

# Strengthening the Upskilling Ecosystem for Indian Workers

# Coursera

The world's leading  
online learning  
platform

**Learner**  
Learn & prosper



**100+** million  
registered learners

**80,000**

skills taught and learned



**250**

Industry &  
University Partners



**Educator**  
Teach the world



**Employer**  
Transform talent

**6,900**

Institutions transform  
skills with the Coursera  
platform

# Coursera is the **global leader** in online education from the world's top universities



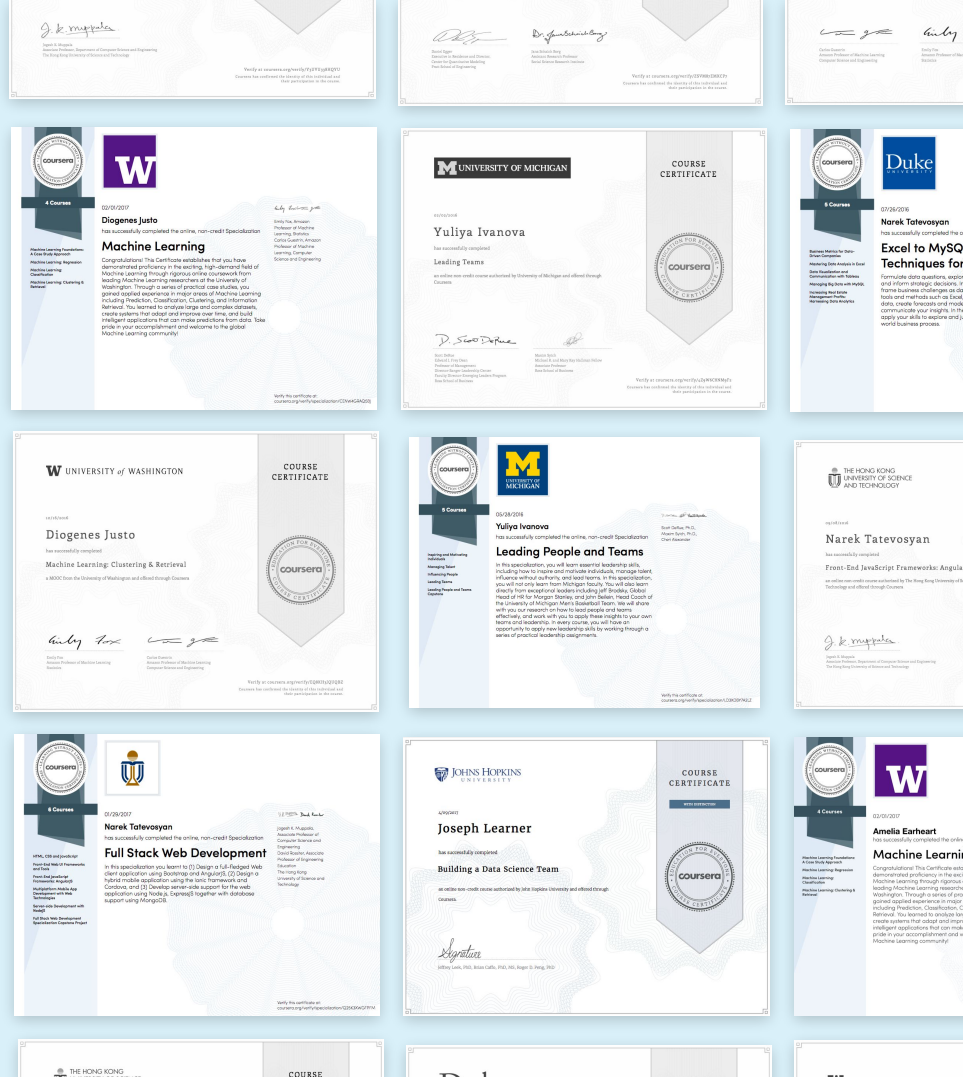
100 million+ learners

250+ partners

8,000+ courses

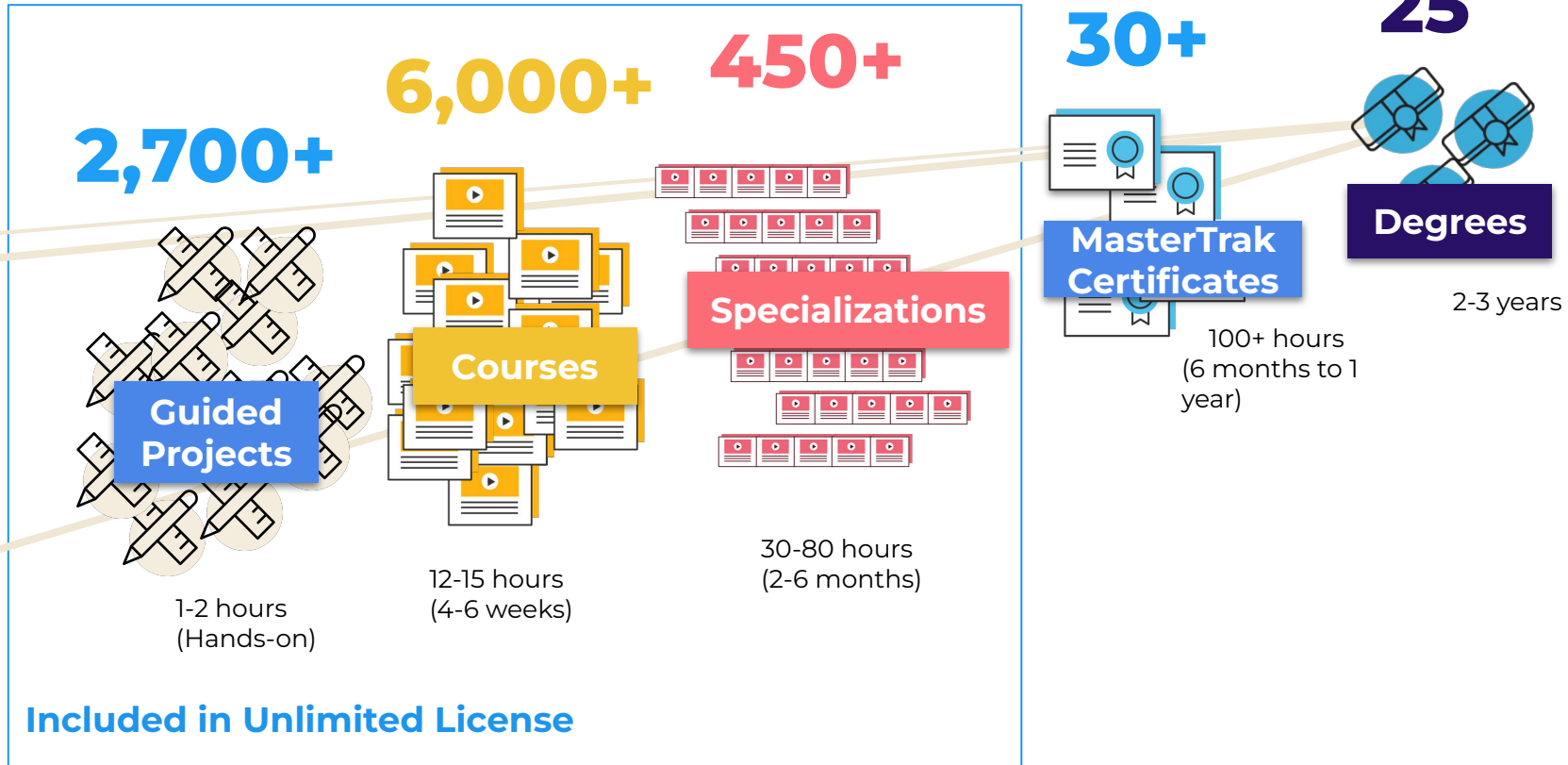
# Reward learners with certificates and credentials they're proud to share.

“There is a community that forms as a result of taking the Coursera courses... a genuine phenomenon.”





# Extensive catalogue of stackable content



**6,900+ businesses** have hired Coursera in 3 years



# **Coursera in India**

# Indians are seeking new pathways to grow their careers



**16m+**

Learners in India training on Coursera now

**98%**

Course completers reported a positive career outcome

**40,000+**

New learners a week across India

**46.7m+**

Course enrollments across India

**#1**

**Programming for Everybody** (Getting Started with Python) by the University of California is the most popular course Indian learners

**#1**

Top interested occupation is **Software Developer Engineer**

# Coursera supports skill development across India through partnership with government



ANDHRA PRADESH STATE  
Skill Development Corporation

## Our partners



# **Coursera for Government**

# Coursera for Governments

Governments across 6 continents turn to Coursera to increase their nation's access to the world's best education & training at scale.

We partner with multilateral agencies and governments around the world who are looking to:

- Transform their workforce
- Quickly scale their efforts
- Save money



## University Certificates

Course completion certificates from universities which can be posted on LinkedIn



## Content Curation

Content and pedagogical consultation from Coursera's content specialists



## Progress Tracking & Analytics

Skills Development Value, Learner Engagement, and Course Progress reports



## Centralized Program Management

Admin portal and learner management, centralized billing, LMS and SSO integration\*



## Professional Services

Account management includes program adoption help and access to facilitated learning resources



