coursera for business

Empower your talent to power your business

In a world of accelerating change, Coursera for Business is the trusted global leader of learning for 140+ million learners and thousands of companies. We partner with over 325+ leading brands to help organizations develop the talent agility and mission-critical skills to foster innovation, boost productivity, and drive business growth.

- **Build in-demand skills** with engaging, targeted content and expert instruction from leading brands, guiding your business through industry and technology disruption
- **Engage and retain talent** with personalized learning pathways that build to globally recognized credentials, improving career progression and satisfaction
- **Maximize training impact** with AI-assisted, tailored learning in employee's preferred language

Offer world-class content with globally recognized credentials

Google · University of Michigan · Microsoft · HEC Paris · University of Virginia · intel · Illinois · aws · IBM · ie Business School · DeepLearning.AI · Duke University

Research firm IDC found that over 3 years, Coursera customers realize a

7.46x ROI

+25% productivity

+38% retention

+20% mobility

+94% more trained

Over 3,800 organizations have chosen Coursera

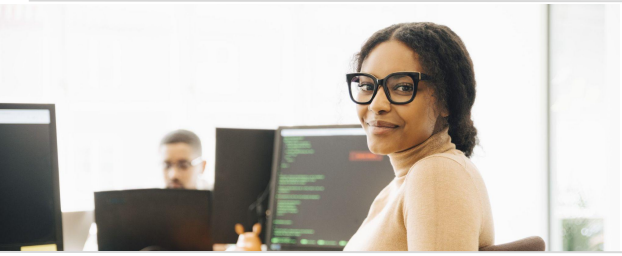
"Using Coursera allows us to show greater ingenuity in how we evolve our learning program because of its flexibility to scale with our needs. With the skills our learners acquire through Coursera, we can do much more than keep up with the times; we can reshape how we do business."

Cyril de Avellar
L&D Leader, People and Culture
Ingka Group Digital

Macquarie · Danone · L'Oréal · Bell · Axis Bank · P&G · SK telecom · Samsung · Mindtree · AXA · telenor · Tata Communications · bp · Petrobras · Novartis · axiata

Academies from Coursera

Drive innovation and productivity in a fast changing world by building skills that map to critical jobs, powered by world-class content and hands-on learning, all on one platform.



GenAI Academy | *Build Generative AI skills across the org*

Unlock innovation and productivity across your organization with Generative AI (GenAI) Academy, **featuring content taught by leading companies and universities, including GenAI pioneers like Google, Microsoft and Stanford Online.**

Learn more

Data & Analytics Academy | *Accelerate your transformation*

Become a data-driven organization. Develop your employees' skill proficiency to drive better business decisions and revenue growth. **Over 50 SkillSets and 20 LevelSets for in-demand skills and data-related roles.**

Learn more

Tech Academy | *Develop tech talent from within*

Provide the tech skills your talent needs to drive your cloud migration, evolve beyond legacy tech, and mobilize your transformation. **Includes over 80 SkillSets and 30 LevelSets for in-demand engineering roles and skills.**

Learn more

Leadership Academy | *Help your teams lead without limits*

Build high-performing teams with essential leadership skills. Train leaders at scale with a customized program that is easily deployed for all levels, from new managers to senior executives. **Includes 42 SkillSets for in-demand human skills across all levels.**

Learn more

Marketing Academy | *Accelerate growth and GTM reach*

Unleash growth potential with access to digital marketing, SEO, and social media skills from top companies and MBA programs. **Includes 69 SkillSets and 23 LevelSets available for in-demand skills and marketing roles.**

Learn more

Finance Academy | *Streamline operations and drive growth*

Provide richer, more strategic forecasting and data analysis, build sharper analytical skills, and collaborate more effectively with foundational and cutting-edge finance skills. **Includes 63 SkillSets and 31 LevelSets for in-demand skills and finance roles.**

