

Welcome to  
**course**era

# Welcome to Coursera

## About Coursera

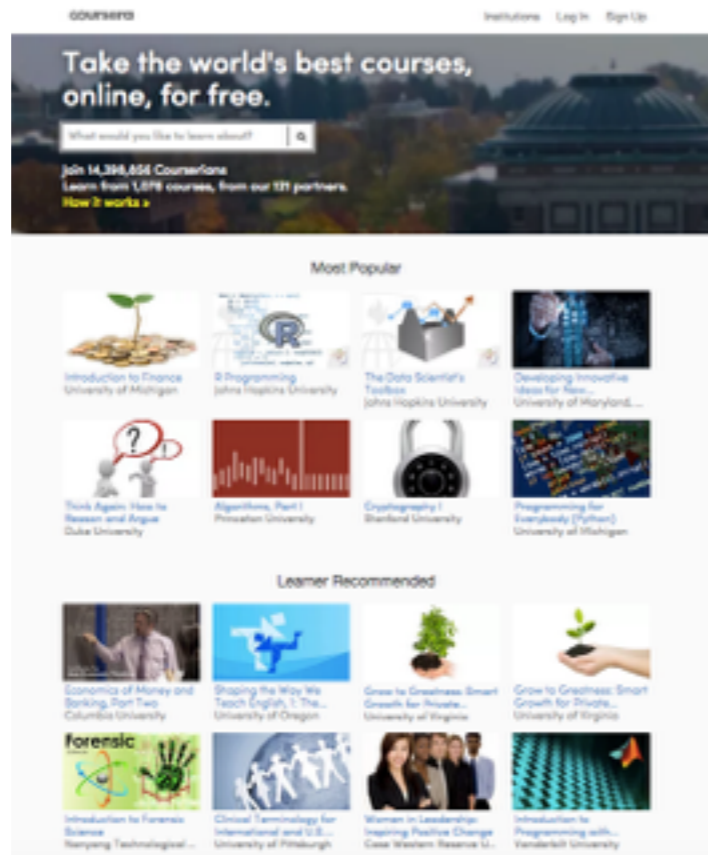
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## Crafting your MOOC

designing your MOOC offerings

## The learner experience

learning on Coursera



*Coursera's mission is universal access to the world's best education. We aim to empower people with education that will improve their lives, the lives of their families, and the communities they live in. To do that, we work with top universities and organizations to offer classes that reach tens of thousands of learners, from all over the world. A Coursera learner is as likely to hail from Bangalore as she is from Boston, and learner ages range from under 18 to over 80.*

*But Coursera is more than a tool for reaching large numbers of learners. Coursera's platform allows you to deliver content in a variety of new ways. The Coursera community — comprised of thousands of university officials, faculty members, and teaching staff — is a vibrant forum for sharing ideas and collaborating across institutions. Our partners have also found Coursera to be a valuable tool for improving on-campus teaching — through facilitating flipped-classroom learning and integrating with learning management systems to create sites open only to on-campus learners.*

*However you choose to use Coursera, we'll be here to help along the way. Thank you so much for joining us.*

# The Coursera Community

A global community, from Andorra to Zimbabwe



~14M

*learners are enrolled on  
Coursera*

195

*Coursera learners hail from 195  
nations — every country in the world*

38%

*of active learners come from  
emerging economies*

***The Coursera community includes over fourteen million learners, from every country in the world. The community also includes our 121 partners from across the globe. Together, these universities and institutions have launched nearly 1100 courses in topics from algorithms to poetry.***

*Coursera is a global community, and primary languages on the platform include English, Spanish, French, German, Italian, Chinese, and Arabic. And now, thanks to our Global Translation Partners Program, Coursera is working with organizations throughout the world to translate course content into Japanese, Kazakh, Portuguese, Russian, Turkish, Ukrainian, Chinese, and many more languages to come.*

**About  
Coursera**  
learning without  
limits

**Crafting  
your MOOC**  
designing your  
MOOC offerings

**The learner  
experience**  
learning on  
Coursera

# Meet your learners

Who are Coursera learners?



## Why are you taking this Coursera class?

- I'm generally interested in the course material
- I want to connect with other learners interested in this subject
- I have friends taking this course
- This course relates to my current academic program
- This course relates to my current job responsibilities
- The skills from this course can help me obtain a new job

***Coursera learners come from all over the world, speak scores of languages, and range in age from teenager to senior citizen. Learners also take courses for a variety of reasons: Some may be seeking skills that will unlock new job opportunities; others may be lifelong learners with a general interest in the course material. In creating a class on Coursera, here are a few factors you may want to keep in mind:***

## Language



Many Coursera courses use English as their primary language. Still, it's important to note that for a large number of Coursera learners, English is not a first language. Coursera provides a number of resources to facilitate teaching to an international audience, including subtitling and a video player that allows for slower playback speeds.

## Learner motivations



Learners have diverse motivations for taking Coursera courses. Some learners will be committed to taking your class from beginning to end: Their goal is to earn a course certificate. Other learners, however, may simply watch the lecture videos, or participate in the course for a few select modules.

## Diversity



Coursera learners hail from every country across the world (you'll even find Coursera learners in Antarctica). Coursera also attracts learners of all ages, from teenagers to mid-career professionals to senior citizens. In creating course materials, keep in mind that your learners may not share a common cultural or linguistic background.

