

Udacity Technology Scholarship Program FAQs for Employees

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General

What is Udacity?

Udacity, a global pioneer in lifelong learning, is an online education platform that develops practical tech-focused online courses in collaboration with leading tech companies. The company is headquartered in Mountain View, California. Bertelsmann is one of Udacity's largest shareholders. Udacity's Nanodegree programs are co-created with industry leaders and are designed for lifelong learners. Udacity Nanodegree programs focus on jobs related to Software Development, Data Science, Cloud Computing, Artificial Intelligence and more.

Why learn with Udacity?

- Benefit from interaction and exchange with the community
- Job-related projects by industry experts
- Focus on business-relevant skills
- Get useful help from mentors

What is a Nanodegree program?

A Nanodegree program is an innovative online curriculum path that is outcome-based and career-oriented. Every program provides a clear end goal, and the ideal path to get the students there. Courses are built with industry leaders like Google, AT&T, and Facebook, and are taught by leading experts on the respective subjects. While progressing through a Nanodegree, students benefit from personalized mentoring for technical support, as well as detailed project reviews and feedback. Graduates earn an industry-recognized credential.

What is an Udacity course like?

Udacity courses are highly interactive with activities like quizzes and exercises interspersed between short videos and interviews with instructors and industry experts. The quizzes are a tool to help you learn, and an ongoing resource, so you can watch the videos and try the quizzes as many times as you like. Udacity Nanodegrees also include real-world projects, which must be completed and submitted. Students will receive feedback from mentors on these projects. In case of uncertainties and questions, the student receives 24/7 mentor support on an individually basis.

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The Udacity Technology Scholarship Program

What is the Udacity Technology Scholarship Program?

Over a three-year period, Bertelsmann is investing several million euros in funding as many as 50,000 tech scholarships on the online education platform Udacity to strengthen people's tech skills. The idea is to teach employees the digital skills needed for tomorrow's job market. Specifically, the Group is funding 15,000 tech scholarships annually for Udacity Challenge Courses. In addition, 1,600 participants will receive a scholarship for a full Nanodegree in their selected subject area. The scholarship program is aimed equally at beginners (basic computer skills are recommended) and experienced programmers. It focuses on three tech learning paths:

- Cloud, i.e. applications for online-based IT infrastructures
- Data, i.e. applications for the analysis and interpretation of large volumes of data
- Artificial Intelligence (AI), i.e. applications related to Machine Learning and intelligent algorithms

The program builds on the success of previous initiatives, and with the 2021-2022 round, it is for the time being the last round of the three-year initiative.

What is the structure of this Scholarship Program?

As the scholarship consists of three different learning paths (Cloud, Data, AI), the participants have to decide for which learning path they would like to apply.

Each learning path consists of two phases:

Phase 1: Challenge Course | December 14, 2021 – February 14, 2022

During the first phase of this scholarship, the student is provided with an access to an introductory Challenge Course for 2 months. Applicants should be prepared to invest about 2 – 4 hours per week during this period. The scholarship recipients participating in this initial phase of the program will be part of a robust student community where they can engage with and receive support from their classmates.

Phase 2: Nanodegree Program | March 1, 2022 – August 31, 2022

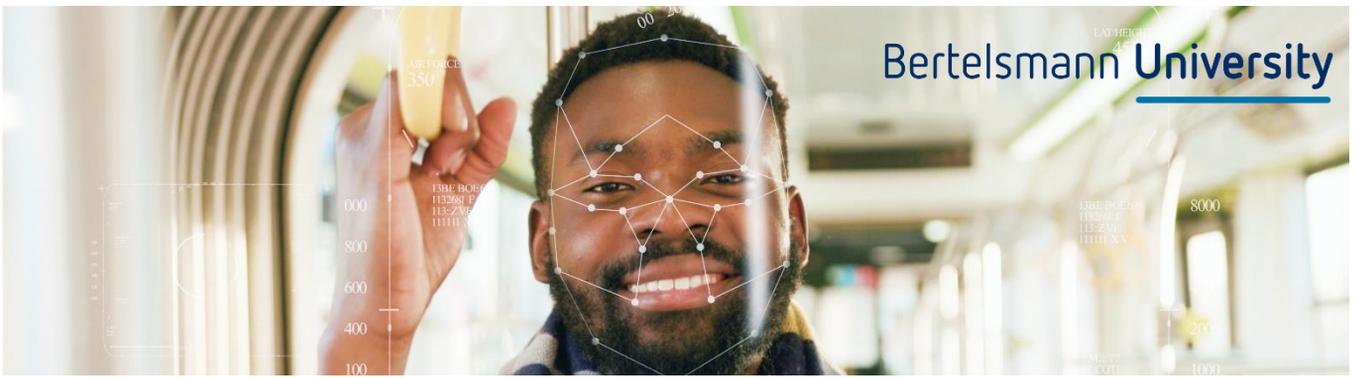
1,600 participants will receive a scholarship for a full Nanodegree program in their chosen subject area. Access to these Nanodegree programs includes expert project reviews, mentorship, and community support. Applicants should be prepared to invest about 5 – 10 hours per week for the 6 months program.