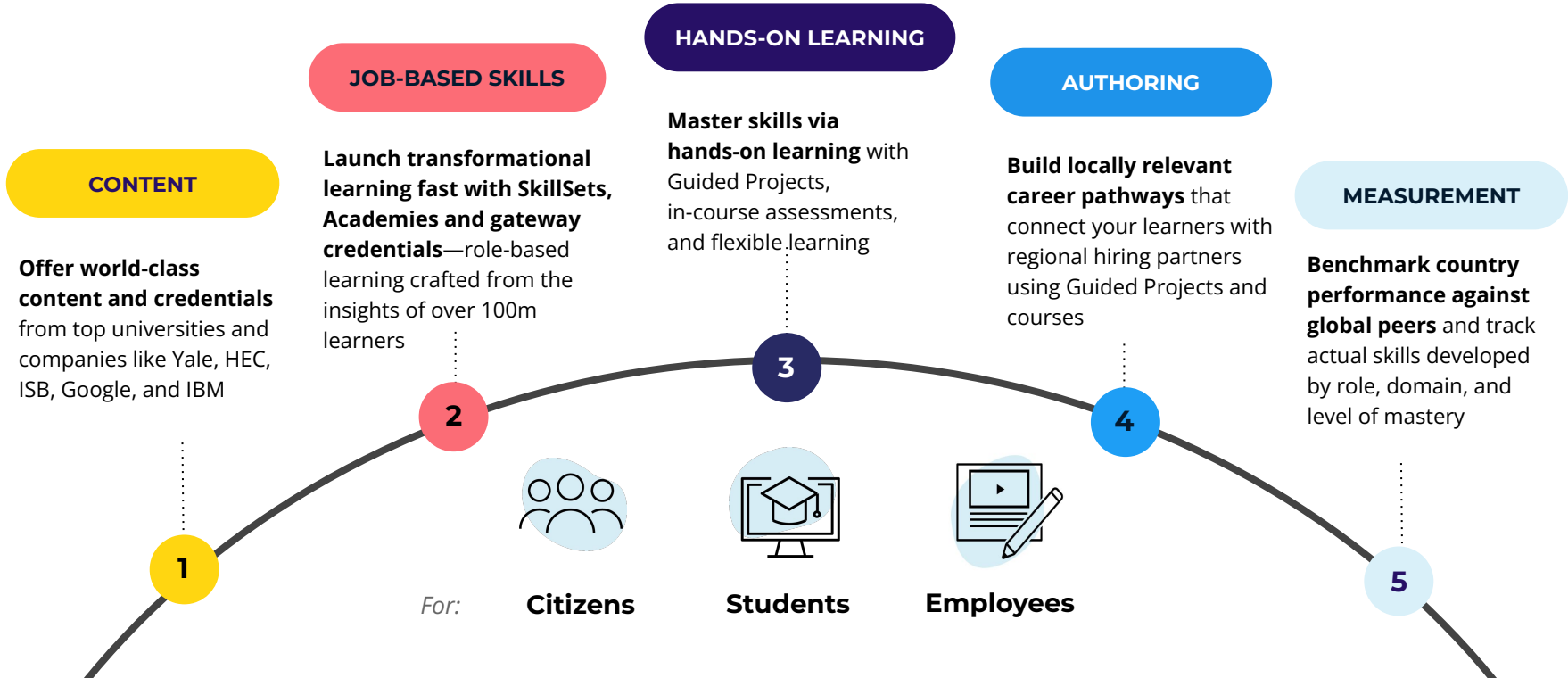
## Customized Experience

Co-branded learner portal and customizable welcome flow



# Coursera for Governments

Connect your upskilling ecosystem



# Workplace learning is evolving to greater focus on skills



# Transform your workforce with Coursera



Develop a modern workforce powered by job-based skills



Prepare for Industry 4.0 and digital transformation by building critical skills



Increase labor force participation



Reduce income inequality

## Measuring Coursera's impact on over 60 million learners\*

**84%** Report career advancement

**72%** Report confidence gains

**56%** Better at their current job

**31%** Reported a new career in 6 months\*

Source: Coursera Learner Impact Study and Google IT Certificate Program Learner Impact Survey results

## **What are LevelSet/Diagnostics?**

*LevelSet/Diagnostics are a series of questions that a learner can take to determine their current proficiency at a certain skill.*

# The LevelSet/Diagnostics Beta Experience

## How many questions are there and in what domain?

LevelSet/Diagnostics are a series of questions (~20) that a learner can take to determine their current proficiency at a certain skill. Diagnostics MVP will be offered for Data Science SkillSets with DSA.

## Why do we need LevelSets/Diagnostics?



Measure and provide an **accurate starting point for learner journey**



Provide **more personalized recommendations**



**Showcase existing knowledge** and save time



[Admins] **Benchmark skills** for organizations



[Admins] **Track learner** progress

The screenshot shows the Coursera interface for the 'Data Science Engineer' skill set. The main content area is blue and features a yellow star icon next to the title 'Data Science Engineer'. Below the title, there is a description: 'Increase marketing agility and productivity with broad data literacy. Understand industry 4.0, big data, AI, and how these affect Globeland and our teams.' At the bottom of this section, it says 'This Skill Objective was created by Globeland'. On the right side, there is a 'SkillSet' section with a 'Save SkillSet' button. Below this, there are six skill categories, each with a progress bar and a 'My Score' and 'Target' indicator:

Skill Category	My Score	Target
Machine Learning	350	350
Data Visualization	400	400
Probability & Statistics	350	350
Statistical Programming	350	350
Computer Programming	50	50
Software Engineering	50	50

At the bottom right, there is a section titled 'Reach your targets faster' with the text 'Get your skill score and better course recommendations in as little as 30 minutes.' and a 'Get skill score' button.

# **Job-Ready Training**

# **coursera** Professional Certificates

Get job-ready for an in-demand career in less than a year

1

Teach **job ready skills** that prepare learners for a specific job role.

2

Deliver **career outcomes** with professional skill development and career support.

3

Create **career pathways** with certification training and degree stackability.

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# Audience Segments



## **No degree or underemployed looking to start new career**

Looking for new in-demand career that provides job security, mobility, and pays a living wage.



## **Working professionals looking to switch careers**

Unhappy, unfulfilled or plateaued in their current career path and looking to make a career change or pivot.



## **Students and new grads seeking supplemental credentials**

Looking for supplemental credentials and training to help them stand out in the labor market.



## **Working professionals looking to advance career**

Looking to advance career with a credential or certification or gain additional training to specialize your career.

# Top Professional Certificates



## New! Facebook Social Media Marketing Professional Certificate

Facebook

PROFESSIONAL CERTIFICATE

### PROGRAM HIGHLIGHT

Companies are investing heavily in social media marketing. Advertising spend on social networks is expected to reach more than \$43 billion by the end of 2020, Burning Glass (2020).



