

# The future of learning and work

Creating more equal opportunity in a more digital world



**Shravan Goli**  
COO, Coursera

# Low-skilled & high-skilled jobs are at risk of automation

“...up to **49% of workers** could have half or more of their tasks exposed to large language models.”

“... **higher wages** are associated with increased exposure to GPT.”

GPTs are GPTs: An Early Look at the Labor Market Impact  
Potential of Large Language Models, University of Pennsylvania, March 27, 2023



# GenAI will disrupt nearly every occupation

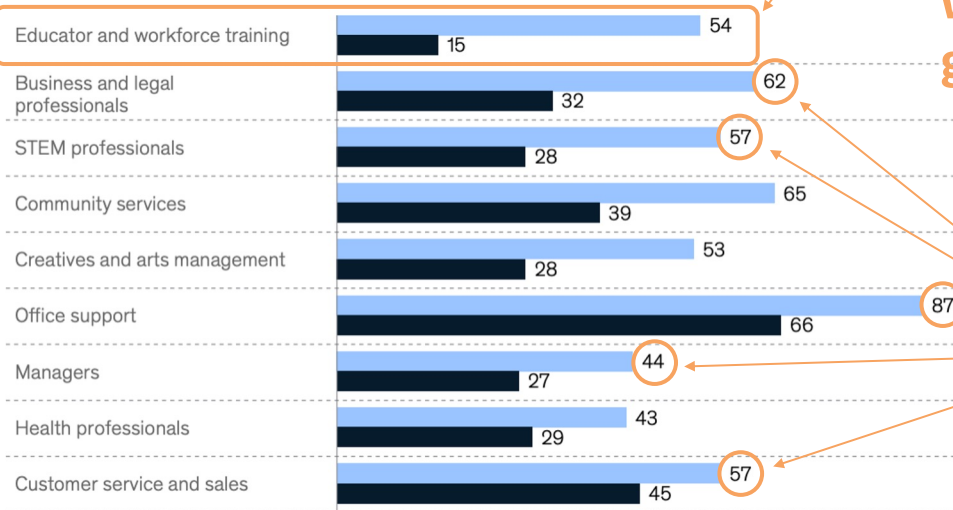
Advances in technical capabilities could have the most impact on activities performed by **educators, professionals, and creatives**.

Impact of generative AI on technical automation potential in midpoint scenario, 2023

■ With generative AI  
■ Without generative AI<sup>1</sup>

Occupation group

Overall technical automation potential, comparison in midpoint scenarios, % in 2023