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How does the 3rd round differ from the previous ones?

The structure and basic conditions of the Udacity Tech Scholarship remain identical. The third round will see the following changes:

- **New learning content:** New Challenge Courses as well as other Nanodegrees are being offered. ([page 6-10](#))
- **Updated selection criteria:** The criteria for selecting the Challenge Course participants as well as for selecting 1,600 Nanodegree participants have been adjusted. There will be an additional “final assessment” at the end of the Challenge Course, which will be used as a selection criteria for the Nanodegree Phase. ([page 14](#)).
- **Slack is significantly less important:** It will only be used as selection criteria if an additional selection becomes necessary. ([page 15](#))
- **Shorter Challenge Course phase:** Again, the Challenge Course content is the first chapter of the Nanodegree (except from the project), but in line with its complexity the Challenge Course duration has been shortened to 2 months (December 14, 2021 – February 14, 2022).
- **Less time investment** during the Challenge Course phase: The time investment in this round will be about 2-4 hours per week.
- **Faster application** than in round 1: A motivation letter is not required during the application process ([page 12](#))
- **Bertelsmann info sessions:** Get a chance to connect with the Bertelsmann team behind the scholarship and learn more about Tech & Data at Bertelsmann, community activities, events and how to get involved and show your newly acquired skills.



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What is the difference between the Bertelsmann Tech Curricula and the Tech Scholarship Program?

Tech Scholarship	Tech Curricula
Central funding, no cost for the learners	Fee-based (mostly) different price models depending on provider
Phase 1: Challenge Course Phase 2: Nanodegree	Immediate access to learning content / Nanodegrees possible
Predefined & predetermined selection of Challenge Courses & Nanodegrees for each year	Choose from a variety of Nanodegrees and content from several learning providers tailored to Bertelsmann-specific role profiles
One round a year	Very flexible timing. Choose between several starting and course dates
15,000 fellow students all starting at the same time	Small groups/ cohorts / individual learning
Defined skillset/degree of difficulty in the respective Tracks	Choose between different degrees of difficulty – from beginner to advanced
Open to employees as well as the general public	Bertelsmann employees only
Competitive aspect: Challenge Course qualifies 1,600 (about 10%) of students for the Nanodegree phase	Full access upon registration
	Besides Udacity, a number of different premium learning partners with different learning formats and profiles are available

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Cloud Track – Azure Cloud Architect

What is the “Designing Infrastructure and Managing Migration” Challenge Course?

The “Designing Infrastructure and Managing Migration” Challenge Course in the Cloud Track is a 2-month standalone course. Students will learn how to:

- Use Azure cloud design best practices to create specifications and documentation that support business objectives and articulate technical requirements.
- Design for back-up and recovery that meet recovery plan objectives (RTO, RLO, RPO).
- Assess migration needs for on-premise servers and databases.
- Migrate existing workloads to MSFT Azure using Azure Migration Solutions.
- Use automation to deploy highly available infrastructure.

The Challenge Course is the first chapter of the following “Azure Cloud Architect” Nanodegree Program. It is mandatory for scholarship students who wish to qualify for the full Nanodegree program and cannot be skipped.

Time investment: 2 months, about 2 – 4 hours per week

What is the “Azure Cloud Architect” Nanodegree program?

In the “Azure Cloud Architect” Nanodegree program, students learn to translate business requirements into technical specifications for reliable, scalable, and secure cloud infrastructure using Microsoft Azure. Graduates of this program will be able to:

- Design and deploy scalable, efficient, and resilient cloud architecture with Azure.
- Execute a migration plan for on-premise servers and databases to Azure.
- Monitor availability and simulate and test failure scenarios and recovery.
- Optimize cloud service infrastructure for cost and performance.
- Evaluate a cloud environment’s security vulnerabilities.
- Apply appropriate security controls that adhere to best practices in cloud security.

Time investment: 6 months, about 5 – 10 hours per week

Detailed information about the program will be available on the Udacity website soon:

www.udacity.com

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What prerequisites are required for the Cloud Track?

- Familiarity with network concepts, such as IP addressing and routing
- Familiarity with network connectivity methods, such as VPN
- Familiar with Azure CLI commands
- Ability to read JSON
- Understanding of DevOps, including container orchestration CI/CD
- Azure Application Development and Deployment
- 2+ years experience in developing apps or managing cloud infrastructure that have been deployed using MSFT Azure

What is the target group for the Cloud Track?