## About Coursera

learning without limits

## Crafting your MOOC

designing your MOOC offerings

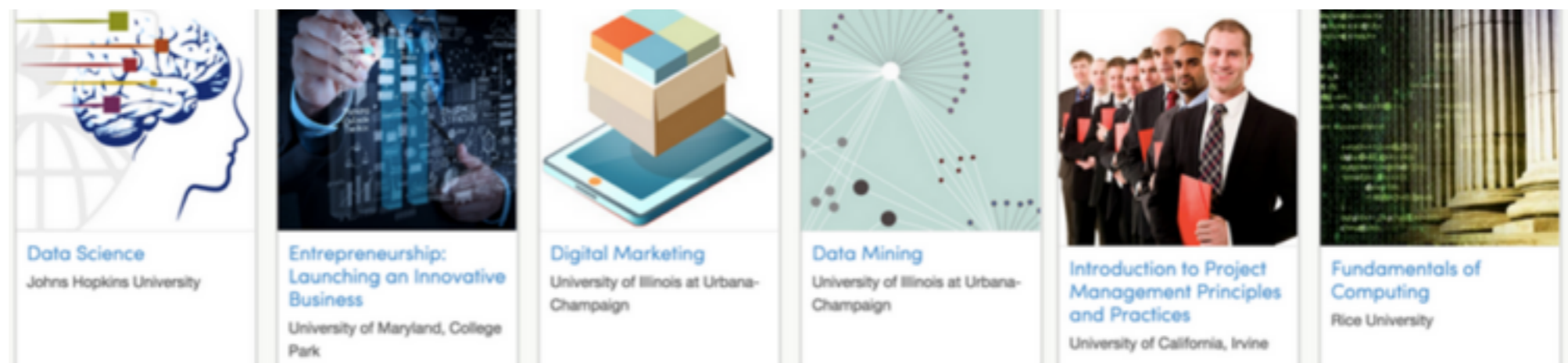
## The learner experience

learning on Coursera

# Coursera Offerings

## Specializations and Courses

*Coursera currently offers two main types of learning experiences: **Specializations** and **courses**.*



### Specializations

A Specialization is a coherent series of skills-oriented courses in a career-relevant subject area, with a final capstone project.

Specializations typically comprise at least 4 short courses (4-6 weeks of material) plus a capstone project, often in collaboration with an industry partner.

Coursera has recently begun offering additional production support and advances for Specializations in high-demand topic areas via an RFP process. For more information about these opportunities, reach out to your Coursera Partnership Manager.

### Courses

Courses are designed to stand alone, and are not part of a larger curricular sequence.

While courses may be appropriate for certain topic areas, we have found that Specializations in skills-oriented areas have significantly higher completion and persistence rates among committed learners, and monetize better than individual courses.

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learning without limits

### Crafting your MOOC

designing your MOOC offerings

### The learner experience

learning on Coursera



# Meet your learners

## Learner profiles

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### The skills-builder

**Name:** Urmat

**From:** Kyrgyzstan

My work requires new approaches and skills. As for all young people it is hard to receive quality education especially if you work for only 250 USD a month. I always try to find opportunity for new knowledge, but there weren't such opportunities before I discovered Coursera. It was an amazing finding! I enrolled in An Introduction to Operations Management by University of Pennsylvania and applied for Coursera Financial Aid.

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### The organizer

**Name:** Sharon

**From:** United States

*The Learning Cafe is a community "learning environment" located in a high poverty community. We had 10 of our members enroll in a business class through Coursera. Their ages ranged from 16 to 70+ and all but two had no college degree. Nine completed the class, 8 took the exam and 6 passed!*

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### The lifelong learner

**Name:** Susan

**From:** Canada

*In the mid-1960's I told my high school guidance counselor that I wanted to study archaeology and work at the Royal Ontario Museum. She said to me, "You cannot expect your parents to send you to university. You will only get married and have babies anyway." I never told my parents. Coursera has proven to me that I could have done it. My self-worth has risen, and my children are proud of me.*



### The advancer

**Name:** Rachel

**From:** Philippines

*I am from Cebu, Philippines where I work as a software engineer. Unfortunately, there are very few people in Cebu who can teach advanced CS courses. Luckily, I learned about Coursera. Since then, I have taken several classes and participated as a Community TA. I am very grateful for the opportunity to learn from the very best teachers without having to relocate or pause my career.*

# A community of educators

Meet your 3,500 new colleagues



*Coursera partners across the globe, from Australia to Japan to the United States.*

***By joining Coursera, you join not only a community of learners, but also a group of top educators from around the world. Coursera partners work with each other to study educational outcomes, share best practices, and even offer joint courses. And from our annual Partners' Conference to our online Partners' Portal, Coursera gives you the tools and opportunities to connect with educators across the globe.***

## Partners' Conference



**coursera**  
PARTNERS CONFERENCE  
MARCH 2-3, 2015  
UCI Co-hosted by University of California, Irvine

*Each year, Coursera partners gather to trade best practices, share experiences, and explore new ideas. The 2015 conference drew over 400 guests from around the world.*

## Partners' Portal



*The Coursera Partners' Portal is both a collection of resources — from video tutorials to example galleries — as well as a forum for university instructors and administrators.*

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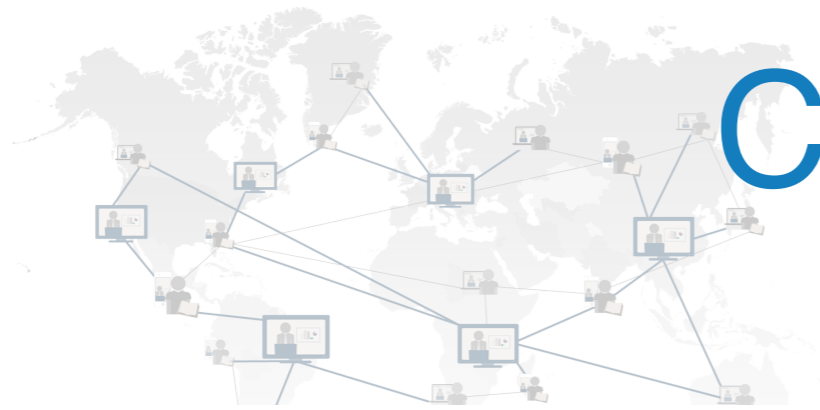
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## Crafting your MOOC

designing your MOOC offerings

## The learner experience

learning on Coursera



# Crafting your MOOC

How Coursera works

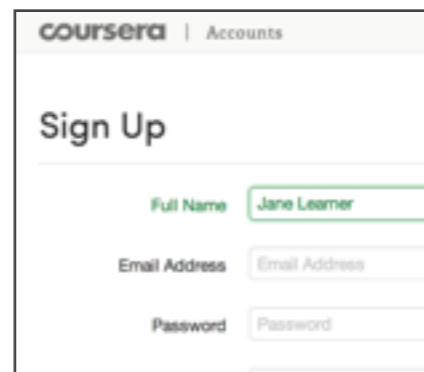
About  
Coursera  
learning without  
limits

