

Google Career Certificates

About

The Google Career Certificates are a suite of flexible online training programs hosted on Coursera. They require no prior relevant experience or degree and are designed to provide learners with job-ready skills in high-growth fields in under six months. The certificates launched in the US in 2018 with the IT Support Professional certificate. On 11th March 2021, we added three new specialisations: Data Analysis, Project management and UX Design. The certificates are entirely developed by Google but bring no revenue or profit for Google. They are product agnostic and are designed to help people prepare for jobs at any company or sector.

Google Data Analytics Professional Certificate

[Program Page](#)

Approximately 6 months to complete

Suggested pace of 10 hours/week

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| ↓ Gain an immersive understanding of the practices and processes used by a junior or associate data analyst in their day-to-day job | ↓ Learn key analytical skills (data cleaning, analysis, & visualization) and tools (spreadsheets, SQL, R programming, Tableau) |
| ↓ Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL and R programming | ↓ Learn how to visualize and present data findings in dashboards, presentations and commonly used visualization platforms |

Over 8 courses, gain in-demand skills that prepare you for an entry-level job. You'll learn from Google employees whose foundations in data analytics served as launchpads for their own careers. At under 10 hours per week, you can complete the certificate in less than 6 months.

This program includes over 180 hours of instruction and hundreds of practice-based assessments, which will help you simulate real-world data analytics scenarios that are critical for success in the workplace.

The content is highly interactive and exclusively developed by Google employees with decades of experience in data analytics. Through a mix of videos, assessments, and hands-on labs, you'll get introduced to analysis tools and platforms and key analytical skills required for an entry-level job.

Skills Gained: Data cleaning, problem solving, critical thinking, data ethics, and data visualization

Platforms and tools Learnt: Presentations, Spreadsheets, SQL, Tableau, and R Programming

Jobs Considered: Data Analyst (General), Data Analyst (Business Performance), Data Analyst (Finance), Data Analyst (Healthcare), Data Analyst (Marketing), Clinical Data Analyst, Business Intelligence Analyst, Data Specialist, Data Manager, Data Quality Analyst, Database Analyst/Developer, Business Process Analyst, Operations Research Analyst, Business Analyst (General), Operations Analyst (General), Human Resources Analyst, Research Analyst, Healthcare Analyst, Database Administrator, SQL Server Database Administrator, MySQL Database Administrator, Jr. Data Scientist

Syllabus

| | Course Title | Hours | Learning Weeks |
|---|---|-------|--|
| 1 | Foundations: Data, Data, Everywhere | 22 | <ol style="list-style-type: none"> 1. Introducing data analytics 2. Thinking analytically 3. Exploring the wonderful world of data 4. Setting up a data toolbox 5. Discovering data career possibilities |
| 2 | Ask Questions to Make Data-Driven Decisions | 17 | <ol style="list-style-type: none"> 1. Asking effective questions 2. Making data-driven decisions 3. Learning spreadsheet basics 4. Always remember the stakeholder |
| 3 | Prepare Data for Exploration | 23 | <ol style="list-style-type: none"> 1. Data types and data structures 2. Understanding bias, credibility, privacy, ethics, and access 3. Databases: Where data lives 4. Organizing and protecting your data 5. Optional: Engaging in the data community 6. Course challenge |
| 4 | Process Data from Dirty to Clean | 22 | <ol style="list-style-type: none"> 1. Before you clean, check for integrity 2. All about clean data 3. Cleaning data in SQL 4. Verify and report your cleaning results 5. Optional: Adding data to your resume 6. Course challenge |
| 5 | Analyze Data to Answer Questions | 23 | <ol style="list-style-type: none"> 1. Organizing data to begin analysis 2. Formatting and adjusting data 3. Aggregating data for analysis 4. Performing data calculations |
| 6 | Share Data Through the Art of Visualization | 21 | <ol style="list-style-type: none"> 1. Visualizing data 2. Creating data visualizations with Tableau 3. Crafting data stories 4. Developing presentations and slideshows |

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| 7 | Data Analysis with R Programming | 37 | <ol style="list-style-type: none"> 1. Programming and data analytics 2. Programming using RStudio 3. Working with data in R 4. More about visualizations, aesthetics, and annotations 5. Documentation and reports |
| 8 | Google Data Analytics Capstone: Complete a Case Study | 6 | <ol style="list-style-type: none"> 1. Learn about capstone basics 2. Optional: Building your portfolio 3. Optional: Using your portfolio 4. Putting your certificate to work |

Google Project Management Professional Certificate

[Program Page](#)

Approximately 6 months to complete

Suggested pace of 10 hours/week

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| <p>↓ Gain an immersive understanding of the practices and skills needed to succeed in an entry-level project management role</p> | <p>↓ Learn how to create effective project documentation and artifacts throughout the various phases of a project</p> |
| <p>↓ Learn the foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles</p> | <p>↓ Practice strategic communication, problem-solving, and stakeholder management through real-world scenarios</p> |

Over 6 courses, gain in-demand skills that will prepare you for an entry-level job. Learn from Google employees whose foundations in project management, served as launchpads for their own careers. At under 10 hours per week, you can complete in less than six months.

