

COURSERA

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PHYSICAL SCIENCE

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Coursera is an American massive open online course provider founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller.

Coursera works with other universities and other organizations to offer online courses, certification and degrees in a variety of subjects.

The vision of coursera is

“We envision a world where anyone, anywhere has the power to transform their life through learning”.

In 2021, it was estimated that about 150 universities offered more than 4000 courses through coursera. In 2014, coursera received both the webby winner (websites and mobile sites education 2014) and the people’s voice winner (websites and mobile sites education) awards.

Coursera courses last approximately four to 12 weeks, with one to two hours of video lectures a week. These courses provide quizzes, weekly exercise, peer-graded and reviewed assignments, an optimal honors assignment and sometimes a final project or exam to complete the course. Courses are also provided on demand, in which case users can take their time in completing the course with all of the material available at once. As of May 2015, Coursera offered 104 on-demand courses. They also provide guided projects which are short 2-3 hour project that can be done at home. According to ‘Coursera Impact Report 2020’ the top five most popular courses that people learn from coursera that people learn from coursera were contact tracing, digital marketing, project management, python programming and social psychology. As of 2017, coursera offers full master’s degrees. They first started with Master’s in innovation and Entrepreneurship (OMIE) from HEC Paris and Masters of Accounting (iMSA) from University of Illinois. Also as part of their MBA programs, there are some courses which are offered separately which are included in the curriculum of certain MBAs when enrolling in classes such as their digital marketing courses.

Google IBM, Facebook and other well-known companies, launched various courses for professional certificates, allowing students to fill the workspace in various sectors, such as IT

support, Digital marketing, UX design, project management, data analysis, data science and more. According to Google, their courses are equivalent to 4 years degrees.

In 2020, in response to the Covid-19 pandemic, coursera launched a courses by the Jameel Institute at Imperial college, London called “Science matters, Let’s Talk about covid-19”, the courses was the most popular launched on coursera in 2020, with over 1,30,000 enrolled learners that year. The course was presented by Jameel Institute research lead professor Helen ward and deputy director Dr. Katharina Hauck, with specific modules in collaboration with other researchers from across Imperial.

History

Coursera was founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller. Ng and Koller started offering their Stanford courses online in fall 2011, and soon after left Stanford to launch coursera. Princeton, Stanford, the University of Michigan and the University of Pennsylvania were the first universities to offer content on the platform. Offerings have since expanded to include specializations – collections of courses that build skills in a specific subject – as well as degrees and a workforce development product for businesses and government organizations.

In 2014 coursera received both the Webby Winner (Websites and Mobile Sites Education 2014) and the People’s Voice Winner (Websites and Mobile Sites Education) awards.

Andrew Ng



Andrew Yan-Tak Ng is a British-born American computer scientist and technology entrepreneur focusing on machine learning and AI. Ng was a co-founder and head of Google Brain and was the former chief scientist at Baidu, building the company’s Artificial Intelligence Group into a team of several thousand people.

Daphne Koller



Daphne Koller is an Israeli-American computer scientist. She was a professor in the department of computer science at Stanford University and a MacArthur Foundation fellowship recipient. She is one of the founders of Coursera, an online education platform. Her general research area is artificial intelligence and its applications in the biomedical sciences. Koller was featured in a 2004 article by MIT Technology Review titled “10 Emerging technologies that will change your World” concerning the topic of Bayesian machine learning.

Finance

Coursera’s revenues rose from \$184 million in 2019 to \$294 million in 2020. To date, Coursera has not made a profit. The company lost \$66 million in 2020 as they ramped up marketing and advertising.

For the third quarter in 2021, coursera reported revenue of \$109.9 million, up 33% from \$82.7 million a year ago. Gross profit was \$67.7 million or 61.6% of revenue. Net loss was \$(32.5) million or (29.5) % of revenue.

Funding

The startup raised an initial \$16 million funding round backed by Kleiner Perkins Caulfield & Byers and New Enterprise Associates. In 2013, GSV led the Series B investment, which totaled \$63 million. In 2015, NEA led the Series C round of revenue funding, which totaled more than \$60 million. In 2017, the company raised \$64 million from its existing investors in series d round of funding. In 2019, the company raised \$103 million in Series E round of funding from the SEEK group, Future Fund and NEA. The company reached valuation of \$1 billion+ in 2019. In July 2020, the company announced it had raised \$130 million in series F funding and updating its valuation to \$2.5 billion.

Coursera partners with more than 200 leading universities and companies to bring flexible, affordable, job-relevant online learning to individual and organizations worldwide. We offer a range of learning opportunities from hands-on projects and courses to job-ready certificates and degree programs.