Crafting  
your MOOC  
designing your  
MOOC offerings

The learner  
experience  
learning on  
Coursera

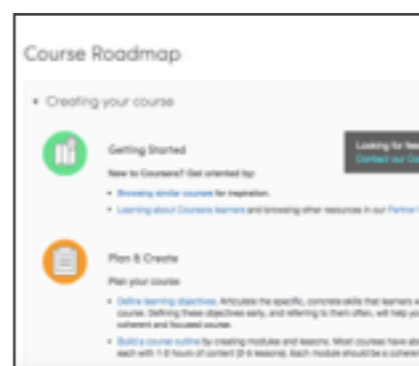
**Thinking about teaching a course or Specialization with us?** From recording lecture videos to building a course description page, there are a number of steps that go into creating a MOOC.

## Step 1: Sign up!



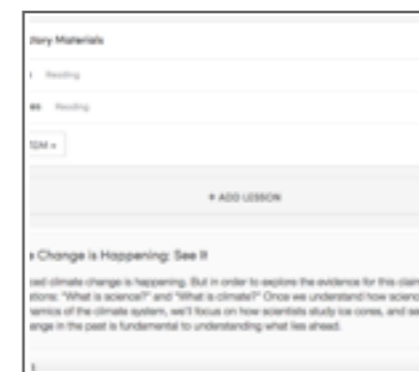
*As an instructor, once you have a Coursera account, your university administrator can grant you access to the course administration platform.*

## Step 2: Landing Page



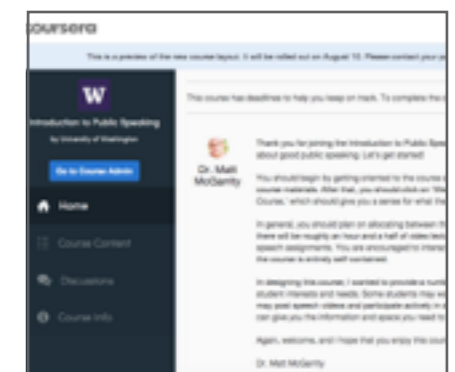
*Once you have access, you can start by creating your course description page, which includes informational text about the course.*

## Step 3: Course Materials



*You can upload course materials (videos, readings, quizzes, peer reviews, programming exercises) easily through our self-service authoring tools.*

## Step 4: Launch!

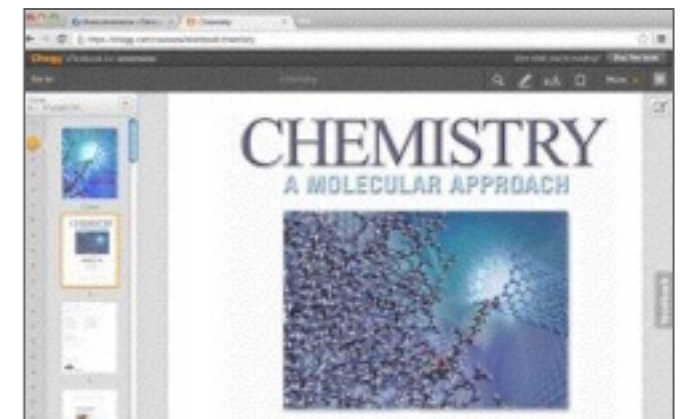


*When your course materials and description page are ready, you can set your course live for learners to begin exploring!*



# Delivering content

Interactive video lectures, discussions, and more



## Interactive video lectures

Interactive video allows you to **redefine the lecture format**. Your learners can speed up or slow down video playback, re-watch challenging segments, and read subtitles in English and in other languages. As an instructor, you can embed quizzes and other exercises directly into the lecture video, allowing learners to test their understanding on the spot. In past Coursera classes, instructors have used lecture videos to share animations, play external video clips, film interviews with guests, and much more.



## Discussions and Resources

Coursera also gives you the tools to **supplement your lectures with a variety of additional resources**. In addition to videos, you can upload lecture slides, notes, and recommended readings. You can also guide learners to **discussion forums**, which allow learners to ask questions of their peers and discuss course content.