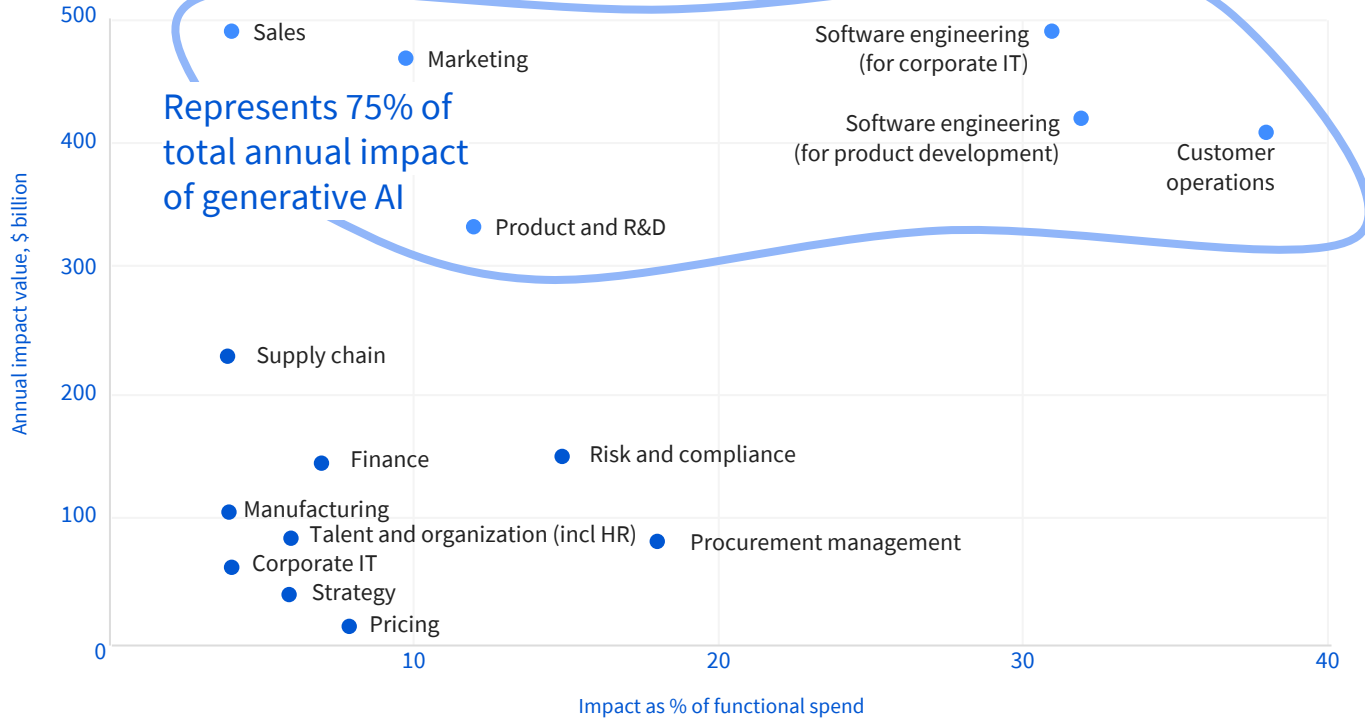


3x more job tasks of educators will be impacted because of generative AI

Millions of jobs will require reskilling

# GenAI could add \$4.4 trillion in global productivity gains

Which costs will be most impacted?



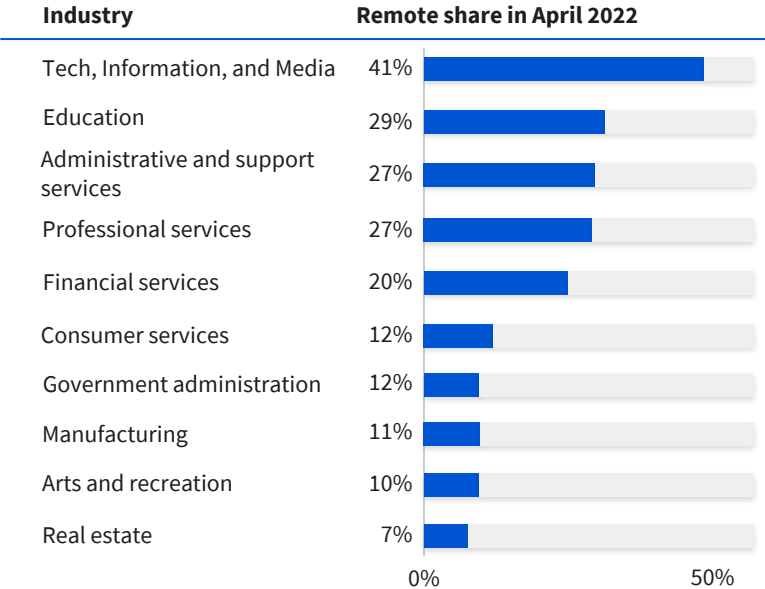
Which job roles will be most impacted?

