

AIU South Zone Vice Chancellors' Meet

26th Oct 2023

Integrating Credentials, Industry Content to the learning Experience



Bibin Shivas

Director Customer Success
Coursera - India and Asia Pacific

coursera

Coursera partners with **185+** top universities ..

















.. and with **115+ industry partners**











17

University partners in India

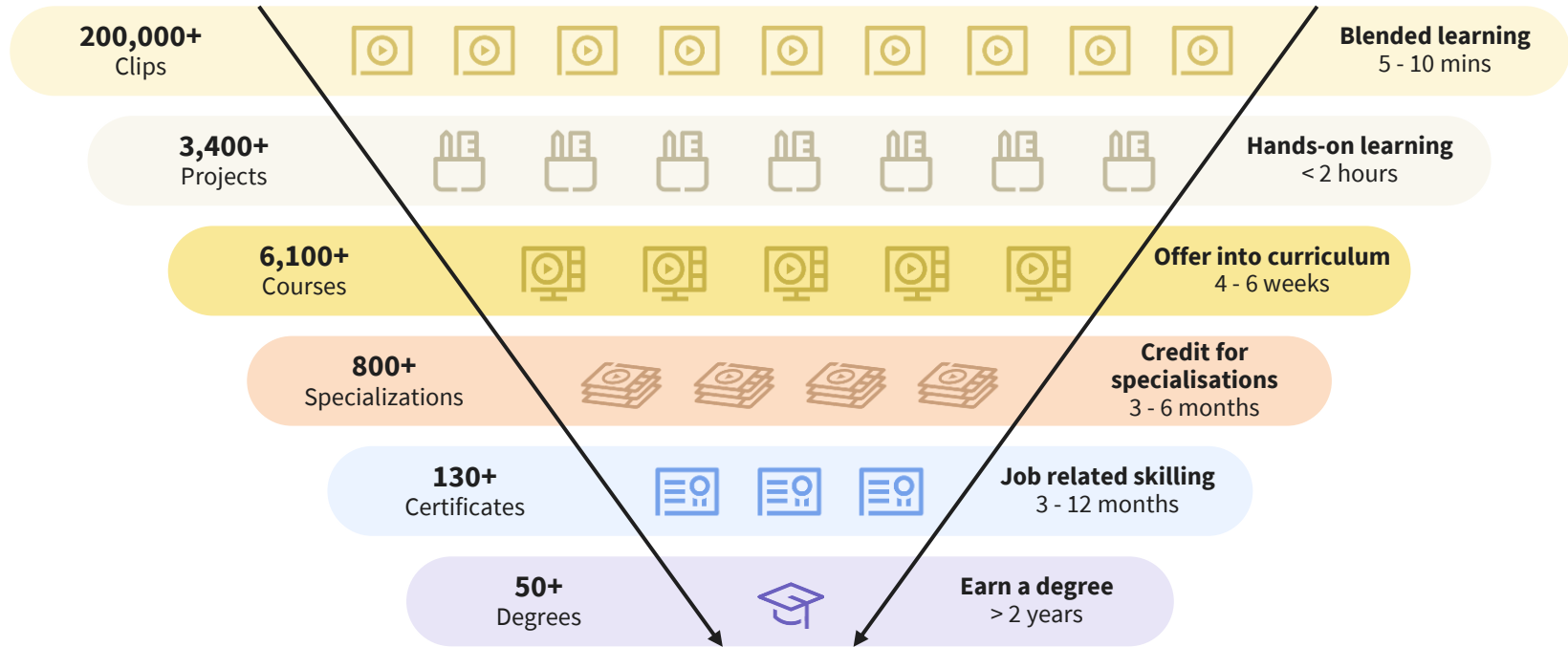
 <p>BITS Pilani</p>	 <p>Indian Institute of Technology Roorkee</p>	 <p>Indian Institute of Technology Guwahati</p>	 <p>Indian Institute of Management Ahmedabad</p>	 <p>Indian Institute of Management Indore</p>
 <p>Ashoka University</p>	 <p>Indian Institute of Management Calcutta</p>	 <p>Indian School of Business</p>	 <p>Indian Institute of Management Kozhikode</p>	
 <p>Indian Institute of Technology Bombay</p>	 <p>Indian Statistical Institute</p>	 <p>Indian Institute for Human Settlements</p>	 <p>International Institute of Info. Tech. Bangalore</p>	
 <p>S.P. Jain Institute of Management and Research</p>	 <p>OP Jindal Global University</p>	 <p>Tata Institute of Social Sciences</p>	 <p>Indian Institute of Science</p>	