Learn more

Career Academy | *Become a career destination*

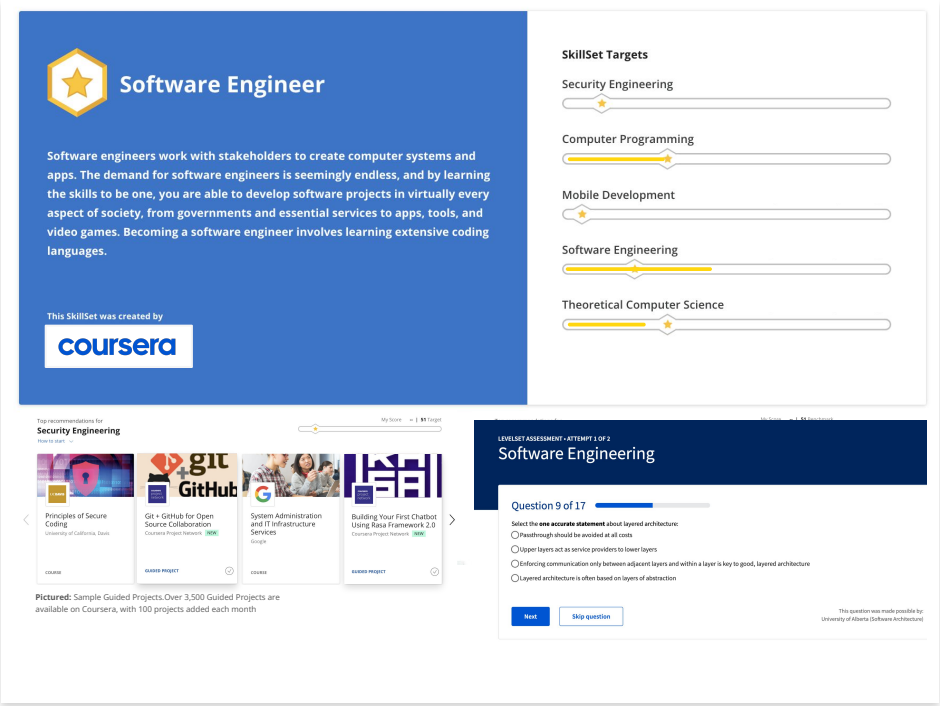
Attract frontline workers by enabling them to earn Professional Certificates from the world's leading companies. **Includes 18 Professional Certificates from Google, IBM, Meta, Salesforce, and more.**

Learn more

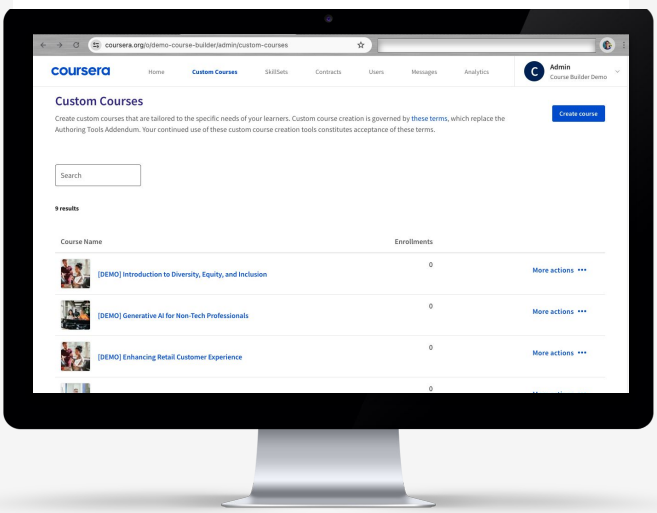
Deploy targeted learning with SkillSets and Skill Pages

Easily offer targeted, job-based learning with **SkillSets and Skill Pages** from Coursera. Drive skill development for cutting-edge and essential skills with over 300 SkillSets across tech, data, leadership, marketing and finance. Help employees learn new software and tools faster with **Guided Projects**, and find the starting point on their learning journey with **LevelSet** assessments.