This program includes over 140 hours of instruction and hundreds of practice-based assessments which will help you simulate real-world project management scenarios that are critical for success in the workplace.

The content is highly interactive and exclusively developed by Google employees with decades of experience in program and project management. Skills you'll gain will include:

- Identifying and creating risk management plans
- Understanding process improvement techniques
- Managing escalations, team dynamics, and stakeholders
- Creating budgets and navigating procurement
- Utilizing project management software, tools, and templates
- Practicing Agile project management, with an emphasis on Scrum

Through a mix of videos, assessments, and hands-on activities, you'll get introduced to initiating, planning, and running both traditional and Agile projects. You'll develop a toolbox of templates and artifacts to demonstrate your understanding of key project management elements, including managing a project schedule, budget, and team. You'll also get access to a resume-building tool, mock interviews, and career support designed to help you with your job search.

Jobs Considered: Project Manager (General), Operations Project Manager, Technical Program Manager, Assistant Project Manager, Project Coordinator, Project Controls Manager, Operations Manager, Operations Coordinator, Supply Chain Project Manager, Project Management Analyst, Project/Program Administrative Assistant, Administrative Manager, Compliance Manager, Process Manager

Syllabus

| | Course Title | Hours | Learning Weeks |
|---|---|-------|--|
| 1 | Foundations of Project Management | 13 | <ol style="list-style-type: none"> 1. Embarking on a career in project management 2. Becoming an effective project manager 3. The project management life cycle and methodologies 4. Organizational structure and culture |
| 2 | Project Initiation: Starting a Successful Project | 16 | <ol style="list-style-type: none"> 1. Fundamentals of project initiation 2. Defining project goals, scope, and success criteria 3. Working effectively with stakeholders 4. Utilizing resources and tools for project success |
| 3 | Project Planning: Putting It All Together | 23 | <ol style="list-style-type: none"> 1. Beginning the planning phase 2. Building a project plan 3. Managing budgeting and procurement 4. Managing risks effectively 5. Organizing communication and documentation |
| 4 | Project Execution: Running the Project | 21 | <ol style="list-style-type: none"> 1. Introduction to project execution 2. Quality management and continuous improvement 3. Data-informed decision-making 4. Leadership and influencing skills 5. Effective project communication 6. Closing a project |
| 5 | Agile Project Management | 20 | <ol style="list-style-type: none"> 1. The fundamentals of Agile 2. Scrum 101 3. Implementing Scrum 4. Applying Agile in the organization |
| 6 | Capstone: Applying Project | 31 | <ol style="list-style-type: none"> 1. Initiating a project |

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| | Management in the Real World | | <ol style="list-style-type: none"> 2. Building out a project plan 3. Maintaining quality 4. Effective stakeholder communication |
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Google UX Design Professional Certificate

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Approximately 6 months to complete

Suggested pace of 10 hours/week

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| <ul style="list-style-type: none"> √ Follow the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs | <ul style="list-style-type: none"> √ Understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results |
| <ul style="list-style-type: none"> √ Apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design | <ul style="list-style-type: none"> √ Create a professional UX portfolio that includes 3 end-to-end projects: a mobile app, a responsive website, and a cross-platform experience |

Over 7 courses, gain in-demand skills that will prepare you for an entry-level job. At under 10 hours per week, you can complete the certificate in less than 6 months.

You will create designs on paper and in digital design tools like Figma and Adobe XD. By the end of the certificate program, you will have a professional UX portfolio that includes three end-to-end projects, so that you're ready to apply for jobs.

This program includes over 200 hours of instruction and hundreds of practice-based activities and assessments that simulate real-world UX design scenarios and are critical for success in the workplace.

The content is highly interactive and developed by Google employees with decades of experience in UX design. You'll learn how to complete the design process from beginning to end, including:

- Empathizing with users, by developing empathy maps, personas, user stories, and user journey maps
- Defining user pain points
- Coming up with ideas for design solutions
- Creating wireframes, mockups, and prototypes
- Testing designs through usability studies
- Iterating on designs based on feedback

Through a mix of videos, readings, assessments, and hands-on activities, you'll learn in-demand design tools, Figma and Adobe XD. You'll even create a portfolio that includes three projects to share with potential employers to showcase the skills you learned in this program.

Jobs Considered: User Interface / User Experience (UI / UX) Designer, Web Designer, E-commerce Web Designer, Assistant Web Designer, User Experience (UX) Researcher, Product Designer, User Experience

(UX) Designer, User Interface (UI) Designer, Industrial Designer, User Experience / User Interface (UX / UI) Manager, UI / UX Designer / Developer, Web Design Manager, Graphic Designer