## Google IT Support Professional Certificate

Google

PROFESSIONAL CERTIFICATE

### PROGRAM HIGHLIGHT

IT support is projected to grow 10% between 2018 and 2028 — faster than the average of all other occupations, BLS (2019)



## IBM Cybersecurity Analyst Professional Certificate

IBM

PROFESSIONAL CERTIFICATE

### PROGRAM HIGHLIGHT

With 504,000 U.S. cybersecurity openings, Cybersecurity Analyst is the 2nd most commonly requested job. Cyberseek (2020)



## IBM Data Science Professional Certificate

IBM

PROFESSIONAL CERTIFICATE

### PROGRAM HIGHLIGHT

Data scientist was once again named the best job in America for the third consecutive year, Glassdoor (2019)

# Enabling role-based development at scale



## CAREER ACADEMY

*Empower everyone to  
be data-driven and  
AI-aware*



## DATA & ANALYTICS ACADEMY

*Empower everyone to  
be data-driven and  
AI-aware*



## TECH ACADEMY

*Take the next step in  
your digital  
transformation*



## MARKETING ACADEMY

*Supercharge growth  
and customer  
acquisition*



## FINANCE ACADEMY

*Streamline company  
operations and sustain  
growth*



## LEADERSHIP ACADEMY

*Enable employees to  
learn, change, and  
grow*


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ACADEMIES OFFER **TURNKEY, JOB-BASED LEARNING**


# Data & Analytics Academy

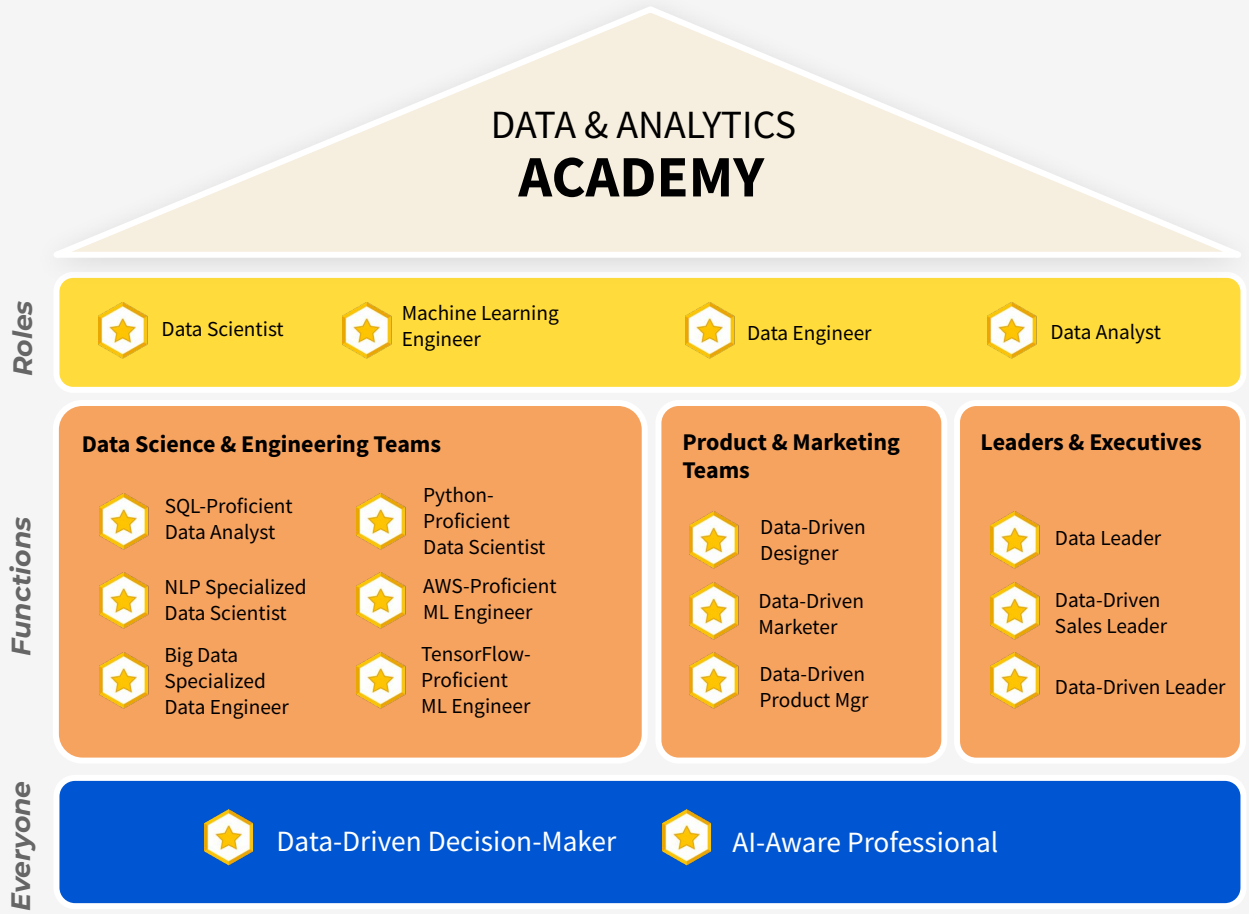
## Become a data-driven organization

- Develop your employees' skill proficiency in critical data and analytics skills.
- Features over 50 SkillSets across 15 unique roles

 **Reskill your talent** for in-demand data and analytics roles

 **Upskill data science and analytics team** with cutting-edge tools

 **Drive data literacy and AI awareness** across the entire org




*\*Pictured here is a subset of the SkillSets available in the Data & Analytics Academy*

# Deploy targeted learning with ease

Each SkillSet features world-class content delivered via data-driven curations—so you can spend less time on content mapping and more time on your strategy and launch.


