b> <b>Olympics Medalists</b> <b>Cleaning and Summarizing Data</b> <b>Pandas and Joining Data</b>

**12 | Intercultural Skills Reflection Paper Global  
Portfolio Project & Submit: Starbucks or The Grammys**