8

Industry partners in India

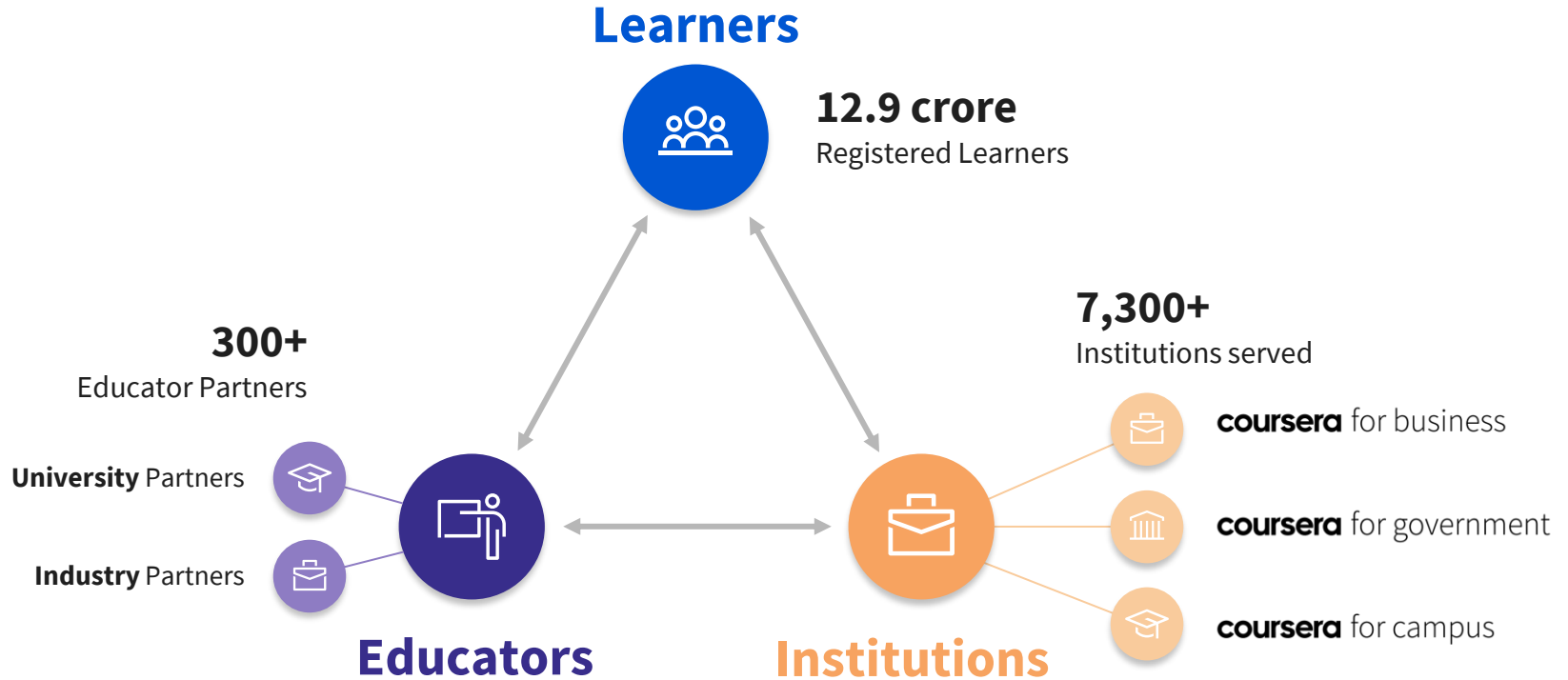
 <p>PwC India</p>	 <p>Tally</p>	 <p>Hero Mindmine</p>	 <p>Philips India</p>
 <p>Yunus Social Business Fund</p>	 <p>Fractal Analytics</p>	 <p>Zoho</p>	 <p>L&T EduTech</p>