Program Home > SkillSets > Data Scientist



## Data Scientist

Data Scientists deliver the analysis, modeling, and experimentation that inform product and business direction, empowering organizations to identify and deliver relevant products, mitigate risk and fraud, and improve internal operations. They also often develop algorithms to create personalized products and experiences to drive growth and innovation.

This SkillSet was created by



### SkillSet Targets

Target Area	My Score	Target
Data Management	--	51
Data Visualization	--	51
Machine Learning	30	51
Mathematics	16	151
Statistical Programming	--	151
Probability & Statistics	13	151

[How to read proficiency targets](#) ▾

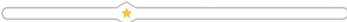
Top recommendations for

### Statistical Programming


[How to start](#) ▾

My Score -- | 151 Target

<




>



Data Analysis with Python

IB...


COURSE



Machine Learning with Python

IB...


COURSE



Python for Data Science and AI

IB...


COURSE



Databases and SQL for Data Science

IB...

COURSE



*\*Pictured here is a subset of the SkillSets available in the Data Science Academy*

# Leadership & Management

## Leadership & Management



**Leadership**



**Management**



**Collaboration**



**Problem Solving**



**Communication**



**Growth Mindset**



**Literacy**

## Human Skills

## Digital

**Senior Level**



Managing the Company of the Future



Strategic Innovation: Building Innovative Organizations



Introduction to Negotiation: A Strategic Playbook



Making Successful Decisions



Speaking to Inspire: Ceremonial and Motivational Speeches



The Science of Well-Being



Digital Transformation

**Mid Level**



Leading Teams



Preparing to Manage Human Resources



Influencing People



Mindware: Critical Thinking for the Information Age



Storytelling and influencing: Communicate with impact



Build personal resilience



Data for Business Decision Making

**Entry Level**



Foundations of Everyday Leadership,



Initiating and Planning Projects



Teamwork Skills: Communicating in Groups



Boosting Creativity for Innovation



Introduction to Public Speaking



Learning How to Learn



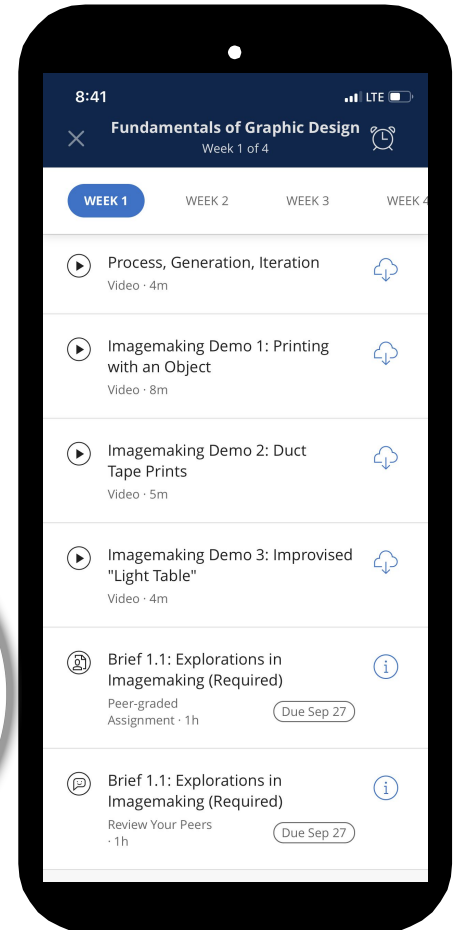
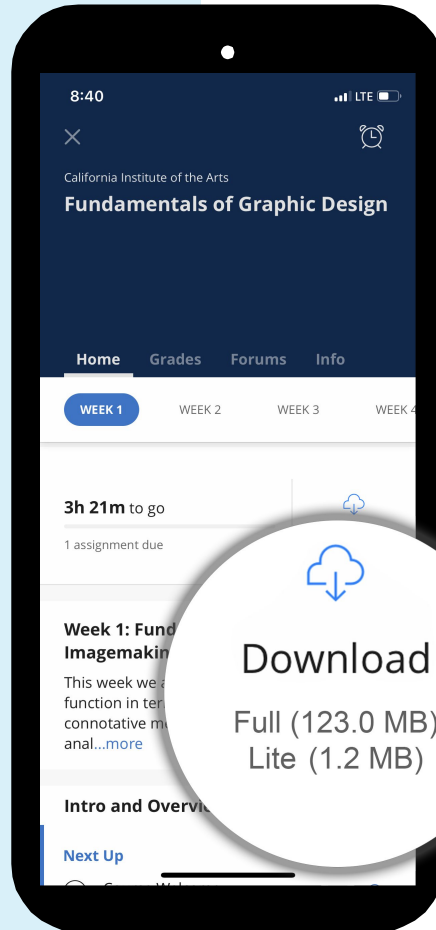
Mastering Data Analysis in Excel

# **Selected Platform Features**

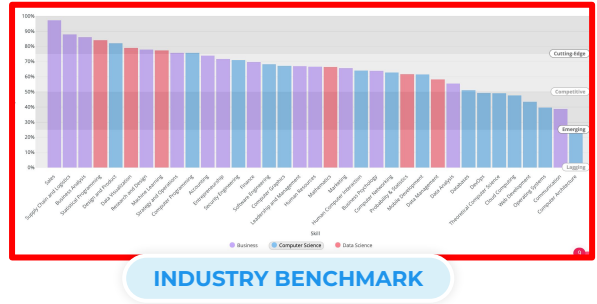
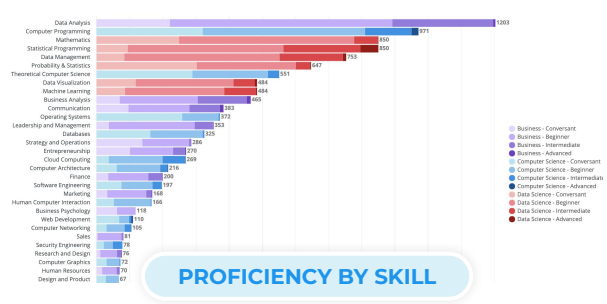


