



FUTURE-READY EDUCATION STARTS HERE

Welcome To WisGrad!

*We empower students
with industry-relevant
education, blending
academic excellence
with practical skills to
shape future-ready
graduates.*



*The future belongs to
those who learn and
grow today.*



wisGrad

Table Of Content

About WisGrad	02-03
---------------	-------

Knowledge Partners	04-06
--------------------	-------

WisGrad Career LaunchPad	07
--------------------------	----

COURSES

• Business Intelligence	08-10
-------------------------	-------

• Management	11-15
--------------	-------

• Data Science	16-18
----------------	-------

• Cyber Security	19-22
------------------	-------

• Digital Marketing	23-26
---------------------	-------

Contact Details	27
-----------------	----

Knowledge Partners

THE UNIVERSITY OF WEST LONDON (UWL) – A leading university in the UK –

known for its career-focused education and strong industry connections. Sometimes known as The Career University, it is a public research university with campuses in Ealing, Brentford, and Reading, Berkshire. The latest research and academic surveys place UWL among the top-performing universities in the UK.





UNIVERSITY OF
WEST LONDON
The Career University

wisGrad



Their Credentials Include



Ranked 30th university in the UK. The Guardian University Guide 2025.



No.1 London University for Student Satisfaction. National Student Survey 2024.



No.1 University in the UK for Student Experience & Teaching Quality.

The Times & Sunday Times Good University.



Best Modern London University (non-specialist).

Complete University Guide 2025.

80%

80% of our research is world-leading or internationally excellent.

REF Assessment 2024.

The University Of West London Comprises Of Nine Schools

The Claude Littner Business School

The London Geller College of Hospitality and Tourism

The School of Computing and Engineering

The London College of Music

The College of Nursing, Midwifery and Healthcare

The School of Law

The School of Human and Social Sciences

The School of Biomedical Sciences

The London School of Film, Media and Design

WisGrad Career LaunchPad

WisGrad Employability & Career Support

At WisGrad, we are dedicated to equipping our students with the skills, confidence, and resources necessary to excel in today's competitive job market.

Our comprehensive employability and placement support services are designed to bridge the gap between academic learning and professional success.



Personalised Career Development Plan

Every WisGrad student gains access to a tailored Personal Development Plan (PDP), crafted in collaboration with seasoned industry experts

Business Intelligence



Certificate

Certificate of Achievement from
The University of West London

01

BUSINESS STATISTICS AND FORECASTING

Statistics and forecasting are vital to effective decision-making, relying on quality data and analysis. This course introduces key methods in statistical analysis, research, and business forecasting.

Upon completion, attendees will be able to apply statistical tools to solve strategic issues, analyse complex business scenarios, make informed decisions with limited data, and communicate insights effectively to all audiences.



SKILLS DEVELOPED



Statistical Analysis & Critical Analysis



Matrix Algebra & Probability Theory



Data Collection and Quality



Forecasting



Duration

42 Hours.



Business Intelligence



Certificate

Certificate of Achievement from
The University of West London

02

DATA ANALYTICS AND PREDICTIVE MODELING

The Data Analytics and Predictive Modeling course teaches data analysis, machine learning, and predictive techniques for informed decision-making. It covers data collection, cleaning, visualization, regression, classification, and time-series forecasting.

Students gain hands-on experience with Python, R, and SQL, enhancing their ability to extract insights for business success. Designed for analysts and professionals, it emphasizes AI-driven analytics and strategic data use.



SKILLS DEVELOPED



Database Management



Data Cleaning



Data Visualization



Statistical Modelling



Duration

42 Hours.



Business Intelligence



Certificate

Certificate of Achievement from
The University of West London

03

BUSINESS ANALYSIS

Business Analysis course equips learners with the tools and techniques to analyze business needs, identify problems, and recommend effective solutions.

It covers the entire business analysis lifecycle — from requirement gathering to solution evaluation — using industry-standard frameworks and real-world case studies. Ideal for aspiring analysts, project managers, and decision-makers.



SKILLS DEVELOPED



Analytical Thinking



Requirements Gathering



Process Modeling



Problem Solving



Duration

42 Hours.



Management



Certificate

Certificate of Achievement from
The University of West London

01

PROFESSIONAL SKILLS FOR BUSINESS AND FINANCE

Professionalism is key to a firm's success, and this course equips junior employees with essential communication and teamwork skills for effective workplace performance.