What started as MOOCs in 2012 is now a comprehensive catalogue of **world-class content & credentials** in stackable formats ..



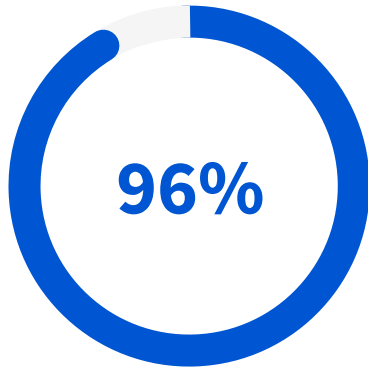
Note: The number of Degrees reflects master's, bachelor's, and postgraduate diploma programs with multiple tracks as a single count.
Source: Coursera data, June 30, 2023

.. serving a **lifelong learning ecosystem** globally & in India

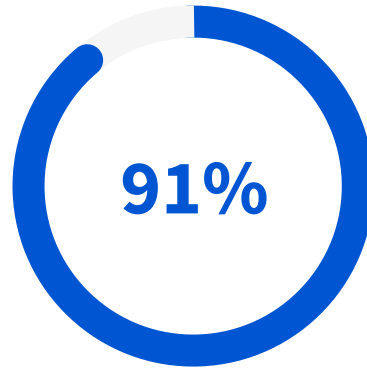


INDIA

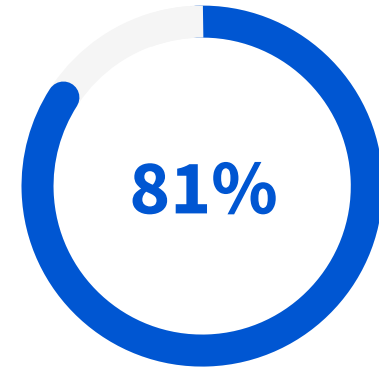
Student Perspectives on Industry Microcredentials



96% of students strongly agree that a Professional Certificate **will help them get a job**



91% of students strongly agree that a Professional Certificate will **help them succeed in a job**