About  
Coursera  
learning without  
limits

Crafting  
your MOOC  
designing your  
MOOC offerings

The learner  
experience  
learning on  
Coursera

# Delivering content

## Case studies

### About Coursera

learning without limits

### Crafting your MOOC

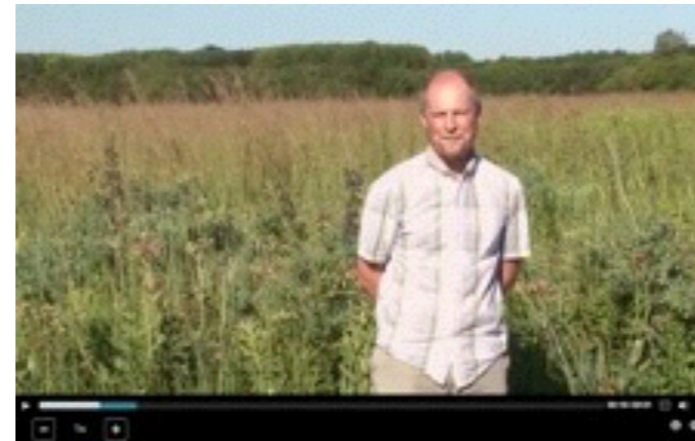
designing your MOOC offerings

### The learner experience

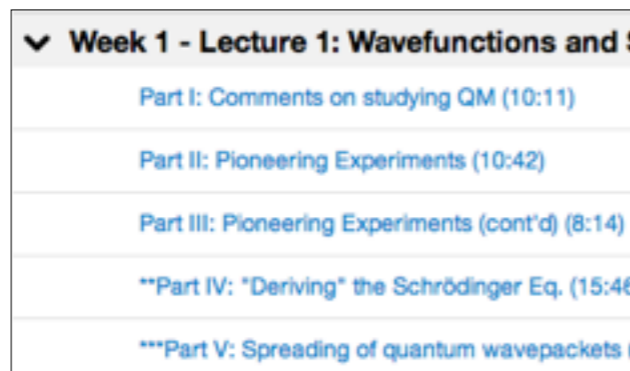
learning on Coursera



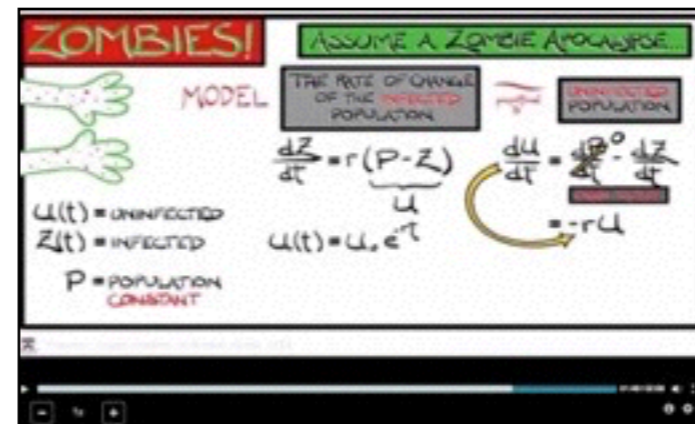
*In his course on “Democratic Development,” Stanford professor Larry Diamond interviewed high-profile guests for a series of supplementary videos. In this video, Diamond talks with former president of Peru Alejandro Toledo.*



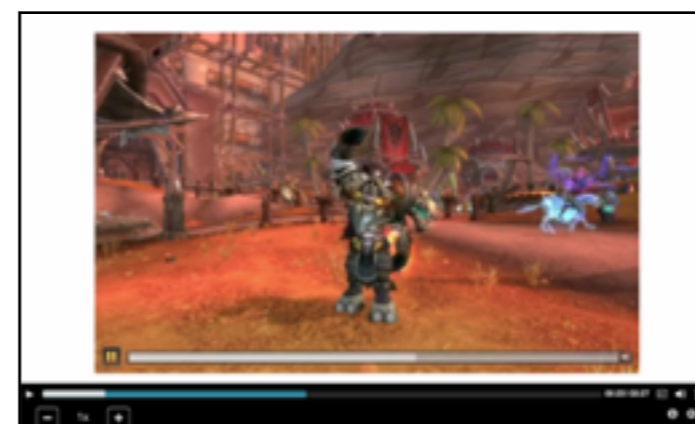
*In “Introduction to Sustainability,” from the University of Illinois, Professor Jonathan Tomkin lectures on-location from a midwest prairie.*



*With web-based lecture videos, you can create content targeted at specific learner groups. This screenshot shows a listing of lectures from University of Maryland’s “Exploring Quantum Physics.” Lectures marked with two asterisks are for learners with intermediate math skills; lectures with three asterisks are for learners with more advanced skills.*



*In his introductory Calculus class, University of Pennsylvania Professor Robert Ghrist uses intricate, hand-drawn animations to illustrate mathematical principles.*



*In University of Pennsylvania’s popular “Gamification” course, Professor Kevin Webach introduces himself to learners as an avatar in a video game.*

# Assessments

Make content stick — with more than multiple choice

*Interactive lectures help you to deliver content; assessments **make content stick**. Online exercises engage learners, prompt recall, provide instant feedback, and put material in context. Assessments on Coursera are grouped into three categories: quizzes, programming assignments, and peer assessments.*

## Quizzes

**Question 1**  
What is the derivative of  $\frac{\sin(x)}{x}$  w.r.t.  $x$  ?

Preview

Your submission is equivalent to:  $\frac{x \cos(x) - \sin(x)}{x^2}$

---

**Question 1**  
What is the derivative of  $\frac{\sin(x)}{x}$  w.r.t.  $x$  ?

Your Answer	Score	Explanation
$(x * \cos(x) - \sin(x)) / (x^2)$	✓ 1.00	
Total	1.00 / 1.00	

*Quizzes include multiple kinds of auto-graded assignments: highly customizable multiple-choice quizzes, short answer questions (that can be graded by [regular expression](#)), and math expressions. You can use Coursera quizzes as exams, homework assignments, problem sets, or whatever fits for your class.*

## Programming assignments

```
fun append (xs,ys) =
  if xs=[]
  then ys
  else (hd xs)::append(tl xs,ys)

fun map (f,xs) =
  case xs of
    [] => []
  | x::xs' => (f x)::(map(f,xs'))

val a = map (increment, [4,8,12,16])
val b = map (hd, [[8,6],[7,5],[3,0,9]])
```

*A “programming assignment” is an exercise in which a learner submits code that is then graded by an instructor-created script. Programming assignments greatly expand the range of machine-gradable assessments, and can be used in a number of disciplines, from computer science, to math, statistics, and other fields.*

## Peer assessments

**Evaluation criteria & Grading rubric**  
Grade value 40 points

Guiding questions	0-15
Did you make informal prototypes of two ideas? Points off if the prototype is too formal. (As a rough rule of thumb, a detail-oriented computer mock-up is too formal.) (max 20)	Fewer than 2 prototypes; un...
Did you test your prototype with at least 5 (3 if the activity is long) users waiting in a real line?	0-7: N 8-15: The test done with your...

*Peer assessments make personal feedback possible even in classes with thousands of learners. In peer assessments, instructors provide learners with both an assignment and a detailed rubric that guides learners to be effective evaluators. Learners then learn by being both “learner” and “teacher.”*

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Crafting your MOOC designing your MOOC offerings

The learner experience learning on Coursera

# Assessments

## Snapshot: Quizzes

On Coursera, quizzes are ***much more than a simple multiple-choice affair***. Rather, quizzes can be customized to incorporate features such as randomization, short answers, mathematic equivalence checking, and more.