Professionals who want to learn how to design and architect large scale systems on Azure and build their career as solution architects or technical architects. An experienced IT infrastructure professional with prior experience in building and operating on premise or cloud-based infrastructure technology that wants to learn the specifics of designing/architecting for Azure.



Data Track – Business Analytics

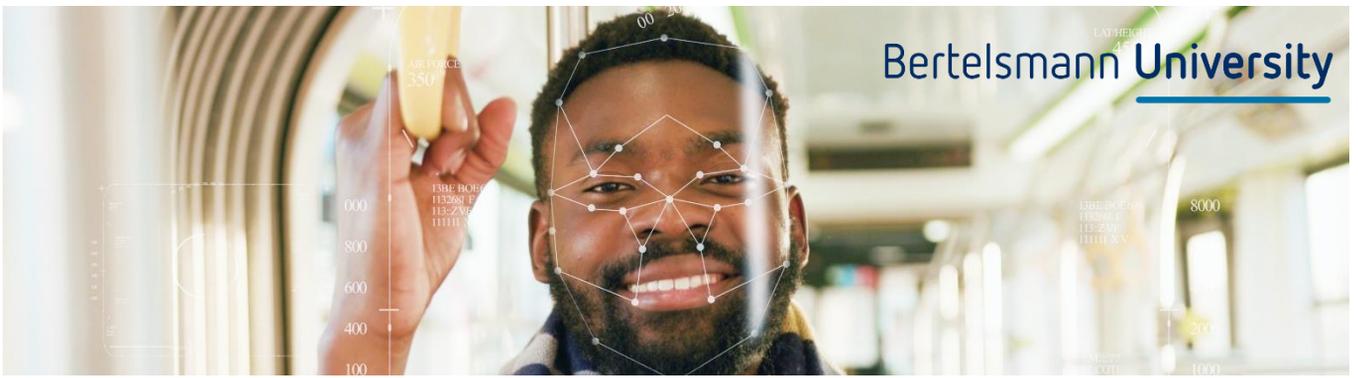
What is the “Introduction to Data” Challenge Course?

The “Introduction to Data” Challenge Course is a 2-month standalone course in which students will learn foundational data skills that apply across functions and industries. They will learn how to:

- Explore an interactive data dashboard to uncover insights
- Use statistics and visuals to find and communicate insights
- Develop Excel skills to manipulate, analyze, and visualize data in a spreadsheet

The Challenge Course is the first chapter of the following “Business Analytics” Nanodegree Program. It is mandatory for scholarship students who wish to qualify for the full Nanodegree program and cannot be skipped.

Time investment: 2 months, about 2 – 4 hours per week



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What is the “Business Analytics” Nanodegree program?

The “Business Analytics” Nanodegree is an excellent program for nontechnical people who want to make more data driven decisions. Students will learn foundational data skills that apply across functions and industries. Graduates of this program will be able to:

- Use data analysis skills and tools
- Build models with Excel
- Query databases using SQL
- Create informative data visualizations with Tableau.

Time investment: 6 months, about 5 – 10 hours per week

Detailed information about the program is available here:

<https://www.udacity.com/course/business-analytics-nanodegree--nd098>

What prerequisites are required for the Data Track?

No prior experience required. To succeed in this course, students should have basic computer skills like managing files, navigating online and running programs.

What is the target group for the Data Track?

The “Business Analytics” Nanodegree program is an excellent program for non-technical people who want to make more data driven decisions. It is well-suited for those looking to apply data skills in their current roles. Students will learn data analysis skills and tools that will help them throughout their career, whether they are in engineering, sales, marketing, operations, etc. This Track is also a great preparation for more advanced programs, such as the Predictive Analytics for Business Nanodegree or Data Analyst Nanodegree.

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Artificial Intelligence Track – Introduction to Machine Learning with TensorFlow

What is the “Introduction to Machine Learning: Supervised Learning” Challenge Course?

The “Introduction to Machine Learning: Supervised Learning” Challenge Course is a 2-month standalone course in which students learn about supervised learning, a common class of methods for model constructions. They will:

- Evaluate and optimize several different supervised learning algorithms
- Evaluate, compare and tune models according to constraints

The Challenge Course is the first chapter of the following “Introduction to Machine Learning with TensorFlow” Nanodegree Program. It is mandatory for scholarship students who wish to qualify for the full Nanodegree program and cannot be skipped.

Time investment: 2 months, about 2 – 4 hours per week

What is the “Introduction to Machine Learning with TensorFlow” Nanodegree program?