# Students can view and download on **Coursera's mobile app**

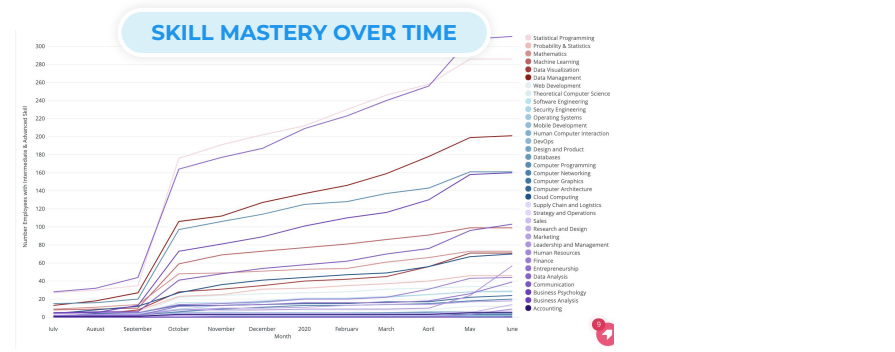
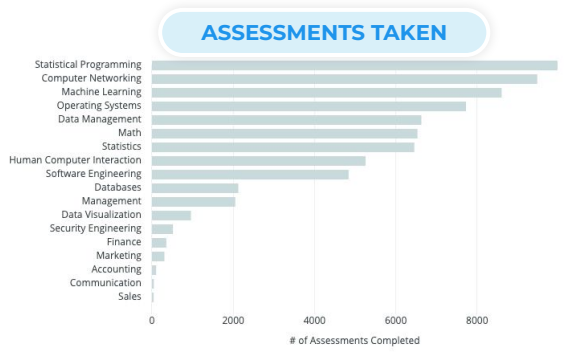
- Stream or download
- Full or "lite" downloads
- ~95% lower data use
- Watch offline
- Notes and highlights
- View linked lectures



# Example metrics from your analytics dashboards:



← Classic metrics → Advanced metrics →



Other metrics available on Coursera | Invitations sent; invitations accepted; learners enrolled; learner activity on platform; courses completed; learner reviews; course ratings

# Case Studies

# We help government agencies train their employees



Training over 60,000 government officials in leadership, strategy, customer service, and technology



Training thousands of Singaporean government officials in data science, computer science, and leadership



Training thousands of UNDP employees on leadership, management, and innovation and hundreds of OECD employees on communication, leadership and personal development



Training thousands of officials across the US, Colombia, and Kazakhstan governments.



Training employees of state-owned companies such as Saudi Aramco on a wide range of skills, tailored to the organization's competency framework.

# We train monetary and public financial authorities



We train the workforces of multiple **revenue, tax and customs** agencies across the world by leveraging our bespoke **Academies, LevelSets Diagnostics** and **SkillSets**.

We're training hundreds of employees at the **Australian Taxation Office (ATO)** on a range of human and technical skills critical to their job functions.



Canada Revenue  
Agency

We're also training staff at the **Canada Revenue Agency** and the **US Department of Treasury**.



In **Hong Kong** we train **the Securities and Futures Commission (SFC)** on a range of skills needed for staff to retain their cutting edge in emergent fields.



We launched training for staff of **Norges Bank** and **NBIM**, the world's largest pension fund and SWF, across a range of skills, aligned to functions and departments.

# Including Central Banks and Sovereign Wealth Funds



BANCO DE PORTUGAL  
EUROSISTEMA

**bpi**france



**BANCO CENTRAL  
DO BRASIL**

Training employees of state investment body **BPI France** on critical technical skills related to Financial Markets, Leadership, Management, Agile methodologies, Data Science, and AI.

Training employees across the **Central Bank of Portugal** with digital transformation skills, focusing on data science. Coursera chosen as primary strategic partner due to our expansive data science catalog and support services.

Trained a cohort of **Federal Reserve Bank of Chicago** and **Federal Reserve Bank of Atlanta** employees on data visualization, software engineering, and project management.

Trained a cohort of **European Central Bank** employees across a range of data and technology skills in an initial pilot program.

**Banco Central do Brasil** has an internal University and chose Coursera as their main partner to train economists and IT department on FinTech, Data Science and Machine Learning, as well as leadership and personal development.

# Our partnerships span the globe and include a diverse set of agencies



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



Ministry of Economy  
and Finance



**BANK OF UGANDA**



We're training **Saudi Arabia's Central Bank/SAMA** and **Saudi Arabia's Public Investment Fund (PIF)** across leadership, finance, economics, technology, and data for a growing number of employees.