Want the full skill solution? ***Academies from Coursera*** *contain expert-selected SkillSets for companies driving business growth,, featuring SkillSets that drive technical and data literacy, upskill specific teams with specific tools, and reskill employees for in-demand roles. Contact us to learn more.*



Pictured: Sample Guided Projects.Over 3,500 Guided Projects are available on Coursera, with 100 projects added each month



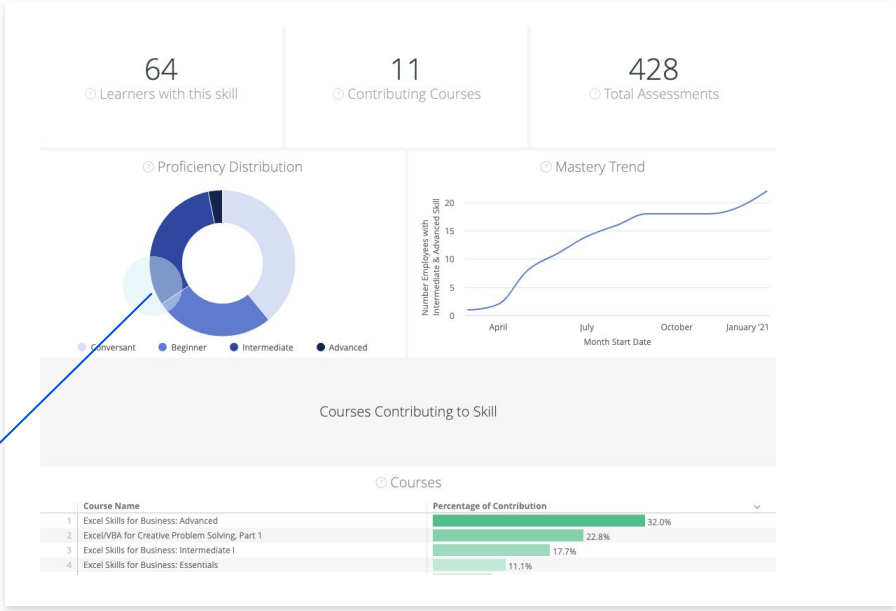
Maximize training impact with AI-assisted, tailored learning

Leverage AI to build custom content with business context, and enhance real-time learning guidance at scale. Build custom courses with world-class experts using **Course Builder** and utilize **Coursera Coach** to help learners progress by clarifying courses concepts and summarizing lectures.

Get visibility into the state of skills across teams with the Skills Dashboard

Understand what skills your organization has and identify the gaps to get there. With the **Skills Dashboard**, you can benchmark skills to identify growth opportunities, see the state of skills across your teams, and understand the impact of your learning investment.

Track computer science, IT, data, business, and soft skills across 4 levels of skill proficiency, from Conversant to Advanced



coursera for business

	Individual Best for one person	Team Accelerate performance	Enterprise Make talent your advantage
World-Class Content			
Catalog of 6,755+ courses from top universities and companies	✔	✔	✔
Verified Certificates upon course completion	✔	✔	✔
Catalog of 3,500+ hands-on Guided Projects	✔	✔	✔
4,000+ courses fully translated in 20+ non-English languages	✔	✔	✔
Access to 200,000 clips: bite-sized videos and lessons		✔	✔
150+ Globally Recognized Certificates		✔	✔
Learner Experience			
Mobile Apps (iOS & Android)	✔	✔	✔
Priority technical support for learners	✔	✔	✔
Company-branded homepage and learner communications		✔	✔
Skills Platform			
Industry skill insights and benchmarking		✔	✔
Analytics for skills learned, proficiency, and time to mastery		✔	✔
150+ LevelSets: assess your organization's skills baseline			✔
300+ SkillSets: job-based content recommendations			✔
GenAI, Data, Tech, Leadership, Marketing, Finance, and Career Academies			✔
Customer Success **must meet annual contract threshold*			
Dedicated customer success manager*			✔
Executive business reviews*			✔
Learner and admin onboarding*			✔
Access to expert-curated content*			✔
Integrations **at additional cost*			
Single sign-on*			✔
API integrations*			✔
LMS integrations (Degreed, Cornerstone, CrossKnowledge, SuccessFactors)*			✔
Billing			
Billing by Paypal or credit card		✔	
Billing by invoice (ACH for U.S. customers only invoicing >25 licenses)		✔	✔