# Emerging jobs require **digital skills and can be done remotely**

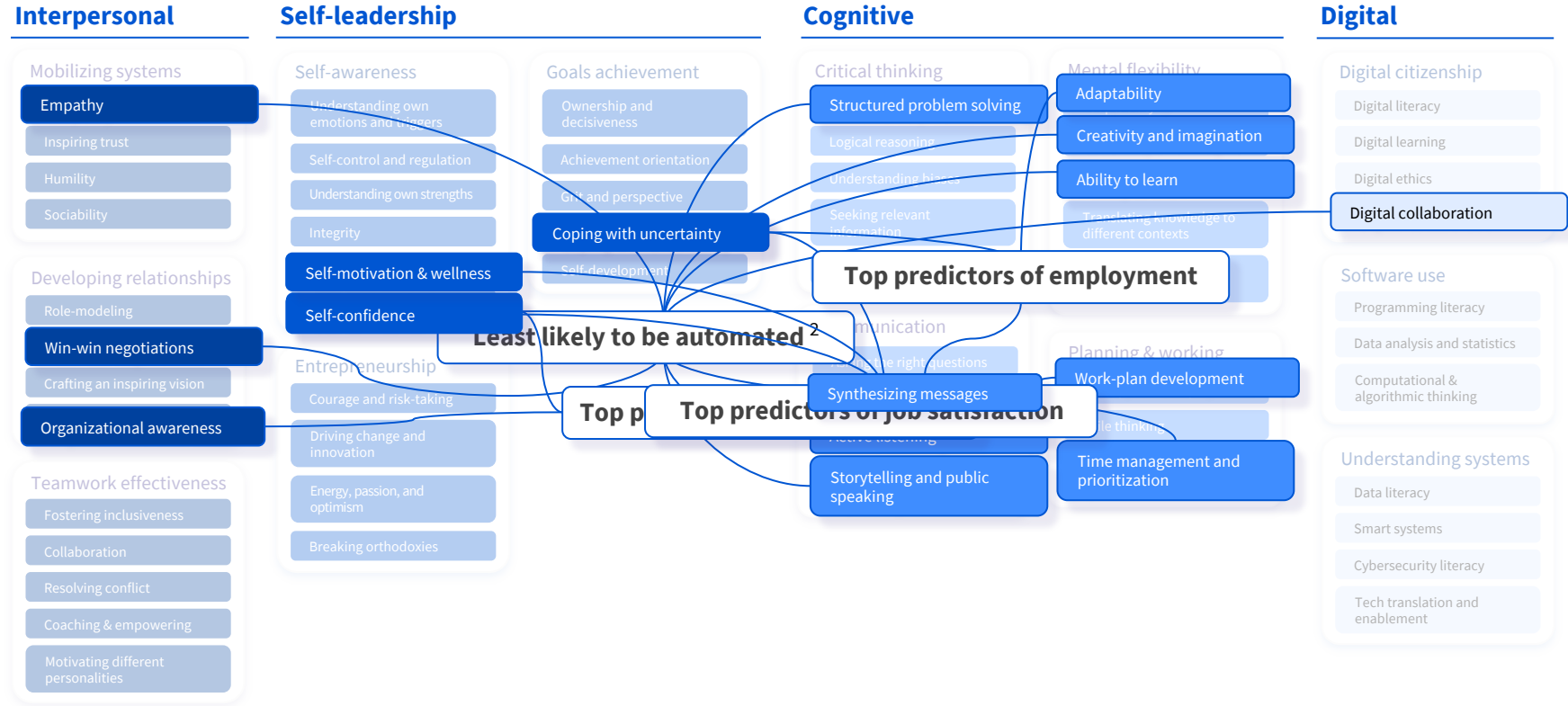
## Fastest growing jobs globally include

- 1 AI & ML specialists
- 2 Software Engineer
- 3 Javascript Developer
- 4 Project Manager
- 5 Cloud Engineer