With randomization, you can create quizzes that learners can take again and again — without ever seeing the same questions. Our randomization tool allows you to create a pool of options for multiple choice quizzes that can be displayed at random to your learners.

LaTeX notation can be used to generate math symbols in quizzes and in other parts of the platform. Additionally, Coursera allows you to design questions that ask for a free-form math expression or equation as a response.

On Coursera, learners can also submit short answers that can be matched to an instructor-provided pattern. This format works well for fill-in-the-blank questions, lists, and more.

Option Group 1 :  
# Options to display from this group: all  
Text  
Correct answer X  
Add Options  
Option Group 2 :  
# Options to display from this group: 1  
Text

**Question 2**  
Let  $f(x) = \frac{1}{x+2}$ . Determine  $f \circ f$ .  
  $(f \circ f)(x) = \frac{2}{x+2}$   
  $(f \circ f)(x) = \frac{x+2}{2x+5}$   
  $(f \circ f)(x) = x+2$

**Question 7**  
Who was the 16th president of the United States?  
The 16th president was Lincoln

Randomization

Math questions

Short answer

About  
Coursera

learning without  
limits

Crafting  
your MOOC

designing your  
MOOC offerings

The learner  
experience

learning on  
Coursera

# Assessments

## Snapshot: Programming assignments

Programming assignments **expand the range of machine-gradable assessments**, allowing you to engage your learners with a diversity of interactive exercises. Programming assignments are perfect for computer science classes — and for classes in many other disciplines as well.

The image shows two side-by-side screenshots from a Coursera programming assignment submission page. The left screenshot, titled 'Web Upload Submission Interface', shows a table of three programming benchmarks. The first benchmark, '1-Layer 2-Point Unit-Cost Routing (bench1)', is selected and highlighted in blue, with a 'No file chosen' tooltip visible. The other two benchmarks are '1-Layer 2-Point Bend-Penalty Non-Unit-Cost Routing (bench2)' and 'No Via 2-Layer 2-Point (bench3)'. The right screenshot, titled 'Script Submission Instructions', shows a 'How to submit' section with a copyable submission token 'Shsc24BmBE44Z23N' and a 'Generate new token' button. Below the token, it states that the token is unique and can be used multiple times.

Assignment Name	Points	Submission ID
1-Layer 2-Point Unit-Cost Routing (bench1)	25 points	
1-Layer 2-Point Bend-Penalty Non-Unit-Cost Routing (bench2)	25 points	bench2Solution
No Via 2-Layer 2-Point (bench3)	20 points	bench3Solution

**Web Upload Submission Interface**

**Script Submission Instructions**

Coursera supports two types of programming assignment graders: built-in (**synchronous**) graders, and custom (**asynchronous**) graders.

Coursera also supports two types of submissions: **web submissions** (where learners submit code through Coursera's interface) or **script submissions** (where learners submit their code in their local programming environment.)

### About Coursera

learning without limits

### Crafting your MOOC

designing your MOOC offerings

### The learner experience

learning on Coursera

# Assessments

## Snapshot: Peer review

***Not all assignments lend themselves to automated grading by a computer.***

*Coursera instructors have used peer assessments to give learners the opportunity for personal feedback in classes ranging from English literature to design to computer science.*

### Step 1: Build the assignment

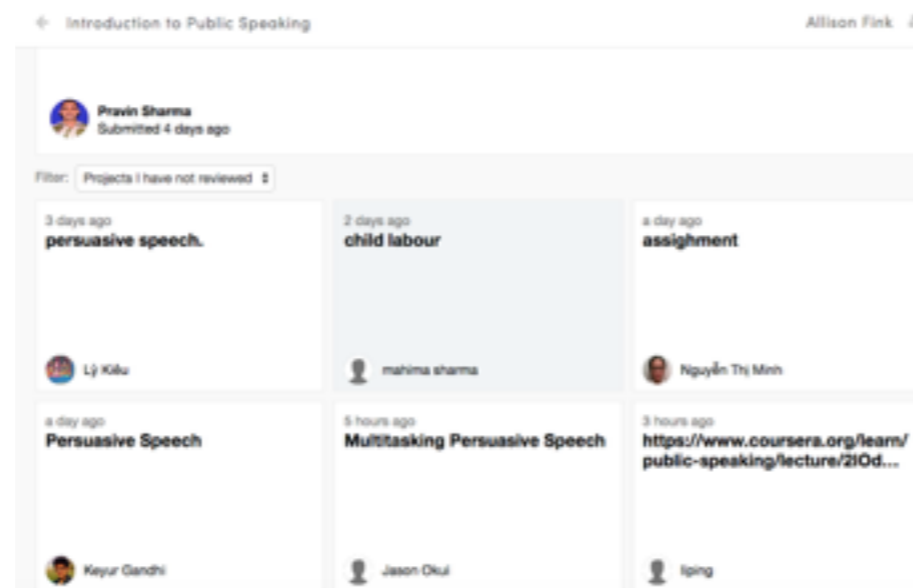
*A peer assessment begins with an instructor creating both the assignment itself as well as a grading rubric. The rubric is particularly important — as this is what your learners will look to in assigning grades to their peers.*

### Step 2: Submit assignments

*Learners complete and submit their assignments in a free-form text field, which can accommodate not only text, but also URLs, inline photos or videos, and uploaded documents like PDF, PNG, and JPG files.*

### Step 3: Evaluate classmates

*Learners can browse a gallery of their peers' work, and grade a predetermined number of their peers' submissions according to the rubric set by the instructor. Once a learner has received the set number of evaluations, they will receive a numerical grade, the median of the scores.*



*In "Introduction to Public Speaking" from the University of Washington, learners submit videos of themselves making persuasive speeches to a gallery, where they are reviewed by their peers and*