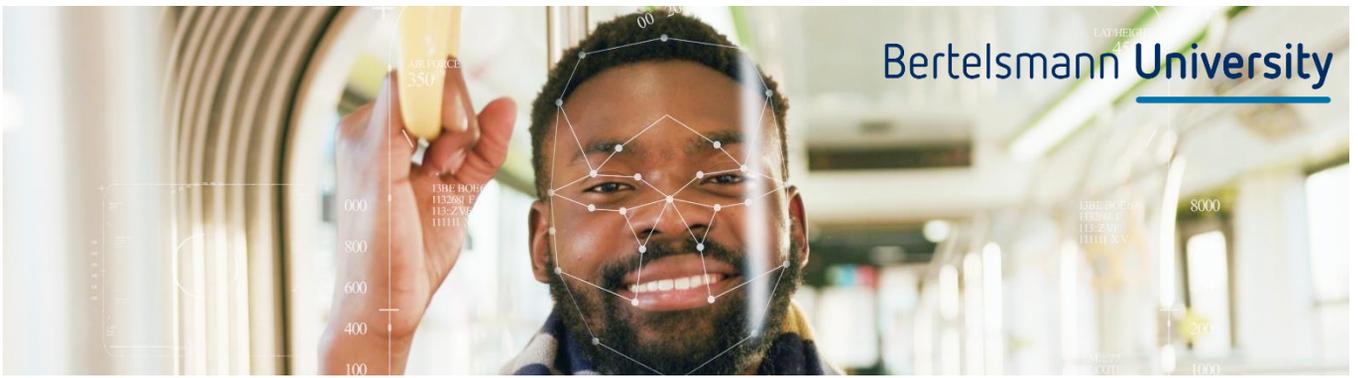
In the “Introduction to Machine Learning with TensorFlow” Nanodegree program, students get to know Machine Learning techniques such as data transformation and algorithms that can find patterns in data. And they learn to apply self designed Machine Learning algorithms to specific tasks. Graduates of this program will be able to:

- Use Python and SQL to access and analyze data from several different data sources.
- Build predictive models using a variety of unsupervised and supervised Machine Learning techniques.
- Perform feature engineering to improve the performance of Machine Learning models.
- Optimize, tune, and improve algorithms according to specific metrics like accuracy and speed.
- Compare the performances of learned models using suitable metrics.

Time investment: 6 months, about 5–10 hours per week

Detailed information about the program is available here:

<https://www.udacity.com/course/intro-to-machine-learning-with-tensorflow-nanodegree--nd230> .



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What prerequisites are required for the AI Track?

- Intermediate Python programming knowledge, including:
 - About 40 hours of programming experience
 - Familiarity with data structures like dictionaries and lists
 - Experience with libraries like NumPy and pandas
- Basic knowledge of probability and statistics, including:
 - Experience calculating the probability of an event
 - Familiarity with terms like the mean and variance of a probability distribution

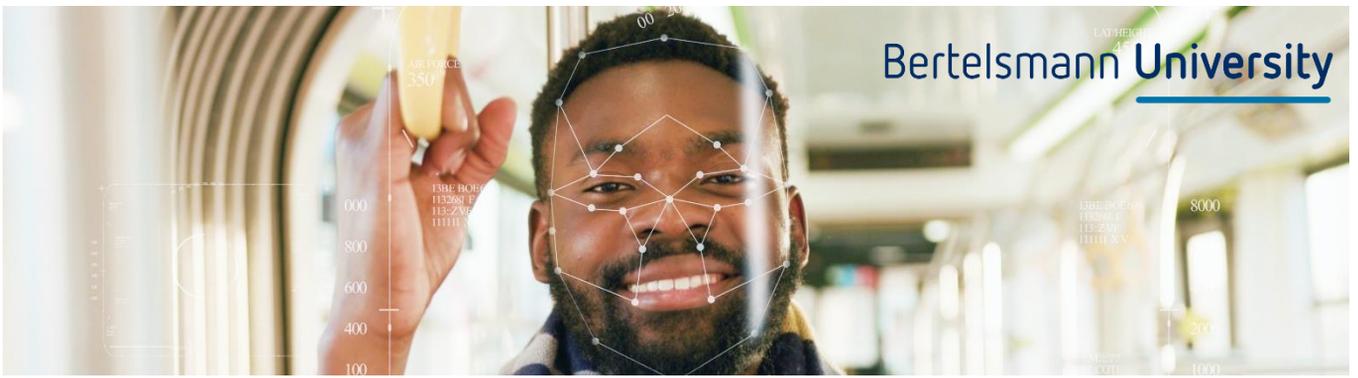
What are the technical requirements for participating in the AI Track?

Students should have access to a computer running a 64-bit operating system with at least 8GB of RAM, along with administrator account permissions sufficient to install programs including Anaconda with Python 3.x and supporting packages.

For more information and for Udacity's full technical requirements visit: www.udacity.com/tech-requirements.

What is the target group for the AI Track?