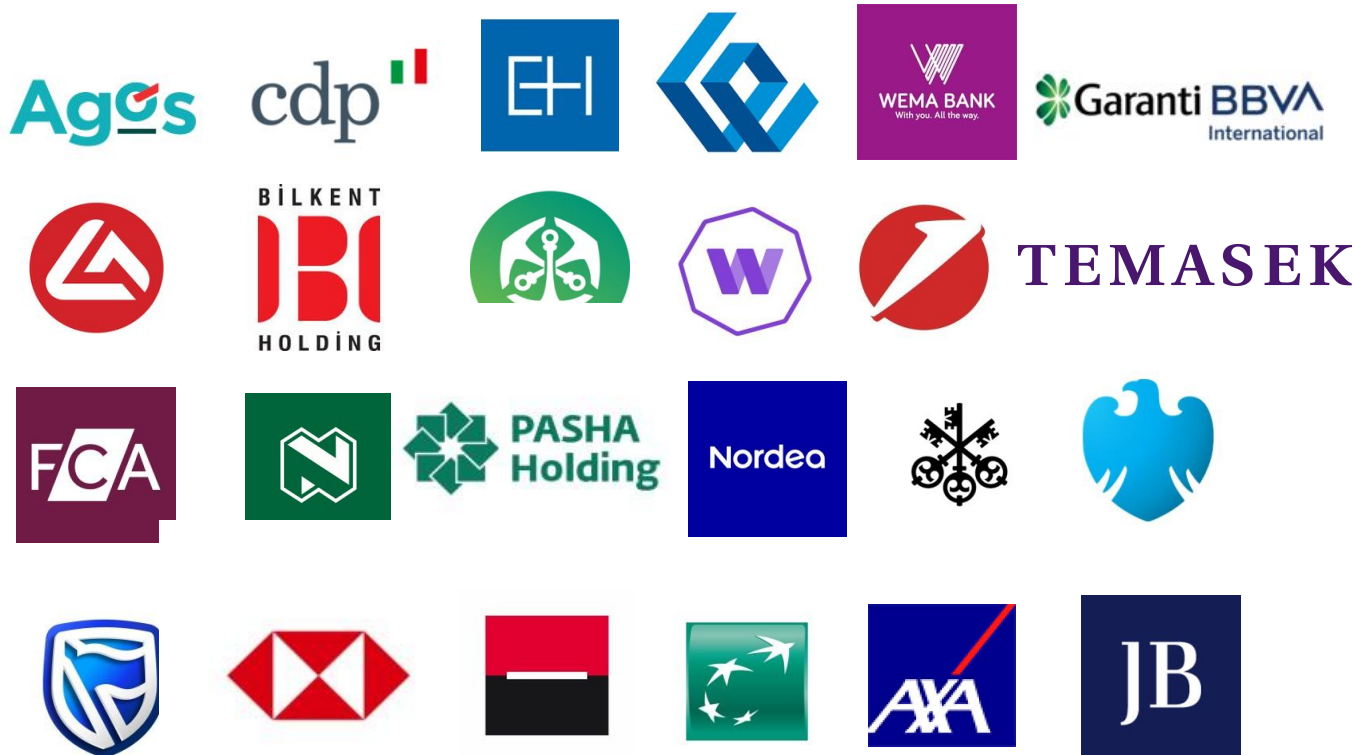
Conducted digital transformation workshop with **National Bank of Kazakhstan**, to align different departments into a unified vision.

Launched the online Open Learning Campus with the **World Bank Group** and **Korean Ministry of Economy**.

Launched training for cross-functional teams at the **Emirates Development Bank** and the **Uganda Revenue Authority (URA)** including financial, data and tech skills.

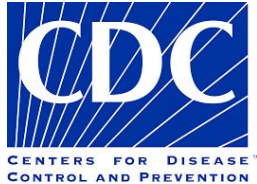


# And many more banks and financial institutions globally



- Hong Kong Securities and Futures Commission
- Financial Conduct Authority (FCA) UK
- Eurobank
- Euler Hermes
- Cassa Depositi e Prestiti (CDP)
- Agos Ducato
- Old Mutual Limited
- Nedbank
- Bilkent Holding
- PASHA Holding Group
- Warsaw Stock Exchange (GPW)
- WorldRemit
- Nordea
- Raiffeisen Zentralbank
- Wema Bank Plc.
- UniCredit
- UBS
- Standard Bank Group
- HSBC
- Societe Generale
- AXA
- GarantiBank International
- Temasek Holdings
- Barclays
- Julius Baer

# Our partnerships span the globe and include health agencies



UnitedHealth Group



In the health sector, we've trained hundreds of employees on a range of human and technical skills critical to their job functions:

- Department of Health and Human Services, Victoria Australia
- Saudi Ministry of Health
- US National Institutes of Health (NIH) and
- Center for Disease Control and Prevention (CDC)
- Futuro Health
- UnitedHealth Group
- Northwestern Medicine
- GE Healthcare India

We train the workforces of multiple **revenue, tax and customs** agencies across the world by delivering bespoke **Academies** and leveraging **SkillSets**.



Singapore Government  
Integrity · Service · Excellence

# Developing a skilled workforce

## INSPIRATION TO CHANGE

Singapore is facing a shortage of data scientists and has a surplus of underemployed individuals. They required a scalable and affordable way to upskill their workforce, for both Govt officials and citizens.

## LEARNING PATHWAYS

**Singapore Civil Service College** trains government officials across Singaporean ministries. Coursera partnered with CSC to offer a curated curriculum of data science specializations of varying lengths, and provided resources and support to develop and implement a cohort training model.

For citizens, Singapore approved 607 courses and 82 Specializations on Coursera for inclusion in the broader **SkillsFuture** program, giving S\$500 to every citizen age 25+ to access approved content.

We also launched a new partnership with **GovTech Singapore's new Digital Academy** to train the national public sector workforce on next generation skills.