## About Coursera

learning without limits

## Crafting your MOOC

designing your MOOC offerings

## The learner experience

learning on Coursera

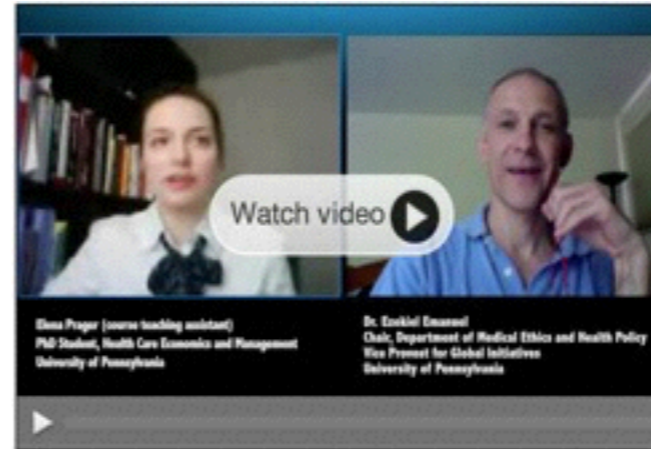
# Building community

Discussion forums, hangouts, and more

About  
Coursera  
learning without  
limits

Crafting  
your MOOC  
designing your  
MOOC offerings

The learner  
experience  
learning on  
Coursera



*Teaching — and taking — a Coursera course is hardly an impersonal experience. Learners are typically eager to participate, and you'll have a variety of tools at hand to **make your MOOC social**.*

## Discussion forums

Coursera learners have voiced themselves in hundreds of thousands of discussion threads. Forums are a great place for learners to interact with each other, and to post questions and comments about course material. With thousands of learners regularly posting in a course, forums create self-sustaining class communities.

## Google+ Hangouts

A number of courses have used Google Hangouts to host live office hours with a small group of learners, while allowing a larger group of learners stream the video in real time and ask questions through a forum. You can use Google Hangouts to answer questions that learners have, or to have a live discussion on class material

## Community Mentors

Community Mentors are learners who have performed exceptionally well in a course and are invited back to help monitor discussion boards and contribute to the course community in subsequent

# Building community

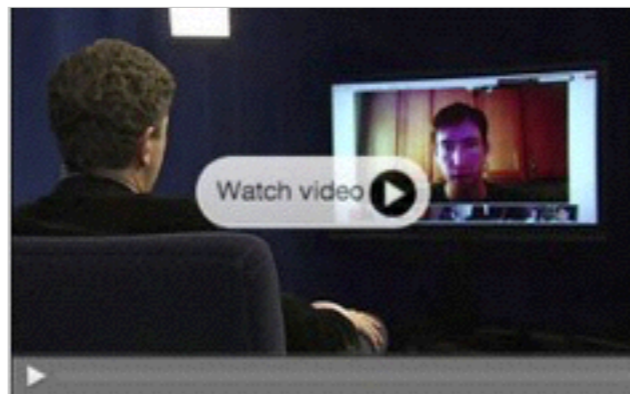
## Case studies



### Design competition

*The staff of the University of Pennsylvania course “Design: Creation of Artifacts in Society” organized a t-shirt competition in which over 20,000 learners voted. The university will be making and selling shirts using the first- and second-place designs.*

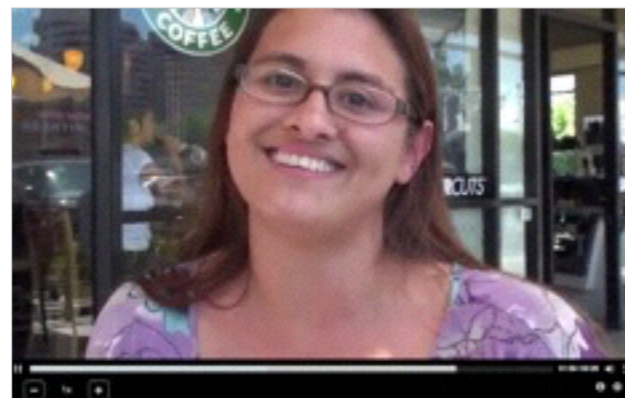
*At left: The winning design by José Carlos Montes Ríos of Spain.*



### Google+ Hangouts

*In his “Introduction to Sociology” class, Princeton professor Mitchell Duneier hosted weekly live chats with his learners using Google Hangouts. After the broadcasts, each Hangout was edited together from multiple camera angles and uploaded to the live site for other learners to watch.*

*At left: Mitch Duneier hosting one of his weekly live chats.*



### Global office hours

*University of Michigan professor Charles Severance has traveled to many cities across the United States hosting open office hours. He personally films these open office hours with a handheld camcorder while interacting with learners, and then uploads the sessions to his course site.*

*At left: Coursera learner Arcelia at an office hours session in Los Angeles.*

**About Coursera**  
learning without limits

**Crafting your MOOC**  
designing your MOOC offerings

**The learner experience**  
learning on Coursera



# Coursera On-Campus

Flipping your classroom and internal courses

*Coursera gives you a way of reaching tens of thousands of learners from across the world. It also can help you improve the education you offer to learners closer to home.*

## The Flipped Classroom



*The flipped classroom is a teaching strategy that allows instructors to more actively engage with learners in the classroom. In the flipped classroom, instructors typically assign recorded video lectures as homework, and use class time for active learning exercises and direct engagement with learners.*

*Many of our partner universities have used Coursera courses to encourage flipped-classroom teaching on campus, and Coursera offers a number of tools to help. Coursera's [Flipped Classroom Field Guide](#), for instance, is a compilation of best-practices and community resources centered around the flipped classroom and blended learning. Our [Flipped101 Video Lectures](#) also offer a high-level overview of the flipped classroom.*

*"I will never, ever, ever, teach a class any other way. This is so much better — I had so much more fun teaching and the learners learned so much more."*

Professor Scott Rixner  
Rice University

## Private groups



*Many of our partners are also interested in creating parallel private communities to their global MOOC course. Coursera offers the ability to integrate with several popular learning management systems (including Blackboard, Canvas, and Moodle) to support linking roster and grades from a public MOOC to a private internal site.*