The Intro to Machine Learning with TensorFlow Nanodegree program is intended for students with intermediate experience in Python, who have not yet studied Machine Learning topics. It is designed for people who are new to Machine Learning and want to build foundational skills in Machine Learning algorithms and techniques. This Track is also a great preparation for even more advanced Nanodegrees, such as the Machine Learning Engineer Nanodegree or the Self-Driving Car Engineer Nanodegree.



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The Udacity Technology Scholarship Program in more detail

Who is shouldering the costs?

Bertelsmann pays the costs for all scholarship programs from a central budget.

When do classes start? When will the results be announced?

Application Phase:	October 5, 2021 – November 30, 2021
Announcement Scholarship recipients:	Around December 10, 2021
Challenge Course Phase:	December 14, 2021 – February 14, 2022
Announcement Nanodegree recipients:	Around February 25, 2022
Nanodegree Phase:	March 1, 2022 – August 31, 2022

What is the program language?

The program language of the Challenge Course and all Udacity Nanodegree programs is English. All Udacity course videos have English subtitles.

Where does the program take place?

The program takes place 100% online. Students can work from wherever they want to, as long as they have a working internet connection.

Are there specific class hours when students need to be online or can they go through the lessons and study whenever they want?

Participants can study on their own schedule as long as they complete the course in the specified time (Challenge Course: February 14, 2022 or Nanodegree: August 31, 2022).

What are the general technical requirements for participating in this program?

The participants can learn on a computer at any time. The learning content is extensive and requires a desktop computer. However, individual videos can be downloaded and watched on a mobile device. Udacity's general technical requirements are listed here: www.udacity.com/tech-requirements. For the AI Track special technical requirements are necessary, see Track description. More information about all required programs, licenses and tools for each course can be found in the separately provided overview.

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The Application Process

When does the application period start?

Applications open on October 5, 2021 and close on November 30, 2021.

Where can Bertelsmann employees and interested external parties apply for the Udacity Technology Scholarship Program?

The application must be submitted proactively on this respective Udacity landing page (application go-live on October 5, 2021): www.udacity.com/bertelsmann-tech-scholarships

Who can apply?

All Bertelsmann employees, as well as the general public, who want to expand their Cloud, Data and AI skills and are at least 18 years old. All necessary prerequisites are explained in the descriptions of each Track.

What information is requested in the application?

The application form is structured into three parts:

1. Choice of Track (Data, Cloud or AI)
2. Background information (personal data)
3. Short self-assessment for the Cloud and AI Track

One piece of information Bertelsmann employees should be prepared to provide is their peoplenet ID so that they identify themselves as Bertelsmann employees and not as applicants from the general public.

Is it possible to apply for more than one Track?

As part of the application, the candidates have to choose **one** Track (Cloud, Data or AI) they would like to apply for.

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Why is a peoplenet ID requested during the application process?

In the application process, applicants are identified as Bertelsmann employees by their peoplenet ID. The submission is on a voluntary basis. If students wish to identify as a Bertelsmann employee, the (correct) Peoplenet ID should be provided. The peoplenet ID can only be entered during the application phase and does not have to be re-entered later.

How can employees find out their peoplenet ID?

The peoplenet ID can be viewed on peoplenet under “My Employee Files” (see screenshot below). If the peoplenet ID is already required for logging in (no identity management), students should contact their local HR department.

The screenshot displays the peoplenet employee portal interface. At the top left, the 'peoplenet' logo is visible. A navigation menu is open, showing options like Home, Jam, Performance Management/My Forms, Learning, Development Plan, Careers, Recruiting, Company Info, and 'My Employee Files', which is circled in red. Below the menu, there's a 'To-Do' section with a progress indicator for 'Finish Your Profile' at 17%. A 'News' section is also present. The user profile for 'Laura Echterhoff' is shown, including her name, 'Corporate' role, and local time. Below the profile, there are tabs for 'EMPLOYEE DETAILS', 'WORK HISTORY', 'FORMAL EDUCATION', 'DEVELOPMENT PLAN', and 'MOE'. The 'EMPLOYEE DETAILS' tab is active, showing a 'Personal Information' section. In this section, the 'Username' field contains the value 'laec00123456', which is circled in red. The 'First Name' field contains the value 'Laura'.

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Selection Criteria & the Selection Process

What are the criteria for being selected as one of the 15,000 Challenge Course recipients?

Udacity will evaluate the scholarship applications with a view to selecting recipients who possess:

- Diversity of all races, genders, beliefs, and backgrounds
- Diversity of perspective and experience
- Willingness to dedicate sufficient time to the scholarship
- Prerequisite knowledge for the Cloud and AI Track

What are the criteria for being a recipient of a full Nanodegree program?

