

coursera

Employee Scholarship Program | FAQs

Coursera

What learning content can participants expect with Coursera?

Generally, a Coursera scholarship gives learners 12-months unlimited access to the learning content on the Coursera platform (excluding master's and bachelor's degree programs and some exclusive courses), including a wide range of courses, skillsets, specializations and clips designed by Coursera in collaboration with more than 200 universities. Learners get access to an extensive course catalog on many different topics with a focus on Data, Technology and Economics.

If learners prefer more guidance as to what content to choose, they will find **pre-curated learning paths** for mission critical role profiles according to the Group-wide skills gap analysis and further essential skills topics on their landing page.

To find content that matches their learning needs, learners can preview the Coursera catalog [here](#) or get a first impression of the Bertelsmann Employee Scholarship Program site including pre-curated courses [here](#).

When does the Coursera Scholarship take place?

- Start: Mid of December
- Activation Deadlines: March & June
- End: November 30

• Why learn with Coursera?

- Coursera provides content in collaboration with some of the world's leading universities (incl. University of Michigan, HEC and Johns Hopkins) and institutions (e.g. Google, BCG and DeepLearning.ai)
- Highest possible flexibility: learning any time and from any place at the learner's individual pace
- Certificates of completion are issued by the institution that provides the content on the Coursera platform: a fast-track opportunity to obtain a sharable certificate from a top league university or renowned organization

What does the learning journey with look like?

The learning journey will be 1-year self guided. Students can learn in their own time, and there are no specific class hours when they need to be online. Coursera courses include recorded and peer-reviewed video lectures, assignments, and discussion forums for student exchange. In addition, Coursera offers "SkillSets", an individualized learning experience by which each learner is given personalized recommendations for high-quality learning content based on their level of knowledge, learning progress and their own learning objective. For more information on learning with Coursera, please visit: <https://www.bertelsmann-university.com/individual-campus/program-information/Coursera.html>

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How long will each course take?

Generally, courses can take between 1-6 weeks to complete. The average length of a course is between 5 to 15 hours. Coursera courses have been designed to allow learners to work at their own pace with bite-sized sessions and a self-paced learning model. The time varies by each course. Coursera keeps lectures and lessons short -with only a few minutes each- so learners can make meaningful progress in just a few minutes a day.

What are Coursera SkillSets and how do they work?

Coursera SkillSets are a special functionality to support targeted learning based on the individual requirements of a learner. Hence, they are a great way to facilitate individual reskilling scenarios. Each SkillSet includes a group of skills relevant to a learner's chosen learning goal. It makes personalized recommendations of premium curated content based on learners' personal progress towards the target score of each skill required for his/her desired skillset. Progress is automatically measured based on the courses already taken on the Coursera platform plus the opportunity to assess previous experience and training from other learning sources. Learning content is taken from individual courses mapped specifically to the learning need at hand, rather than a full University program.

How do students retain their seat in the program?

Learners should make sure to use their license actively. Bertelsmann University reserves the right to revoke the licenses of any inactive users to give as many employees as possible the chance to take part in this initiative. Learners will be informed in advance and given the chance to continue learning, accordingly. The following requirements must be met:

- Short term until mid/end of March 2024: Learners must create their account on the Coursera platform **and** start at least one course.
- Long term until mid/end of June 2024: Learners must have learned actively within the last 90 days or have completed one course.

What is the program language?

The program language of most courses is English. Subtitles are available in a multitude of languages for the majority of most popular courses. You can switch the language of the platform in Account Settings to help your navigation. The languages available are German, Spanish, French, Chinese, Portuguese, Kazakh, Indonesian, Arabic.

Do students get a certificate?

Upon completion of a course, learners will be eligible to receive a shareable electronic course certificate. Certificates of completion are issued by the institution that is providing the content on the Coursera platform: a fast-track opportunity to obtain degree from a top league university or renowned tech organization.