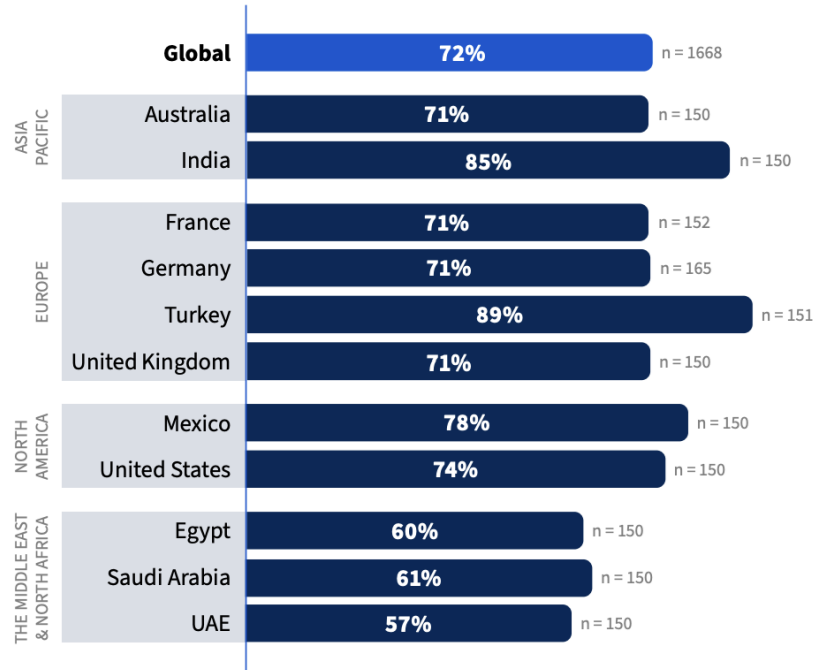


81% of students would be **more likely to enroll** in a degree program that offers a Professional Certificate

EMPLOYERS

Influence of industry micro-credentials on hiring

Q: To what extent would a Professional Certificate influence your hiring decision?



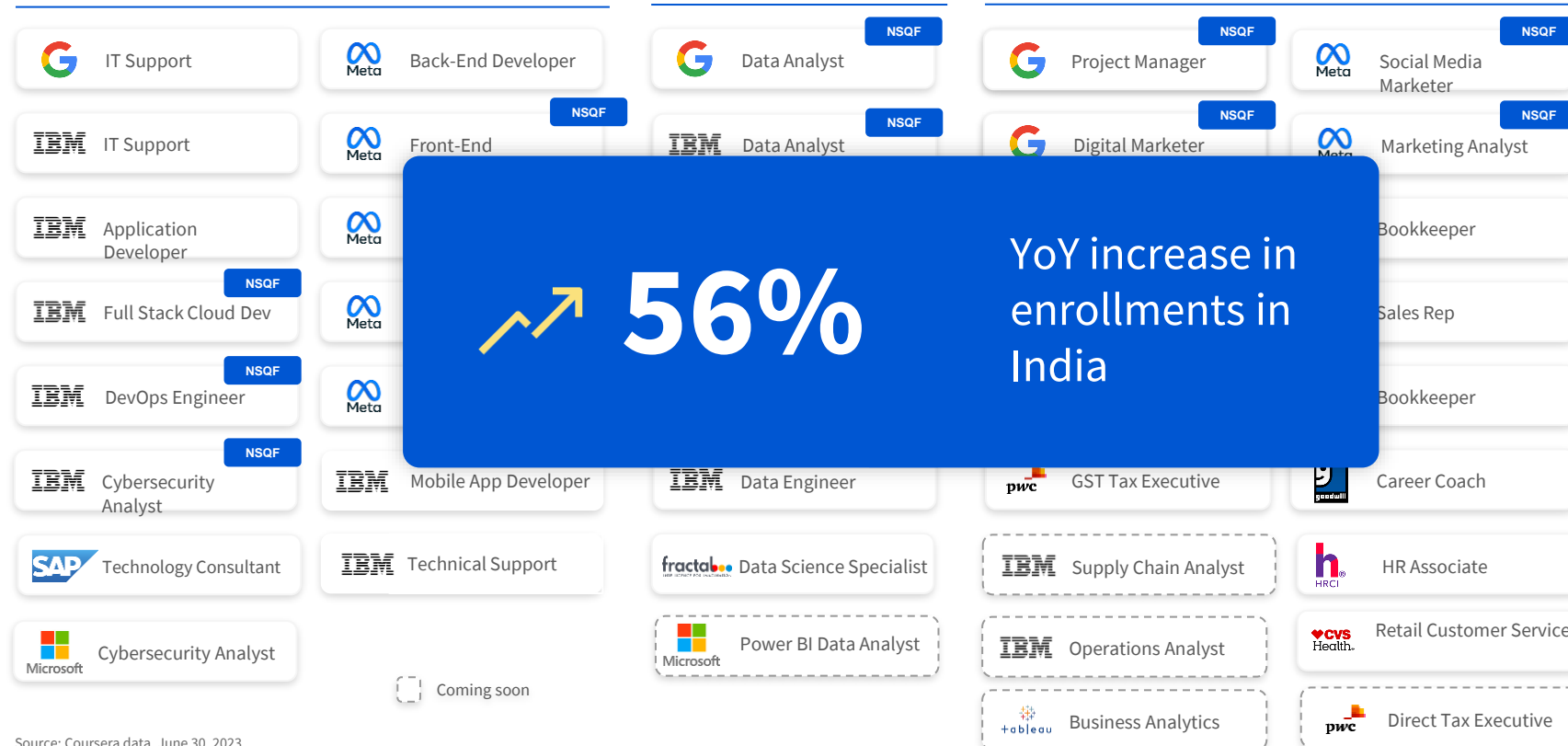
Employers are 72% more likely to hire a candidate who has a Professional Certificate