Syllabus

| | Course Title | Hours | Learning Weeks |
|---|--|-------|--|
| 1 | Foundations of User Experience (UX) Design | 24 | <ol style="list-style-type: none"> 1. Introducing user experience design 2. Getting to know common terms, tools, and frameworks in UX design 3. Joining design sprints 4. Building a professional presence |
| 2 | Start the UX Design Process: Empathize, Define, and Ideate | 24 | <ol style="list-style-type: none"> 1. Integrating research into the design process 2. Empathizing with users and defining pain points 3. Creating user stories and user journey maps 4. Defining user problems 5. Ideating design solutions |
| 3 | Build Wireframes and Low-Fidelity Prototypes | 20 | <ol style="list-style-type: none"> 1. Storyboarding and wireframing 2. Creating paper and digital wireframes 3. Building low-fidelity prototypes |
| 4 | Conduct UX Research and Test Early Concepts | 21 | <ol style="list-style-type: none"> 1. Planning UX research studies 2. Conducting research with usability studies 3. Analyzing and synthesizing research results 4. Sharing research insights for better designs |
| 5 | Create High-Fidelity Designs and Prototypes in Figma | 33 | <ol style="list-style-type: none"> 1. Starting to create mockups 2. Applying visual design principles to mockups 3. Exploring design systems 4. Participating in design critique sessions 5. Creating high-fidelity prototypes 6. Testing and iterating on designs |
| 6 | Responsive Web Design in Adobe XD | 41 | <ol style="list-style-type: none"> 1. Starting the UX design process: Empathize and define 2. Continuing the UX design process: Ideate 3. Creating wireframes for a responsive website 4. Creating and testing low-fidelity prototypes |

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| | | | <ol style="list-style-type: none"> 5. Creating and testing high-fidelity designs 6. Documenting design work and searching for jobs |
| 7 | Design a User Experience for Social Good & Prepare for Jobs | 44 | <ol style="list-style-type: none"> 1. Starting the UX design process: empathize, define, ideate 2. Creating wireframes and low-fidelity prototypes 3. Creating mockups and high-fidelity prototypes 4. Designing a complementary responsive website 5. Finding a UX job |

Google IT Support Professional Certificate

[Program Page](#)

Approximately 6 months to complete

Suggested pace of 10 hours/week

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| <ul style="list-style-type: none"> √ Gain skills required to succeed in an entry-level IT job | <ul style="list-style-type: none"> √ Learn to perform day-to-day IT support tasks including computer assembly, wireless networking, installing programs, and customer service |
| <ul style="list-style-type: none"> √ Learn how to provide end-to-end customer support, ranging from identifying problems to troubleshooting and debugging | <ul style="list-style-type: none"> √ Learn to use systems including Linux, Domain Name Systems, Command-Line Interface, and Binary Code |

In this 5 course program, you'll learn in-demand skills that prepare you for an entry-level job in IT support. You'll hear from Google employees whose foundations in IT support, served as launchpads for their own careers. By dedicating under 10 hours per week, you can complete the certificate in less than 6 months.

This program also prepares you for the [CompTIA A+](#) exams, the industry standard certification for IT—you'll earn a [dual credential](#) when you complete both.

This program includes over 100 hours of instruction and hundreds of practice-based assessments, which will help you simulate real-world IT support scenarios that are critical for success in the workplace. The content is highly interactive and exclusively developed by Google employees with decades of experience in IT.

Through a mix of videos, assessments, and hands-on labs, you'll be introduced to troubleshooting, customer service, networking, operating systems, system administration, and security — foundational IT

skills required for an entry-level job.

Skills Gained include:

- Customer service
- Troubleshooting
- Network protocols
- Cloud computing
- Windows operating system
- Linux command line
- Systems administration
- Encryption algorithms and techniques

Jobs Considered: Computer Support Specialist, Network / Systems Support Specialist, IT Manager, IT Administrator, Network Administrator, Help Desk Technician, Network Support Technician, IT Operations/Networking Manager, Technical Support Engineer/Analyst, Systems Analyst, Database Administrator, IT Technician, Computer Specialist,

Syllabus

| | Course Title | Hours | Learning Weeks |
|---|--|--------------|--|
| 1 | Technical Support Fundamentals | 24 | <ol style="list-style-type: none"> 1. Introduction to IT 2. Hardware 3. Operating System 4. Networking 5. Software 6. Troubleshooting |
| 2 | The Bits and Bytes of Computer Networking | 34 | <ol style="list-style-type: none"> 1. Introduction to Networking 2. The Network Layer 3. The Transport and Application Layers 4. Networking Services 5. Connecting to the Internet 6. Troubleshooting and the Future of Networking |
| 3 | Operating Systems and You: Becoming a Power User | 35 | <ol style="list-style-type: none"> 1. Navigating the System 2. Users and Permissions 3. Package and Software Management 4. Filesystems 5. Process Management 6. Operating Systems in Practice |
| 4 | System Administration and IT Infrastructure Services | 31 | <ol style="list-style-type: none"> 1. What is System Administration? 2. Network and Infrastructure Services 3. Software and Platform Services 4. Directory Services 5. Data Recovery & Backups 6. Final Project |

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| 5 | IT Security: Defense against the digital dark arts | 29 | <ol style="list-style-type: none">1. Understanding Security Threats2. PelcgbybtI (Cryptology)3. AAA Security (Not Roadside Assistance)4. Securing Your Networks5. Defense in Depth6. Creating a Company Culture for Security |
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