*Coursera partners use private groups for different reasons. On-campus sites can be highly customized to meet learner needs — for instance, an instructor can upload class materials that are solely intended for on-campus learners. This integration functionality allows on-campus learners to participate in the global MOOC forums while still having a private site for on-campus assignments and activities.*

### About Coursera

learning without limits

### Crafting your MOOC

designing your MOOC offerings

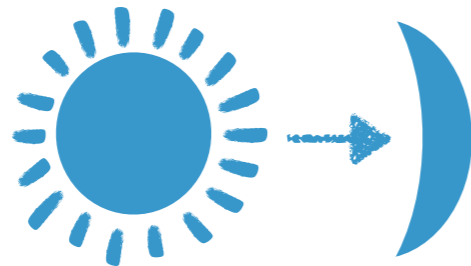
### The learner experience

learning on Coursera

# Instructor & learner support

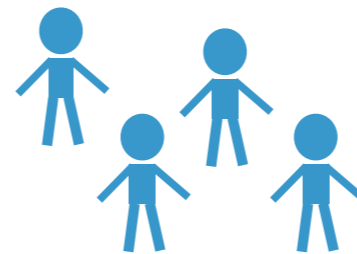
We've got your back

*As you build and teach classes on Coursera, we'll be there to help — every step of the way.*



## 24/7 support

We're committed to ensuring that technical issues don't keep you from running a great class. To do that, we've built an intuitive reporting tool that helps solve learner problems, and we make it easy for instructors to flag issues as well. We also guarantee 24/7 availability for resolving critical problems, and quick turnaround times for support requests.



## Dedicated team

Our Course Success is dedicated to helping your class succeed. Course Success team members include former faculty members, PhDs, and product managers who can offer technical guidance, pedagogical support, information on best practices, and more. Each partner institution also is supported by a Partnership Manager who works across faculty at the university to support the growth and development of MOOCs on campus.



## Full documentation

To make sure you have all the resources you need to run a great class, we've put together meticulous — and clear — documentation about every aspect of our platform. Your learners will also have access to a comprehensive [Student Support Center](#) with FAQs, technical guidance, information about Coursera policies and more.

### About Coursera

learning without limits

### Crafting your MOOC

designing your MOOC offerings

### The learner experience

learning on Coursera

# Course experience

Taking a course, from sign-up to certificate

About Coursera learning without limits

Crafting your MOOC designing your MOOC offerings

The learner experience learning on Coursera

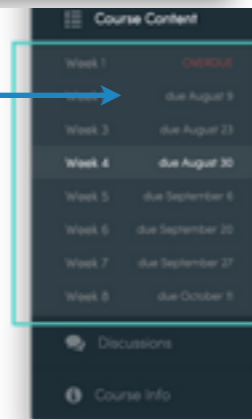
## Pre-course

Learners search our course catalog for something that piques their interest. Some courses are available in a fully self-paced format, while others (pictured below) offer automated monthly cohorts for additional structure.



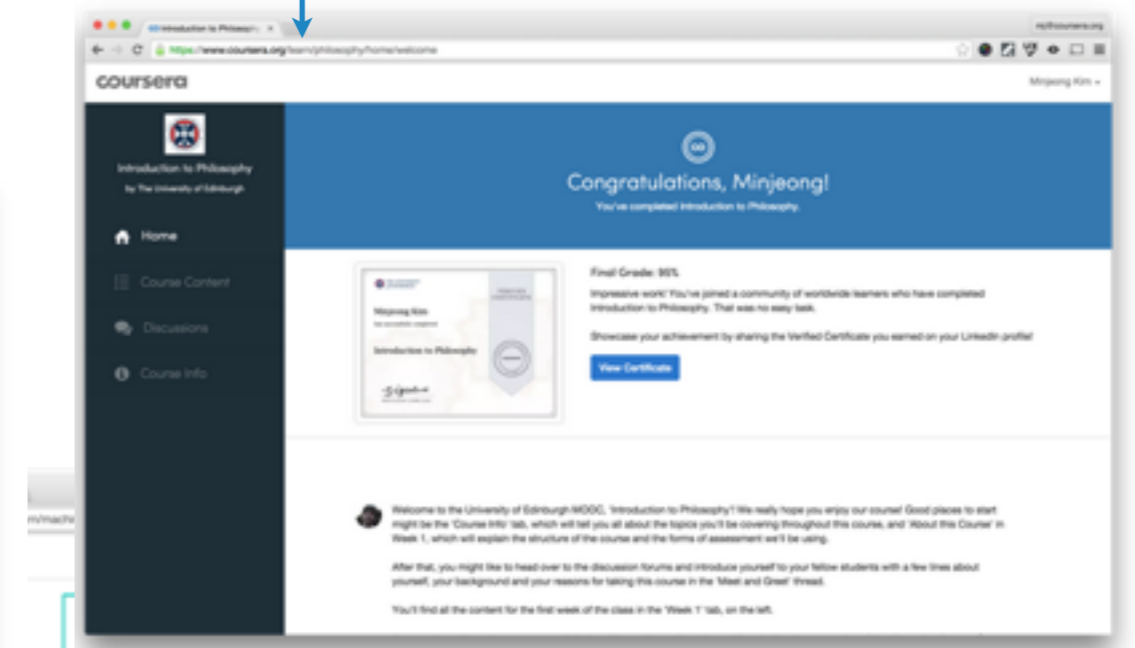
## Class begins

In fully self-paced courses, learners are shown individual suggested deadlines based on a suggested schedule. In automated cohorts, learners are shown a consistent set of deadlines with their social cohort. Either way, your course is designed so that the course can run without your day-to-day involvement.



## Completion

Paid learners (or those on financial aid) receive a downloadable and sharable certificate once they have passed all course assignments.