Industry professionals with NASSCOM to get 15 industry jobs and credentials aligned under NSQF

Software & IT roles

Data roles

Business roles



YoY increase in enrollments in India

56%

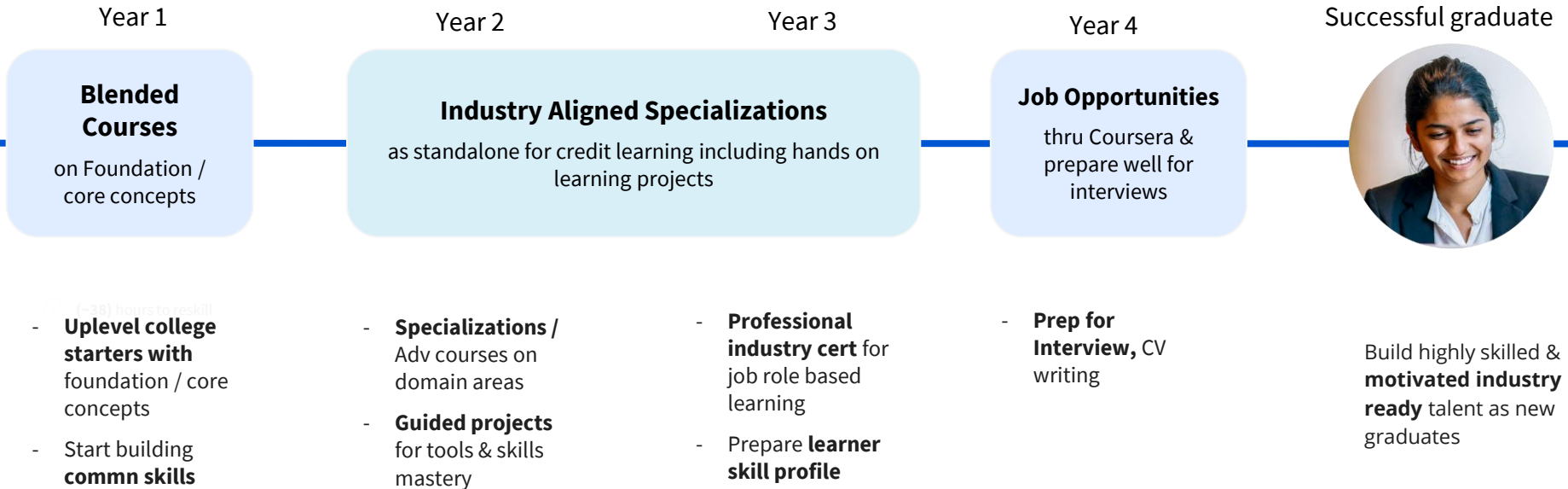
Top universities & colleges are building powerful cutting edge curricula, enabled by regulations such as NCrF