Through real-world tasks, participants build analytical thinking, collaboration, and presentation skills, while enhancing their oral and written communication to align with organisational goals and values.



SKILLS DEVELOPED



Leadership and Communication



Risk Assessment & Budgeting



Financial management



Leadership and
Communication



Duration

42 Hours.



Management



Certificate

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The University of West London

02

BUSINESS SUSTAINABILITY & SOCIAL RESPONSIBILITY IN PRACTICE

Prioritising strong governance and sustainability is key to long-term business success. This course explores evolving attitudes toward responsible business and the growing importance of integrating sustainability into corporate strategy.

It offers insights into aligning organisational values with performance, and provides practical guidance on implementing frameworks to monitor and communicate sustainability and responsibility initiatives effectively.



SKILLS DEVELOPED



Foundational Knowledge



Identify Strategic Opportunities



Strong Leadership



Forward thinking



Duration

42 Hours.



Management



Certificate

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The University of West London

03

CROSS CULTURAL MANAGEMENT

This course aims to deepen executives' understanding of the challenges and opportunities in cross-cultural management, offering practical examples of effective collaboration across cultures.

This course aims to deepen executives' understanding of the challenges and opportunities in cross-cultural management, offering practical examples of effective collaboration across cultures.



SKILLS DEVELOPED



Critical Thinking & Adaptability



Cultural Awareness & Team Building



Intercultural Competence



Leadership in Diverse
Environments



Duration

42 Hours.



Management



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The University of West London

04

FINANCIAL MANAGEMENT FOR DECISION MAKERS

The Financial Management for Decision Makers course equips managers and executives with key financial skills to support strategic decisions. It covers financial statement analysis, budgeting, cost control, investment evaluation, risk assessment, and financial planning.

Participants also explore working capital management, funding options, financial markets, & corporate finance strategies. The course emphasizes interpreting financial data, assessing profitability and cash flow, & understanding how financial decisions influence business growth.



SKILLS DEVELOPED



Financial Analysis



Forecasting & Budgeting



Risk Management



Cash flow management



Duration

42 Hours.



Management



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05

LEADING PEOPLE AND TEAMS

The success of any organisation depends on the strength and capabilities of its people. This course equips managers with the tools to inspire, motivate, and empower their teams, fostering a culture that encourages creativity, collaboration, and innovation.

Focused on practical skills, the course guides managers in boosting motivation and improving team dynamics. It equips them to implement effective interventions for high team performance.



SKILLS DEVELOPED



Emotional Intelligence



Time management



Relationship Building



Leadership & Delegation



Duration

42 Hours.



Data Science



Certificate

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The University of West London

01

BIG DATA ANALYSIS

This course on big data analysis equips participants with the skills to extract meaningful insights from large datasets. It covers fundamental concepts like data acquisition, storage, processing, and visualization, incorporating tools like Hadoop, Spark, and associated technologies.

Participants learn to apply statistical and machine learning techniques to solve real-world problems.



SKILLS DEVELOPED



Data Acquisition and Management



Big Data Technologies



Programming and Scripting



Data Visualization



Duration

42 Hours.



Data Science



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The University of West London

02

ARTIFITIAL INTELLIGENCE

In this module you will gain insights into key techniques within the field of artificial intelligence (AI). Aspects of AI you'll cover include agents, environments and learning as well as techniques such as regression, classification, clustering, reinforcement learning, learning recommendation and decision support systems.



SKILLS DEVELOPED



AI Fundamentals & Intelligent Agent Understanding



AI Technique and Model Application



Critical Review & Idea Synthesis



AI Problem-Solving



Duration

42 Hours.



Data Science



Certificate

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The University of West London

03

MACHINE LEARNING

Machine learning is an application of artificial intelligence that provides systems with the ability to automatically learn and improve from experience. This module familiarises you with some basic machine learning algorithms and techniques and their applications, as well as general questions related to analysing and handling large data sets.

The emphasis will be on machine learning algorithms and applications, with some broad explanation of the underlying principles.



SKILLS DEVELOPED



Machine Learning Fundamentals



Data Handling and Preprocessing



Model Evaluation and Selection



Basic Programming
and Tools



Duration

42 Hours.



Cyber Security



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The University of West London

01

CYBER SECURITY IN SOCIETY

Cybersecurity safeguards systems, networks, and data from digital threats like hacking and data breaches. As digital reliance grows, it's crucial for individuals and organizations to protect sensitive information.

With cyber threats becoming more advanced, effective security practices, regular risk assessments, and proactive defense measures are key to ensuring digital trust and safety.