## KEY RESULTS

With over 600 officials trained per year and a 78% course completion rate, the Coursera program has been incredibly impactful for CSC. Singapore is now Coursera's most in-demand customer base on a per-capita basis.

## ABOUT

Singapore is a sovereign city-state in Southeast Asia. It ranks 5th on the UN Human Development Index and the 3rd highest GDP per capita.

## INDUSTRY

Government sector

## HEADQUARTERS

Singapore

## GOVERNMENT'S CHALLENGE

Finding an education partner that offered a scalable employee development solution spanning topics in technology and leadership



## Abu Dhabi School of Government

ADSG and Coursera partnered to train 60,000 government employees in critical leadership and technical skills such as data science, artificial intelligence, and digital transformation.

“

The best thing we can provide is a curious, knowledge-seeking government that understands how to find the information that it needs and how to interpret the data that's available to them. The partnership with Coursera will provide us with unprecedented access to a vast library of courses geared to the professional development of Abu Dhabi government employees.

Solveig Nicklos,  
Former Dean of the Abu Dhabi School of Government





# Leveraging social media to engage learners across the Philippines



"I took this course because I believe that it is important for an ordinary person like me to acquire life saving skills. I gained knowledge and on emergencies and to understand what medical people do especially to injured persons. This course inspires me to become an EMT to be more capable of helping injured adults and children."

- Angelita N



## ABOUT

The **Philippines Department of Science & Technology (DOST)** is mandated to upskill and reskill the nation for the 4th Industrial Revolution to improve the national labor force's competitiveness and attract FDI.

## INITIATIVE

National workforce development

## TARGET TRAINING

Developing business, technology, data, and human skills for citizens across a wide range of demographics

## CHALLENGE

Helping upskill the national workforce to be regionally and globally competitive.

## INSPIRATION TO CHANGE

The program ended up becoming one of the largest single online learning initiatives in the country's history with **75,000 learners enrolled, 2.4m enrollments, 1.4m learning hours, 144,000 courses completed.**

## RAPID ENGAGEMENT

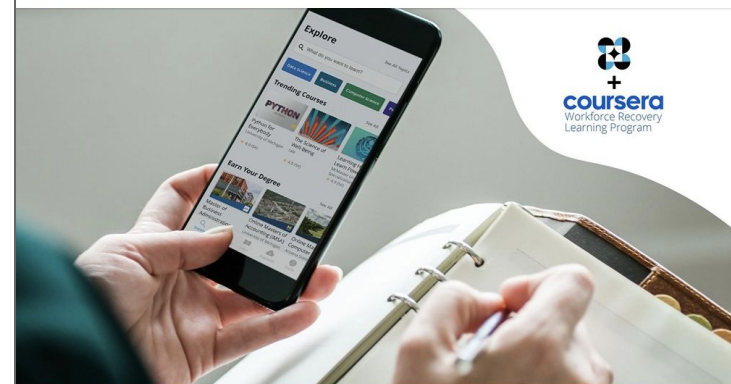
Coursera, in partnership with DOST, launched a national training program using social media to not only reach a large group of learners across the archipelago nation, but to connect to tens of thousands of learners within a few weeks.

## CREATING A COMMUNITY OF LEARNING

Using social media channels, learners organically created a dynamic online community of learning, where students shared tips on which courses to take, compared skills they had mastered, and spread excitement about the impact of the program. Seeing peers, classmates, neighbors, and friends studying, gaining certificates, and in many cases securing jobs, reinforced learners' commitment to learning.

[#ScienceForThePeople](#) [#DOSTCaraga](#) [#dostPH](#)

Read here for more:



CARAGA.DOST.GOV.PH

**Filipino Coursera learners complete 130k+ courses in 8 months**

## New York State

The New York State Department of Labor, its Commissioner and the Governor partnered with Coursera to provide free retraining in critical skills to any unemployed worker in the state.

“

Training and retraining our workforce are critical when it comes to getting New Yorkers back on the job. New skills and expanded knowledge can provide more pathways to more jobs and help diversify our workforce — which is good for both workers and our businesses. The New York State Department of Labor encourages New Yorkers to take advantage of this free learning opportunity by registering on our website.

Commissioner Reardon, Nov. 2020



# We train armed forces and military personnel



Australian Government

Department of Defence  
Science and Technology



Defense Acquisition University



PRESIDENCY OF  
DEFENCE INDUSTRIES



ROYAL DANISH  
DEFENCE COLLEGE

Training the **Defense Acquisition University, the US Navy, and US Special Operations Command** through broad digital transformation initiatives.

Skill development focus has largely been along Business/Tech/Data lines with organizations increasingly using our bespoke Skill Academies.

Launched a paid pilot is the beginning of a two-year learning journey with **British Army's MoD**. First cohort is focused on building foundational Digital skills with the IBM course catalog. Focus for the second cohort remains classified for now.



## Commonwealth of Learning

COL and Coursera partnered to train 119,000+ unemployed workers in underserved communities across 54 nations in Africa, the Caribbean, and Asia Pacific.

“

Given that these are nations with small populations, the uptake from the Caribbean region has been unprecedented. Ministers have been the driving force behind this initiative, taking full advantage of this chance to reskill their human resources.

Professor Asha Kanwar  
COL President & CEO, Sept. 2020







# Thank you

For any queries please reachout to AGMA Techno Solutions (Authorized ATP reseller for Coursera in India).  
Email: [operations@agmatechnosolutions.com](mailto:operations@agmatechnosolutions.com)