Blended courses integrated by faculty				+ Standalone courses	
BTECH IN COMPUTER SCIENCE WITH AI & ML SPECIALIZATION					
Core Subjects				Electives	
Semester 1	Engineering Graphics	Calculus and Linear Algebra	Electronic Systems Design ^C	Intro to AI	IBM
Semester 2	Probability & Statistics	Intro Programming ^C	Communication	Major AI applications	Google
Semester 3	Data Foundations ^C	Digital Electronics	Intro to Electronics ^C	Machine Learning	Duke University
Semester 4	Computer Architecture ^C	Computer Networks	Operating Systems	Workflow of an ML project	DeepLearning.AI

Data Structures and Algorithms
 UC San Diego

Intro to Electronics
 Georgia Tech

There is a great opportunity to enhance the student journey in campus by encouraging use of Industry specializations and hands-on tools (Illustrative journey for a 4yr UG program)





Prove mastery and completion

- **Verified, university/industry-branded Certificates** awarded upon completion of a Coursera course
- Showcase on **LinkedIn**

Skills are the new currency and technology allows to track skill proficiency on Coursera



Search Coursera for SkillUp



English



B

Home

SkillSets

My Learning

★ Project Management

Your score: 244 Intermediate

LevelSet completed



[View recommendations](#) → [Retake assessment](#) →

★ Finance

Your score: 247 Intermediate

LevelSet completed



[View recommendations](#) → [Retake assessment](#) →

★ Business Communication

Your score: 201 Intermediate

LevelSet completed



[View recommendations](#) → [Retake assessment](#) →

★ Leadership and Management

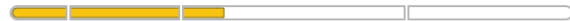
Your score: 289 Intermediate



[View recommendations](#) →

★ Strategy and Operations

Your score: 186 Intermediate

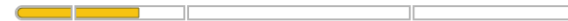


[View recommendations](#) →

★ Data Visualization

Your score: 104 Beginner

LevelSet completed

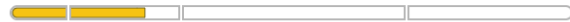


[View recommendations](#) → [Retake assessment](#) →

★ Probability & Statistics

Your score: 113 Beginner

LevelSet completed



[View recommendations](#) → [Retake assessment](#) →

★ Cloud Computing

Your score: 209 Intermediate



[View recommendations](#) → [Check your level](#) →

Coursera allows students to do credentials for skills based courses and even offer as part of curriculum

Earn a digital badge endorsed by BAC Education Group

Complete the courses, gain job ready skills and earn an endorsed digital badge.

- ✓ BAC Education Group recognized digital badge
- ✓ Sharable course certificates
- ✓ Self-paced learning option
- ✓ Course videos & readings
- ✓ Graded essays, quizzes and programming assignments with peer feedback



Future Lawyers (Business & Tech) learning track

This badge earner has demonstrated proficiency in supporting tech businesses in their commercial legal needs by understanding the legal workings of areas such as big data, artificial intelligence, cryptocurrency, and digital marketing, and is now equipped with skills for an intermediate role in legal technology.



Things you will learn

- Role of artificial intelligence in the automation of the work of lawyers
- Blockchain technology and its impact on signing and executing contracts
- Main trends in the legal tech market and the application of technology in law
- Marketing, accounting, operations, and finance fundamentals
- Developing a go-to-market strategy to address a real business challenge

Complete all 8 courses to gain this digital badge

Start learning with the first course in this learning track



A Law Student's Toolkit
Yale University



Legal Tech and the Digital Transformation of Law



Introduction to Marketing
University of Pennsylvania



Introduction to Financial Accounting

...bringing together all of this to create a strong skill profile for the student

The image shows a LinkedIn profile for a student. The profile includes a profile picture, location (Bhavani, Andhra Pradesh, India), and an 'Invite to apply' button. The 'Highlights' section shows graduation in May 2024 and 71% experience. The 'Work preferences' section lists desired roles (Data Analyst, Software Developer / Engineer) and location preferences (Open to remote work, Willing to relocate). The 'Additional info' section includes links to LinkedIn and Resume. The 'Skills' section shows proficiency for two roles: Entry-level Software Developer / Engineer (71% Experienced) and Entry-level Data Analyst (53% Experienced). The 'Education' section lists a Bachelor's degree from Koneru Lakshmaiah Education Foundation and two SAS certifications: SAS Statistical Business Analyst Professional Certificate and SAS Visual Business Analytics Professional Certificate.