SKILLS DEVELOPED



Awareness of Cyber Threats



Knowledge of Security Practices



Data Privacy awareness



Understanding of Network Security



Duration

42 Hours.



Cyber Security



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02

CYBER THREAT ANALYSIS

The Cybersecurity course offers a comprehensive understanding of today's evolving cyber threats, exploring their sources, methods, and effective countermeasures. It equips students with the knowledge to identify vulnerabilities, implement security protocols, and protect digital assets.

Through practical training and real-world scenarios, students learn to detect, analyze, and respond to threats using advanced tools and threat intelligence platforms.



SKILLS DEVELOPED



Threat Detection & Classification



Threat Intelligence Gathering



Behavioral & Pattern Analysis



IOC Analysis



Duration

42 Hours.



Cyber Security



Certificate

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The University of West London

03

ENTERPRISE SECURITY MANAGEMENT

This course focuses on securing enterprise information systems by teaching students how to design, implement, and manage effective security frameworks and policies.

It covers key areas such as risk management, compliance, incident response, and governance models to protect organizational assets strategically and operationally.



SKILLS DEVELOPED



Risk Assessment & Management



Strategic Security Planning



Compliance Mastery



Security Operations Management



Duration

42 Hours.

**SECURITY**

Cyber Security



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The University of West London

04

CYBER CRIME

The Cybercrime course covers the fundamentals of digital crimes like hacking, identity theft, phishing, ransomware, and cyberstalking. Students learn how these crimes are committed, investigated, and prosecuted.

With real-world case studies, legal insights, and digital forensics, the course prepares learners to identify threats, respond to incidents, and follow cybersecurity laws. It's ideal for those interested in law enforcement, IT security, or digital risk management.



SKILLS DEVELOPED



Cyber Threat Identification



Legal & Ethical Awareness



Digital Forensics



Incident Response



Duration

42 Hours.



Digital Marketing



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01

STRATEGIC MARKETING AND PSYCHOLOGY IN DIGITAL ERA

This module aims to create a productive discourse on contemporary marketing challenges and future digital marketing trends and their impact on marketing, industry, consumers and the environment.

You will gain the knowledge and skills required to develop and provide an industry-standard, consultative approach to defining and delivering effective marketing projects.



SKILLS DEVELOPED



Consultative Marketing Approach



Marketing Project Development and Delivery



Marketing Proposal Development



Portfolio Development



Duration

42 Hours.



Digital Marketing



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02

GLOBAL BRAND MANAGEMENT AND LEADERSHIP

Effective branding is vital for organizational success. This course helps learners develop strategic branding skills and communicate business value to a global audience, with a strong focus on building brand equity and reputation in the digital age.

It explores brand architecture, growth strategies, and equips managers with tools to measure and evaluate brand performance effectively.



SKILLS DEVELOPED



Identifying problems and opportunities



Leading & developing for consultancy



Brand Growth Strategies



Consumer Psychology



Duration

42 Hours.



Digital Marketing



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03

DIGITAL RETAIL ENVIRONMENTS – NEW PATHS TO PURCHASE

The Digital Retail Environments course explores the changing world of digital commerce and consumer behavior. It covers omnichannel strategies, mobile shopping, AI personalization, and emerging tech like AR/VR in retail.

Students will learn about customer journeys, data analytics, digital marketing, and ethical practices, gaining practical insights to enhance digital retail experiences and drive smarter purchase paths.



SKILLS DEVELOPED



Omni Channel Strategy



E-commerce proficiency



Digital Marketing in Retail



Customer Experience
Optimization



Duration

42 Hours.



Digital Marketing



Certificate

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The University of West London

04

CONTENT MARKETING AND CAMPAIGN MANAGEMENT

Effective branding is essential for business success. This course teaches strategic branding approaches to communicate value globally and build strong brand equity in the digital era.

It covers key concepts like brand architecture, growth strategies, and equips managers with tools to measure and evaluate brand performance.



SKILLS DEVELOPED



Leading & developing for consultancy



Brand Growth Strategies



Personal Branding



Consumer Psychology



Duration

42 Hours.



VISIT OUR WEBSITE

to learn more
and apply today



To talk to our student support,

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We at **G. Grad**, remain committed to empower learners with high-quality, accessible, and career-focused education, fostering skill development and lifelong growth with the support of reputed international organizations. We aspire to be your trusted partner, in gaining the skills required to thrive in the modern workforce.





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