

# What is Coursera?

The global leader in online education  
from the world's top universities.



**28+ million** registered  
Coursera learners



**4.2+ million**  
course completions



**160+** partner  
institutions



**2,500+** courses



**10+** languages

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We envision a world where  
anyone, anywhere  
can transform their life  
by accessing the world's  
best learning experience.

TRUSTED AROUND THE WORLD

# Institutions everywhere turn to Coursera

Since the launch of Coursera for Business and Coursera for Governments in August 2016, we have signed with over 100 companies and institutions around the world.

AIRFRANCE KLM

BLACKROCK

AXIS BANK

BNY MELLON

INCRAM<sup>MICRO</sup>



verizon✓



BCG



L'ORÉAL

criteo.

SAMSUNG



PARIS

Ville candidate  
Jeux Olympiques de 2024



ebay

IBM

SAP



UniCredit  
Corporate & Investment Banking

PayPal



Pfizer

Sydney  
WATER

Capgemini



Honeywell



CERIDIAN

TOYOTA  
FINANCIAL SERVICES



OPERA  
SOLUTIONS

# Scale your country's skills training.

Using a combination of market data, learner data, content vertical expertise, and skill mapping models, we create learning programs that transform skills training at scale.



Coursera has a very rich set of content from which enterprises can choose.



**CYNTHIA HUI**  
L&D Manager  
Global Distance Learning



**COLLECTION 1 / 7**  
Core business skills  
Courses for increasing effectiveness at work - targeted at all Courserians

[View All](#)



Introduction to Project Management...  
University of California, Irvine

4-courses



**pwc**

Data Analysis and Presentation Skills: the PwC...  
PwC

5-courses



Influencing People  
University of Michigan

**COLLECTION 2 / 7**  
Management and leadership skills  
Courses for increasing skill in building and leading great teams - targeted at Coursera people managers

[View All](#)



Culture-Driven Team Building  
University of Pennsylvania

5-courses



Inspiring and Motivating Individuals  
University of Michigan



The Manager's Toolkit: A Practical Guide to...  
University of London, Birkbeck, University of London

**COLLECTION 3 / 7**  
Tech skills for the Product org  
Courses to build role-related technical skills - targeted at current Coursera engineers, data scientists, product managers, and designers

[View All](#)



Executive Data Science  
Johns Hopkins University

5-courses



Machine Learning  
Stanford University



```
branch(left: Tr
  Leaf(x: Int) =>
    = Branch(Branch(
  branch(x: Tr
  leaf(x: Int) => sum
  ...
```

Functional Programming Principles in Scala  
École Polytechnique Fédérale de Lausanne



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.

## 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



#### ABOUT

Sponsored by the government of Egypt, “Next Technology Leaders (NTL)” is a program designed to build the next generation’s digital skillset with information technology, communications, and electronics.

#### INITIATIVE

Reducing youth unemployment

#### HEADQUARTERS

Cairo, Egypt

#### GOVERNMENT’S CHALLENGE

To provide a scalable way to disseminate cutting-edge content to a disparate learning population



# Advancing the next generation

#### INSPIRATION TO CHANGE

NTL wanted to build the capacity of and certify young, qualified Egyptian pre-professionals in the latest communication and IT skills. By providing their learner base with access to education, NTL hoped to foster innovation and create employment and entrepreneurship opportunities.

#### LEARNING PATHWAYS

NTL curated a selection of courses across disciplines, granting their learners access to courses in technology, business strategy, design, cybersecurity, and game design.

#### KEY RESULTS

**Drove over 10,000 learning hours** — NTL had **100%** of all learners enrolled in a course, exceeding all of Coursera’s Enterprise completion rates (including corporate partners). In addition, **89%** of all learners have completed a course.



I had graduated with a degree in computer science and joined Microsoft as an intern for 9 months before starting my own startup and creating my own solutions. I had a good technical background but after my internship at Microsoft, I wanted to get into project management and I decided to take my skills to an advanced level. I have learnt a lot from this course—and will apply most of these techniques in my startup venture.

**SHAIMAA FAWZY**  
Entrepreneur

I am very grateful for this course. Now I have a lot of information and case studies that help me to understand old and modern cryptography techniques. I can think about how data is encrypted and how all security is managed and how cyberdata can be stalled or damaged. Finally, again, I want to thank the professor for the efforts to make information easy for us to understand. I wish you all progress and success."

**MOHANAD EMARA**  
Learner, NTL Egypt