## Industries with the largest share of remote jobs

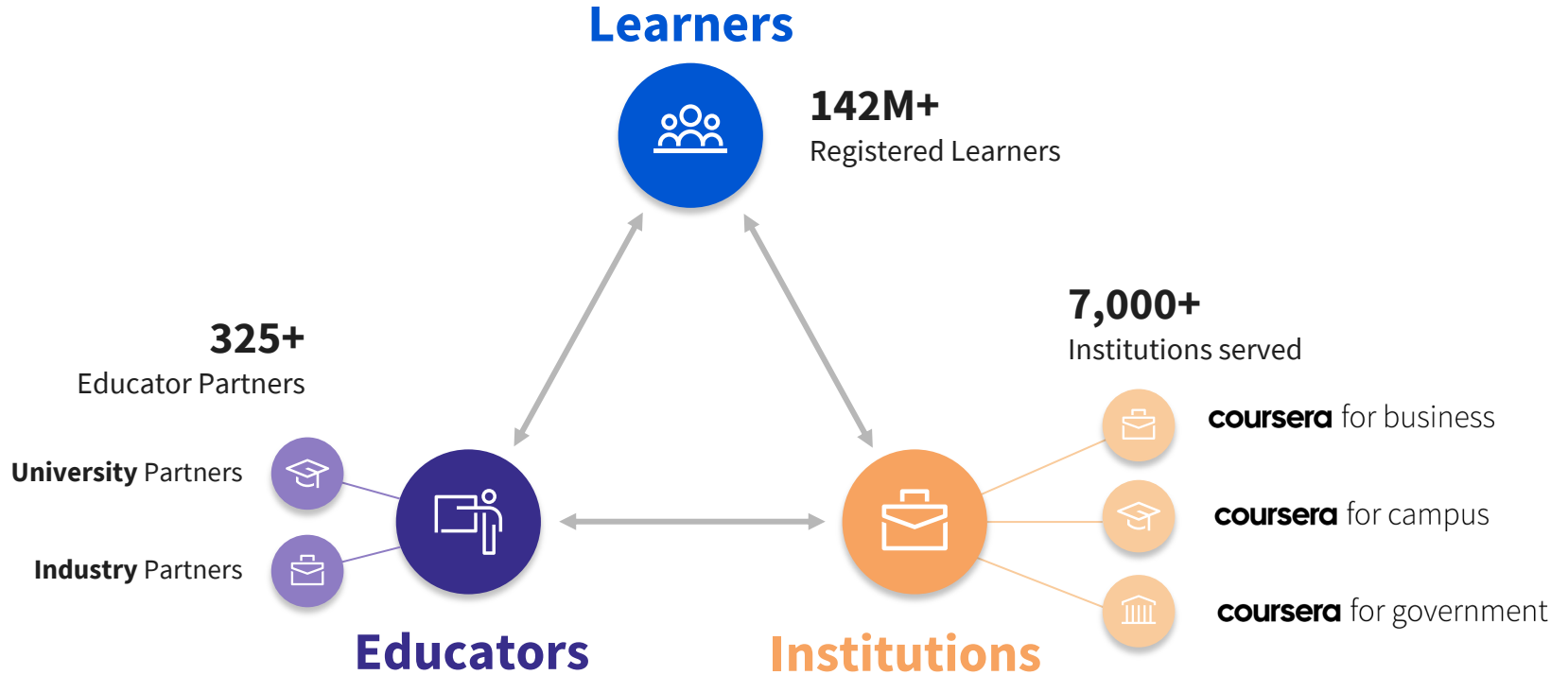


# Human skills increasingly important in a digital world



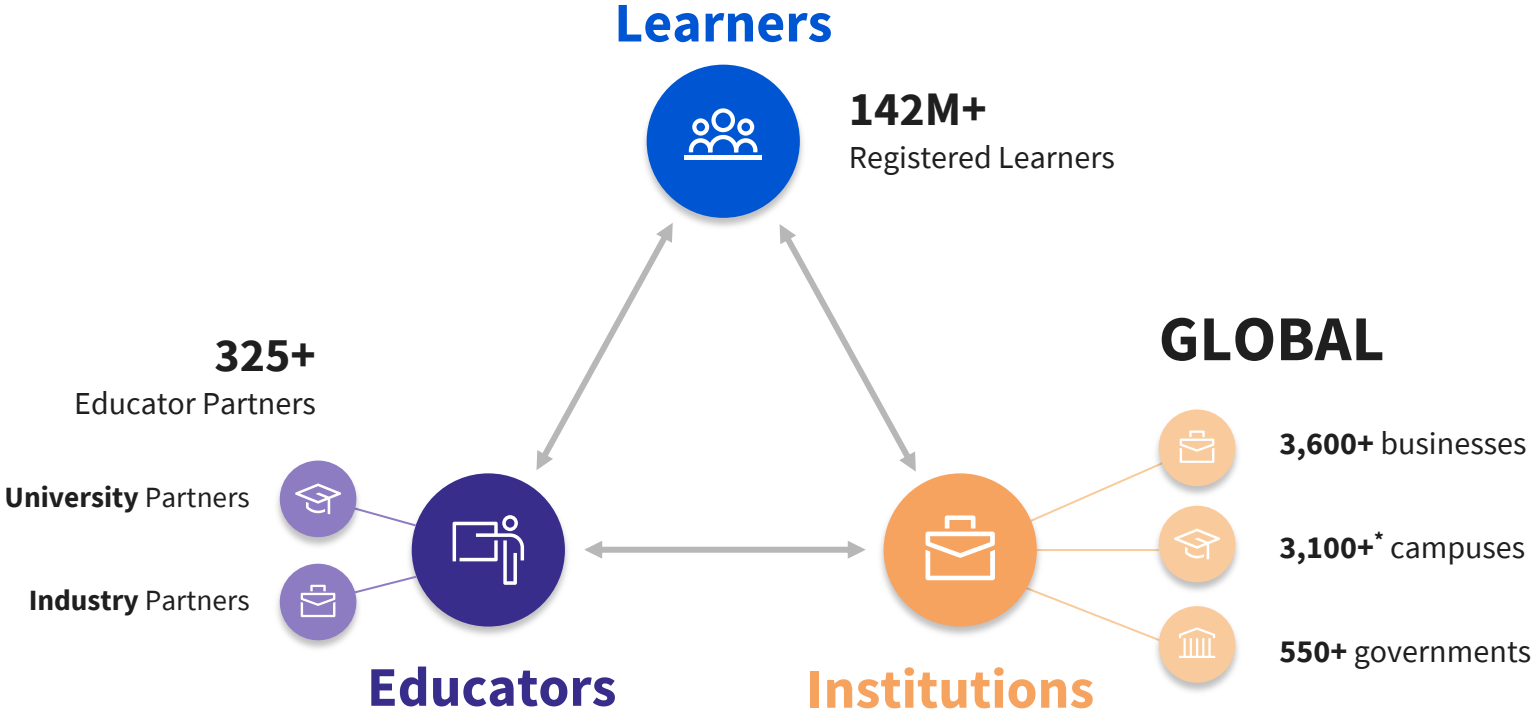
# The progress and promise of online learning