Business model

In September 2013, it announced it had earned \$1 million in revenue through the sale of verified certificates that authenticate successful course completion. Coursera first rolled out a series of fee-based course option, which included verified credentials for completion, in 2013. As of October 2015, the company had raised a total of \$146.1 million in venture capital.

Courses

Coursera offers a pretty diverse range of pricing due to the fact it has so many different learning programs. It's Courses and Guided Projects starts as low as \$9.99 and its online degrees go up to \$50,000. As well as offering one-time payments, you have the option of monthly or annual subscription plans with Coursera plus. Coursera offers close to 2000 courses for free on a wide selection of subjects from social science to Math and logic. Its helpful filter system means you can get pretty specific about what you are looking for, choosing between Language, Level, Duration, Subject, Skills, Partner and Learning Product.

Coursera does a great job of making its free courses easy to find, along with the filter means you can find your chosen course in no time. With all of Coursera's free courses, we have the option to purchase the course, meaning we will earn a certificate when you successfully complete the course.

- **Guided projects:** Its Guided Projects start at \$9.99 and are designed to quickly learn a job skill or industry tool. The purchase of the Guided Projects included all learning materials, free download of what we create, split screen video step by step and instant access to necessary packages.
- **Specializations:** Its specialization focus on mastering a specific skill. Its starting price is \$39 per month and can take between 1-3 months to complete. A 7-day free trial is available for all specializations.
- **Professional Certificates:** Its Professional Certificates are for getting job-ready and earn a career credential. Its starting price is \$39 per month and take between 1-6 months to complete. Like specializations, a 7-day free trial is available and financial aid is available.
- **Master Track certificates:** the Master Track Certificate start at \$2000 and can take between 4-7 months. Its focus is to earn a university-issued certificate and credit towards a degree.
- **Degrees:** Coursera's bachelor or master degrees start at \$9000 and take between 2-4 years to complete. Its degrees are from leading universities like Penn and University of London. Receiving a bachelor's degree from top universities offered on Coursera. There are several benefits to getting a bachelor's degree. These include a higher potential income, increased job prospects, and new and enriching life experiences.
- **With Coursera for campus:**
 - Promote student employability by teaching in-demand skills for high-growth fields.
 - Help student's master job-ready skills with guided projects, programming assignments, and in-course assessments-online, offline, and via mobile.

- Enable faculty to create projects, assessments, and courses tailored to learner needs.

□ With coursera for government:

- Develop locally relevant career pathways and connect learners with regional employers.
- Build our own hiring ecosystem by authoring content.
- Upskill and reskill our workforce to be job-ready.

The various courses provided by coursera are

MASTERS DEGREE COURSES



Master of Data and Network Analysis

from HSE University

100% ONLINE



Master of Business Analytics

from HSE University

100% ONLINE



Global Master of Business Administration (Global MBA)

from Macquarie University

100% ONLINE



Master of Data Science

from HSE University

100% ONLINE



Master of Computer Science in Data Science

from the University of Illinois at Urbana-Champaign

100% ONLINE



Master of Business Administration (iMBA)

from the University of Illinois at Urbana-Champaign

100% ONLINE



MBA in Business Analytics

from O.P. Jindal Global University

100% ONLINE



Bachelor of Applied Arts and Sciences

from the University of North Texas

100% ONLINE



Master of Applied Data Science

from the University of Michigan

100% ONLINE

DEGREE COURSES

Bachelor of Science in Computer Science

Offered by University of London

3 – 6 years

Goldsmiths was ranked #3 in the UK in effective teaching (Guardian University League Table 2017)

Application due March 7, 2022



Bachelor of Science in Marketing

Offered by University of London

3 – 6 years

Royal Holloway, University of London is a UK top 25 university (The Times and Sunday Times Good Universities Guide 2021).

Application due March 7, 2022



Bachelor of Science in Business Administration

Offered by University of London

3 – 6 years

Royal Holloway, University of London is a UK top 25 university (The Times and Sunday Times Good University Guide 2021).

Application due March 7, 2022



Bachelor of Applied Arts and Sciences

Offered by University of North Texas

15+ hours of study/wk per course

#66 best online bachelor's program (U.S. News & World Report, 2019)

Application due March 18, 2022



Coursera plus: It is a subscription plan, giving you unlimited access to 90% of the learning programs that Coursera offers.

Coursera believe Learning is the source of human progress. It has the power to transform our world from illness to health, from poverty to prosperity, from conflict to peace.

REFERENCE

- ❖ <https://en.m.wikipedia.org/wiki/Coursera>
- ❖ <https://upskillwise.com/reviews/coursera>
- ❖ <https://www.coursera.org/in>