Skills

Skills proficiency for Entry-level Software Developer / Engineer

71% Experienced

Coding - Medium	100% (Proficient)
HTML5	80% (Proficient)
CSS3	80% (Proficient)
Data Structure and Algorithm	70% (Experienced)
DBMS Concepts	60% (Experienced)
Coding - Easy	60% (Experienced)
Core Java 8	60% (Experienced)
ODPs Concepts	50% (Intermediate)

Scores are based on the completion of an industry-leading job-aligned skill assessment for the role: Entry-level Software Developer / Engineer.

Skills proficiency for Entry-level Data Analyst

53% Experienced

Coding - Easy	80% (Proficient)
Data Mining	80% (Proficient)
Power BI	80% (Proficient)
SQLite Coding	50% (Intermediate)
Data Warehouse	40% (Intermediate)
Coding - Medium	20% (Beginner)

Scores are based on the completion of an industry-leading job-aligned skill assessment for the role: Entry-level Data Analyst.

Education

Credentials

Koneru Lakshmaiah Education Foundation
Bachelor's degree in Computer Science, expected to graduate May 2024 (CGPA 8.91)

SAS SAS Statistical Business Analyst Professional Certificate
SAS (Software) | Statistical Programming | Data Analysis | Probability & Statistics | Statistical Analysis | + 5 more
View certificate
3 month program • Completed October 2022

SAS SAS Visual Business Analytics Professional Certificate
Statistical Programming | Data Analysis | Data Visualization | SAS (Software) | Business Analytics | + 5 more
View certificate
3 month program • Completed October 2022

ChatGPT + Coursera

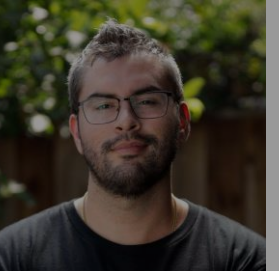
a new era of personalized,
interactive online learning

Using ChatGPT & VR

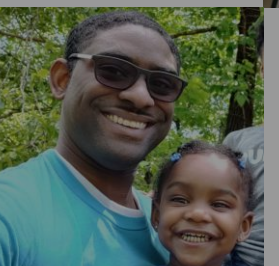
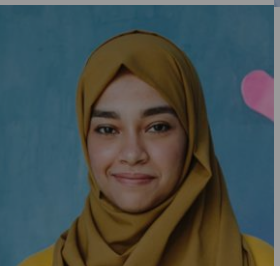
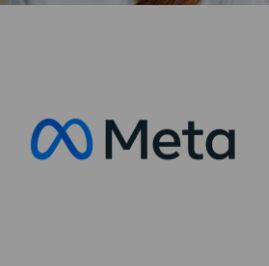
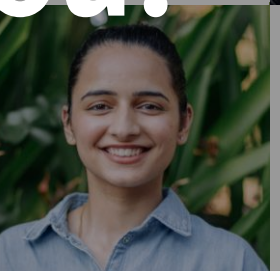
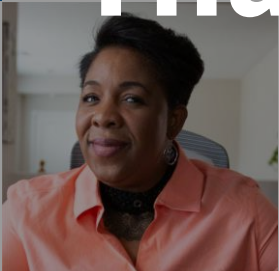
to help educators create & teach



Note: The following is a demo of potential use cases of Generative Artificial Intelligence, for illustrative purposes only. It is not a guarantee of functionality, performance, or the development by Coursera of any forthcoming features. It is also not an endorsement, or recommendation, to deploy Generative Artificial Intelligence for these, or similar, use cases in your own organisation. As Generative Artificial Intelligence is a rapidly developing technology, use cases in the near future may differ significantly from those being shared today.