# Coursera: Lifelong learning ecosystem



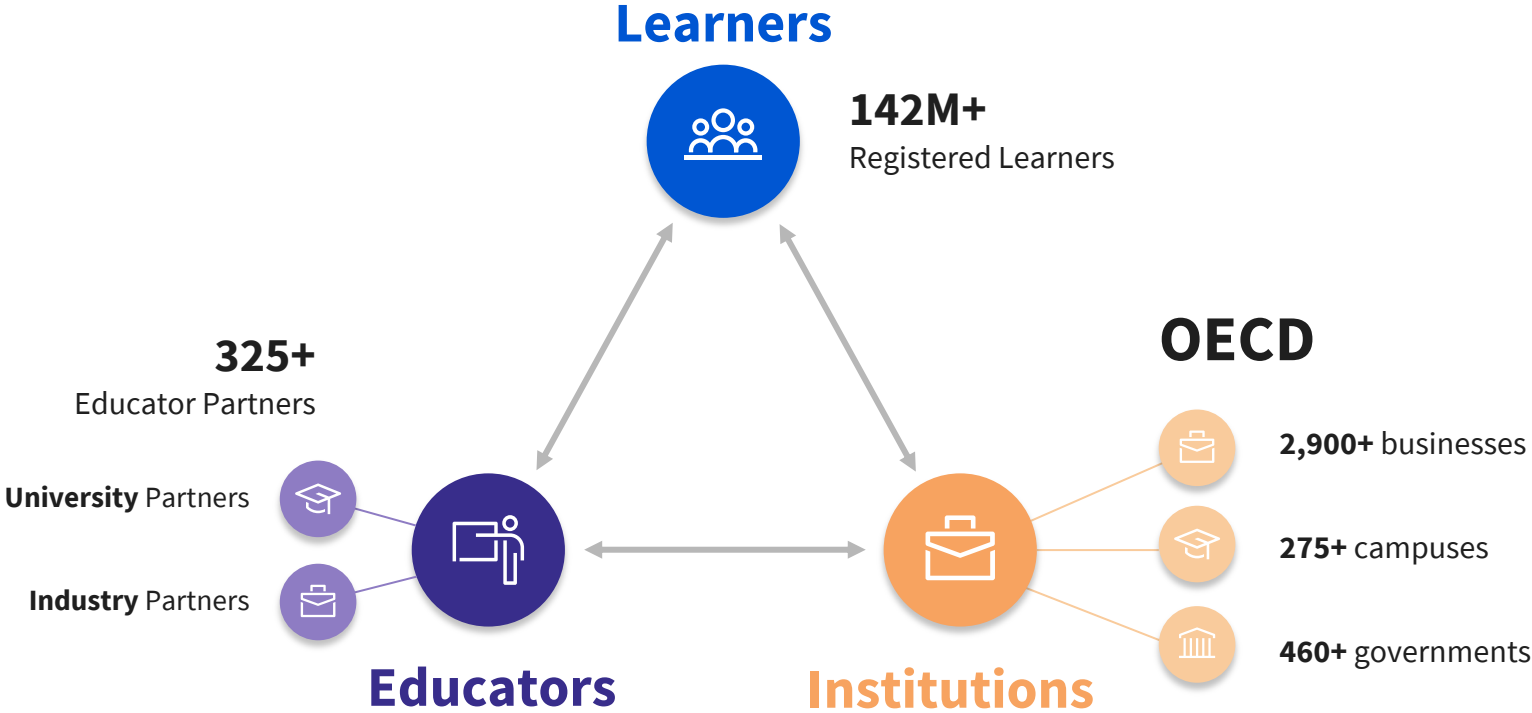


# Coursera: Lifelong learning ecosystem



Source: Coursera data, December 31, 2023

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# Enterprise learning continues to accelerate