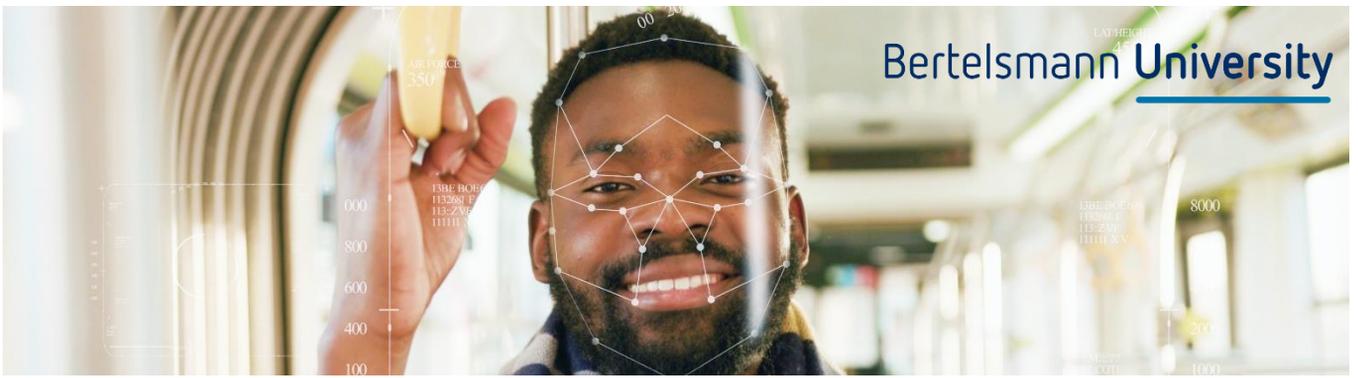
Of the 15,000 original scholarship recipients, 1,600 students will be selected for the follow-on Nanodegree program based on:

1. 100% completion of all lessons, videos and quizzes in the Challenge Course (deadline Feb 14)
2. Performance in the final assessment of the Challenge Course
3. Participation in community events and support of classmates in the Slack community
4. All the selection criteria used in phase 1
 - Diversity of all races, genders, beliefs and backgrounds
 - Diversity of perspective and experience
 - Willingness to dedicate sufficient time to scholarship
 - Prerequisite knowledge for the Cloud and AI Track

Even if students consider all the criteria mentioned above and fully meet them, unfortunately this is no guarantee for receiving a Nanodegree Scholarship, as only 1,600 Nanodegree seats are available. If there are students who meet all the criteria in equal parts, a lottery will decide the selection of the Nanodegree recipient.

How does the final assessment at the end of the Challenge Course look like?

The final assessment will consist of a multiple-choice questionnaire that aims to test the students understanding of the material they have learned during the Challenge Course phase. A special preparation is not necessary.



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Community participation as a selection criteria – What is important?

The community participation has a significantly lower importance this time, the main criteria are the class completion and the final assessment. If more students meet the first two criteria than seats are available, the community participation and the criteria applied during the Challenge Course selection will also be taken into account.

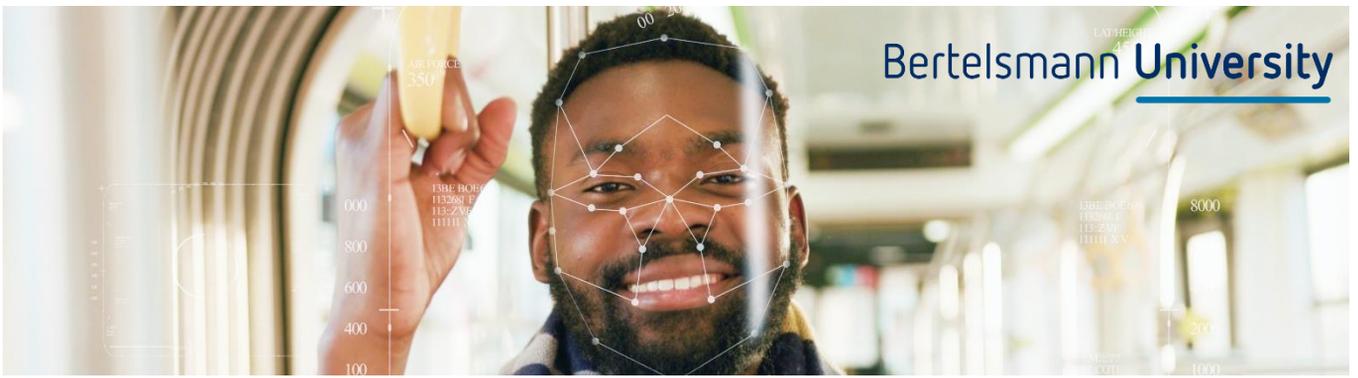
The tips for participation in the community remain the following:

- Think “quality” over “quantity”
- Participation in Udacity-organized initiatives
- Participation or organization of student initiatives
- Support of classmates
- Regular presence (activity according to login)

The above criteria will be assessed by Udacity Community Managers. Students should participate in the orientation web conferences organized by Udacity at the beginning of the course. Udacity will explain there what is important in community participation and what is given special attention to.