Thank you!



Completion Certificate for **Professional Certificates and Specializations**



9 Courses

Introduction to Data Analytics

Excel Basics for Data Analysis

Data Visualization and Dashboards with Excel and Cognos

Python for Data Science, AI & Development

Python Project for Data Science

Databases and SQL for Data Science with Python

Data Analysis with Python

Data Visualization with Python

IBM Data Analyst Capstone Project



Apr 20, 2022

Coursera Learner

has successfully completed the online, non-credit Professional Certificate

IBM Data Analyst

This IBM Professional Certificate is earned after successfully completing 9 courses on various topics in Data Analytics. The learner understands the core principles of data analysis and has worked hands-on with a variety of data sources, project scenarios, and data analysis tools, including Excel, SQL, Relational Databases, Python, Jupyter Notebooks, and Cognos Analytics, gaining practical experience with data manipulation, data analysis, and data visualization. The earner of this Certificate has demonstrated proficiency in applying different analytical techniques by analyzing real-world datasets, creating visualizations & interactive dashboards, and presenting reports to share findings of data analysis, and is now equipped with skills for an entry-level role in data analytics.

Rav Ahuja, Program
Director, IBM Skills
Network

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:
https://https://coursera.org/verify/professional-cert/SAMPLE_CODE



IT Support Professional Certificate

Whether you've been tinkering with computers or are completely new to the field, the Google IT Support Professional Certificate program is your ticket to a rewarding career in IT.

This five-course certificate, developed by top Google engineers, includes industry-relevant curriculum designed to prepare you for an entry-level role in IT support either at small shops or at a global companies. By dedicating 8-10 hours a week to the courses, you can get your Certificate in roughly eight months. No need to spend more time than needed on concepts you already know—with our flexible program structure, you can speed straight ahead to the graded assessments for concepts you already know.

COURSE 1 **Technical Support** **Fundamentals**

COURSE 2 **The Bits and Bytes of** **Computer Networking**

COURSE 3 **Operating Systems and You:** **Becoming a Power User**

COURSE 4 **System Administration and** **IT Infrastructure Services**

COURSE 5 **IT Security: Defense against** **the Digital Dark Arts**

PROGRAM DETAILS

 **For beginners** with basic tech skills

 29 weeks

 10 Hours /week

 176 Assignments

 26 Interactive labs

 31 Coding assignments

[VIEW CERTIFICATE PAGE](#)

Our understanding of National Higher Education Qualifications Framework (NHEQF)



Facilitates Equivalence and provides a Qualification Framework
That is nationally and internationally acceptable.



Recognition of different Modes of Learning
Such as direct in-person/face-to-face instruction, open and distance learning, online education, and hybrid/blended modes.



Framework facilitates Credit Accumulation and Transfer
By awarding of academic credit and supports credit transfer and progression routes within the Indian education and training system.



Structured level based Learning Outcomes
Along a continuum of levels from 4.5 to 8 for Higher Education

Our understanding of of NSQF

NSQF is a game-changing framework

- *It facilitates industry relevance of Indian degrees by integrating vocational education and degrees.*
- *Enables a unified system of credits across early schooling, higher education and vocational education.*
- *International equivalence with initiatives by the Organisation like Economic Cooperation and Development (OECD), World Bank, and International Labour Organization (ILO).*

Coursera is best poised to facilitate the implementation of NSQF with premium universities (IITs/IIMs) and industry partners

- *Our full suite of STT and degrees is a good use case for NSQF implementation*
- *Coursera's Industry micro credentials map to STT as defined by NSQF*
- *Coursera's industry content maps to Levels 4 - 5 of NSQF*
- *With degrees from international universities on our platform, Coursera is best positioned to pilot Indian courses for-credit in US/ UK*