# Specialization experience

Curricular, project-based learning

**About Coursera**  
learning without limits

**Crafting your MOOC**  
designing your MOOC offerings

**The learner experience**  
learning on Coursera

The screenshot shows a Coursera specialization page for 'Solve Real Business Problems' by Wharton University of Pennsylvania. The page features a navigation menu on the left with options like 'About this Specialization', 'Curriculum', 'Course Team', 'FAQ', and 'Co-Creator / Sponsor'. The main content area includes a 'Business Foundations Specialization' for \$595 USD with an 'Enroll Now' button. Below this, there are four key metrics: 'DURATION 16 Weeks', 'COMMITMENT 1-4 Hours', 'LANGUAGE English', and 'SUBTITLES Yes'. The specialization description states: 'Hone your core business skills, apply them to a real business challenge, and develop a go-to-market strategy.' At the bottom, there is a banner for a 'Career Success Capstone Project' from the University of California, Irvine.

## ← Enroll in Specialization

Learners can bulk enroll for all courses in a Specialization, or they can access individual courses and pay for a certificate on a per-course basis.

COURSE 2 of 5 Starts June 1, 2015

## Introduction to Marketing

### About Course :

In this course you will get an introduction to the main tools and ideas in the data scientist's toolbox. The course gives an overview of the data, questions, and tools that data analysts and data scientists work with. There are two components to this course. The first is a conceptual introduction to the ideas behind turning data into actionable knowledge. The second is a practical introduction to the tools that will be used in the program like version control, markdown, git, GitHub, R, and RStudio.

## ↑ Take Courses

Courses are available either in a self-paced form or with monthly automated cohorts. Learners complete all assignments in the course and receive passing grades in order to become eligible for the Capstone project and a Specialization certificate.

## ↑ Capstone Project

Learners who complete all courses in a Specialization for a Certificate are eligible to complete a capstone project, which is often developed in conjunction with an industry partner to ensure employer relevance.

# Course Certificates

Identity-verified recognition for your learners

**Register for Certificate**  
When you submit coursework, link it to your identity to prove the work is all your own!

**Pass the Course**  
Earn official recognition from universities and Coursera with a Course Certificate.

**Show Off Your Skills**  
Add your course record to your CV, resume or LinkedIn using a secure URL.

*Course Certificates allow learners to purchase a **verified credentials** to prove their **achievements**. A learner can then add this certificate to his or her resume, share it with an employer, or simply keep it as a recognition of successfully completing the course.*



**Identity verification**

*Learners who opt to purchase a Course Certificate verify their identity by creating a biometric profile of their unique typing pattern and photo. This*



**Shareable certificate**

*Upon passing their course, a learner will receive a verified electronic Course Certificate that can be shared with employers, educational institutions, or others through a unique, secure URL.*



**Financial aid**

*Coursera Financial Aid is a special program to give Coursera learners in all economic circumstances the chance to receive a course certificate. Financial aid has helped thousands of learners earn verified certificates.*

**About Coursera**  
learning without limits

**Crafting your MOOC**  
designing your MOOC offerings

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# What comes after

## Learner takeaways

*Just as learners enroll in Coursera courses for a variety of reasons, learners leave their Coursera class changed in different ways.*



**Name:** Mahmud Angrini

**From:** Aleppo, Syria

**Coursera record:** 19 courses completed; 6 Course Certificates achieved

*Mahmud Angrini is a medical doctor from Syria. With the conflagration in Syria, Mahmud lost everything — his job, his plans for a new laboratory, and a scholarship from the Syrian Ministry of Higher Education that would have enabled him to study for a PhD in France.*

**“What I can assure you is that Coursera changed my life.”**

*Living as a refugee — “sad, depressed, bored, and isolated,” as he describes it — Mahmud discovered Coursera. As his English language skills improved, Mahmud continued to enroll in new courses, eventually amassing 25 statements of accomplishment and verified certificates. Spurred by his newfound knowledge, Mahmud recently took the TOEFL test — scoring a 600 — and is now pursuing a new PhD scholarship.*



**Name:** Daniel

**Age:** 17

**Coursera record:** 6 courses completed

*Daniel is a 17-year-old who has severe autism. Over the past year, Daniel has also completed six Coursera courses. As Daniel’s father, Michael, writes: “By the time we discovered Coursera, we were well into the groove of teaching Dan at home....Dan is eager to go to school, but is unable to sit still quietly in a classroom....Coursera*

**“It is impossible to overstate the happiness Coursera has brought to our son.”**

*seemed like a possible bridge between home schooling and what Dan called ‘going to a real school,’ but it turned out to be much more.” According to Michael, on Coursera, Daniel also experienced “a dramatic decrease in his sense of isolation.” During an in-person webcast for the University of Pennsylvania’s Modern Poetry course, Daniel had a “moment of stardom,” as Michael puts it, reading aloud a two-word poem for an audience of hundreds of people.*

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# Benefits to our partners

Case studies of how MOOCs have paid off

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### Johns Hopkins University Data Science

A Specialization on Coursera: Your Pathway to Expertise  
Final Capstone Project created with:



### Sports and Building Aerodynamics



## Lead Generation

*“Applications at the University of Pennsylvania rose an amazing 15 percent in 2014, the first year following the launch of our Coursera offerings.”*

- Christian Terwiesch and Karl T Ulrich, University of Pennsylvania

## Revenue

*The Data Science Specialization from Johns Hopkins University has grossed \$500-700K monthly on average. Coursera shares 50% of all revenue with institution producing the course or Specialization.*

## Attracting Faculty and Staff

*“My course on Sports and Building Aerodynamics gave me a unique opportunity to reach graduate students who I may have never met otherwise. Thanks to this course, two fully-funded PhD students came to my lab, and a third student contacted me with the request to start a PhD study on cycling aerodynamics. We applied for funding together and we got it.”*

- Bert Blocken, Eindhoven

## New Research Opportunities

*“I am thrilled by the range and diversity of images of Roman architectural ruins that were provided by learners in my MOOC, some in parts of the world I have not yet visited. We may never be able to walk down one of the colonnaded streets of Palmyra, Syria, but exposure to them through the eyes of those who live there has greatly enriched the course experience both for the learners in the course and also for me as an instructor and scholar.”*

- Diana Kleiner, Yale