Can students participate in the Nanodegree program even if they were not selected for the program?

Students can book the course for a fee to continue learning alongside their fellow students. Further information can be found on [peoplenet](#) and on the Bertelsmann [University website](#).



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Challenge Course & Nanodegree Program in more detail

How long can students access the Challenge Course content?

The Challenge Course content is available to all students for the duration of the course. After the end of the Challenge Course on February 14, 2022, students who were not selected for the Nanodegree program will no longer be able to access the course in their online classroom, and therefore will no longer be able to view the content.

How long can students access the Nanodegree content?

The Nanodegree program content is available to all students for the duration of the course. All students who successfully complete the Nanodegree program (“graduates”) will continue to have access to the content for another 12 months.

What kind of support do the mentors provide during the Nanodegree program?

The students receive support from mentors in the form of detailed project evaluations and feedback. Students can post their questions in a mentor forum and receive an answer within 24 hours, regardless of the time zone they are in.

Do students get a certificate?

Upon completion of the Challenge Course and participation in the Nanodegree program, each student will receive a badge that can be used on social media channels (e.g. LinkedIn). In addition, participants who have provided their peoplenet ID can print out a participation confirmation on peoplenet.

Upon completion of the Nanodegree program, graduates also receive an official certificate directly from Udacity. After the students have successfully completed their projects, their identity will be verified, and students may be asked for a final interview. Once this procedure has been completed, the certificate can be viewed, printed and forwarded via the Udacity account.

How can candidates prepare themselves for the Challenge Courses starting in December?

Bertelsmann employees can use the peoplenet to access various online course collections in the field of Cloud, Data and AI and gain an overview of the topics. For example the online course collections [“Getting started with the Cloud”](#) or [“Data Science”](#) – Further information on this can be found in the [News section](#) of the Bertelsmann University website.

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Peoplenet

Is the application page available through peoplenet?

As Udacity is responsible for the application process and the execution of the program, an application through peoplenet is not possible. All employees must use the external Udacity link (go-live on October 5, 2021): www.udacity.com/bertelsmann-tech-scholarships

Will the participation be uploaded to the employee's peoplenet learning plan/learning history?

Bertelsmann University will assign the courses in each phase (Challenge Course and Nanodegree program) to the peoplenet learning plan/learning history of all employees who have provided their peoplenet ID in the application process.

Legal Issues

Who is responsible for the processing of personal data?

Udacity Inc. ("Udacity" in the following) is solely responsible for the execution of the scholarship program and its processing of personal data in connection with it. As a data controller and if the scholarship program is offered to participants established in the European Union, Udacity has to comply with the EU General Data Protection Regulation (hereinafter "GDPR").

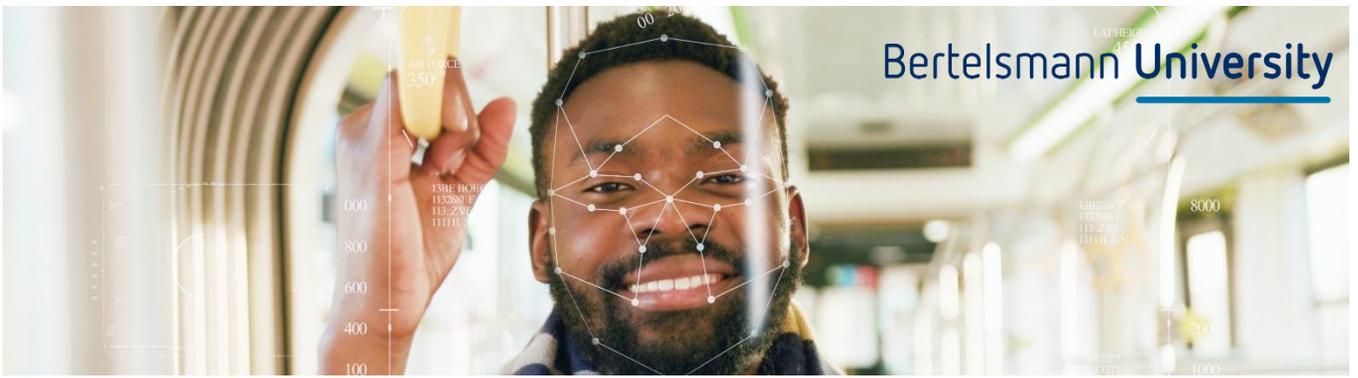
What personal data is processed?

