Coursera Enterprise Plan

Transform your teams with in-demand skills for everyone

Why Coursera?

- **World-Class Content**
  Train your teams with world-class content and credentials from over 200 top institutions and organizations.
- **Hands-On Learning**
  Through assessments and Guided Projects, Coursera’s flexible hands-on learning helps talent master skills.
- **In-Demand Skills**
  Upskill and reskill your talent with in-demand skills for critical roles.
- **Actionable Insights**
  Measure, track, and benchmark skill proficiency through dashboards to quantify progress across technical and non-technical skills.

Product overview

Coursera helps organizations achieve their goals with role-based skill development programs using superb content, hands-on learning, and the ability to benchmark skill proficiency against 92+ million learners worldwide. Coursera's enterprise learning platform helps businesses achieve their goals - from digital transformation to talent development. With Coursera, you will receive instant access to content and credentials from top companies and universities.

Product features

**Deploy targeted learning with ease with job-based SkillSets**

Implement turnkey learning programs for the role-based development of high-impact skills and competencies across teams with content from leading institutions and organizations including AWS. Coursera offers job-based learning programs featuring world-class content delivered via data-driven curations. With LevelSet assessments, learners can find the starting point in their learning journey.

**Drive skill acquisition fast with Guided Projects**

Help learners apply what they learned with hands-on learning with in-course assessments to reinforce skill acquisition along learner journeys. Equip your organization with expertise in new tools and processes quickly with Guided Projects which allow learners to follow along side-by-side instructions to quickly adopt high-impact tools and technologies.
How it works

Easily create job-based learning programs with SkillSets and drive skill development in critical roles across technology, data, and business. Leverage Coursera’s Guided Projects to drive skill mastery through hands-on learning on real-world tools in virtual cloud workspaces. Use our Skill Development Dashboards to track the actual skills your company is developing, by role, domain, and level of mastery.

How companies use Coursera for Business

- Deliver on strategic business goals by building critical skills
- Realize the full value of technology investments
- Build a data-driven, digitally-fluent workforce

Differentiators

- Offer world-class content and credentials from over 200 top universities and companies from Yale to Duke, HEC to ISB, and AWS to IBM
- Turnkey skill development programs that map content to role to target level of proficiency to offer relevant training for organizational needs
- Hands-on learning through assessments, 300+ SkillSets to map across in-demand roles, and over 2,000 Guided Projects.
- Actionable insights to track, measure, and benchmark employee progress.
What our customers are saying

“The feedback we hear from employees about Coursera Academies is positive because they’re not just finishing a class and printing a certificate — they’re progressing toward career advancement.”

- Bartosz Zieleznik, Head of Online Learning at Prosus

Additional Resources

- Coursera For Business Case Study
- Coursera For Government Case Study
- Coursera for Higher Ed Case Study

Data Points

- **38%** Reduction in employee attrition rates
- **$1.12M** Saved in recruiting
- **24%** Reduction in training cost
- **25%** Increase in productivity
- **20%** Boost in increased confidence in skills and promotability

Solution available in **AWS Marketplace**