The scope, nature and purpose of the data processing upon participation in the scholarship program, along with further information on data protection, can be found in the Udacity Privacy Policy: www.udacity.com/legal/privacy

Bertelsmann SE & Co. KGaA ("Bertelsmann" in the following) does not transfer any personal data to Udacity except the IP address when the landing page link is used. As a sponsor and partner of the scholarship program, Bertelsmann receives a list of all participants. The legal basis for receiving this is Article 6 Section 1 f GDPR; accounting is the legitimate interest. Access to the list is restricted to a few employees at Bertelsmann University. A transmission within the group of companies does not normally take place.

As part of registration, participants can indicate their peoplenet ID if they are employees of the Bertelsmann Group. If a peoplenet ID is provided, their participation in the scholarship program is added to the learning plan and learning history in the peoplenet employee profile. Indication is optional and voluntary, and the learning plan/learning history is basically only accessible by the employee, their manager, the local HR department, and Bertelsmann University. The legal basis for the transfer is Article 6 Section 1 f GDPR; the legitimate interest is documentation of training and advancement at employee's request.

Further updates will follow.



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How is data protection ensured at Udacity?

Bertelsmann has concluded an agreement with Udacity under which Udacity is obliged to comply with GDPR. Udacity is located in the U.S. To safeguard a secure and legal transfer of personal data between the European Union and the U.S., Bertelsmann and Udacity have concluded EU Standard Contractual Clauses (Controller-to-Controller).

What rights do participants have in connection with data protection?

As a data subject, participants have a right of access, right to rectification, right to erasure, right to restriction of processing, right to data portability and the right to object. The participants also have the right to lodge a complaint with the applicable data protection authority.

Contact for data protection at Udacity: <https://eu.udacity.com/legal/gdpr-compliance>

Contact for data protection at Bertelsmann: datenschutz@bertelsmann.de

Who is responsible for the process and execution of the program?

Udacity is solely responsible for all steps.

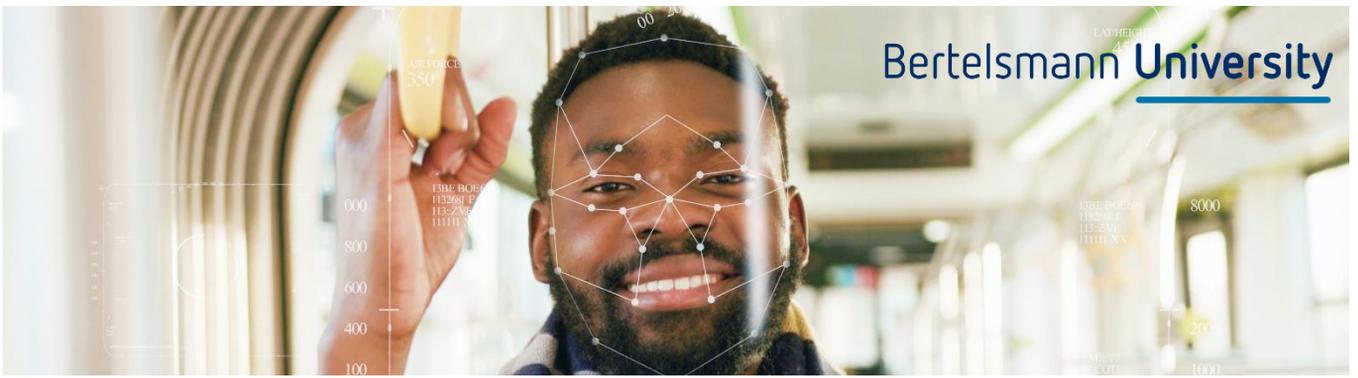
What are the terms and conditions?

The full terms and conditions are posted here:

www.udacity.com/legal/terms-of-service

Does the time spent on completing a course count as working time?

Participation in the scholarship program is voluntary. Regulations governing working hours are agreed locally with the respective HR department and/ or the supervisor on an individual basis.



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Info and Contact

Who will manage communication with the participants and support them during the scholarship program?

The Udacity team will provide participants with all necessary information during the scholarship program. This will include everything from announcement emails, to ongoing student encouragement emails, to next step details at the end of each stage, and more. Emails will come from:

scholarships-support@udacity.com or support@udacity.com

Who can be contacted in case of questions?

- For **general** questions about the scholarship program and for user support (e.g. application process, timeline), please contact: scholarships-support@udacity.com.
- For any **content-related** questions, please first contact the corresponding mentors. If the questions go beyond the knowledge of the mentors, please also contact: scholarships-support@udacity.com.
- For **Bertelsmann-specific** questions (e.g. peoplenet), please contact: university@bertelsmann.com.
- For **divisional-specific** questions (e.g. working time), please contact your local HR department.