Coursera for Business enrollments across OECD nations

## Coursera for Business across OECD nations

**1.2M**

Enterprise learners

**8.6M**

Enrollments

**42%**

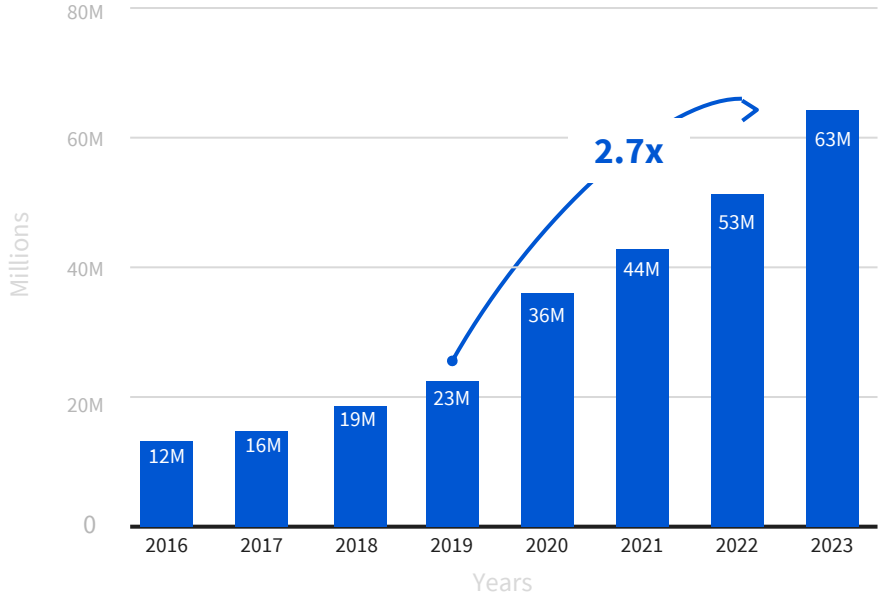
Women

Source: Coursera data. December 31, 2023

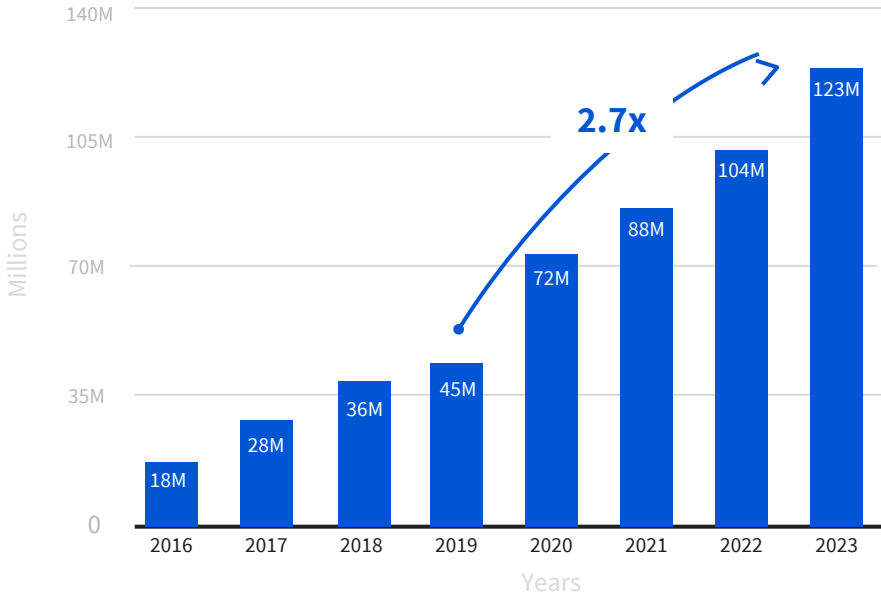
Year

# Increased demand for online learning across OECD nations

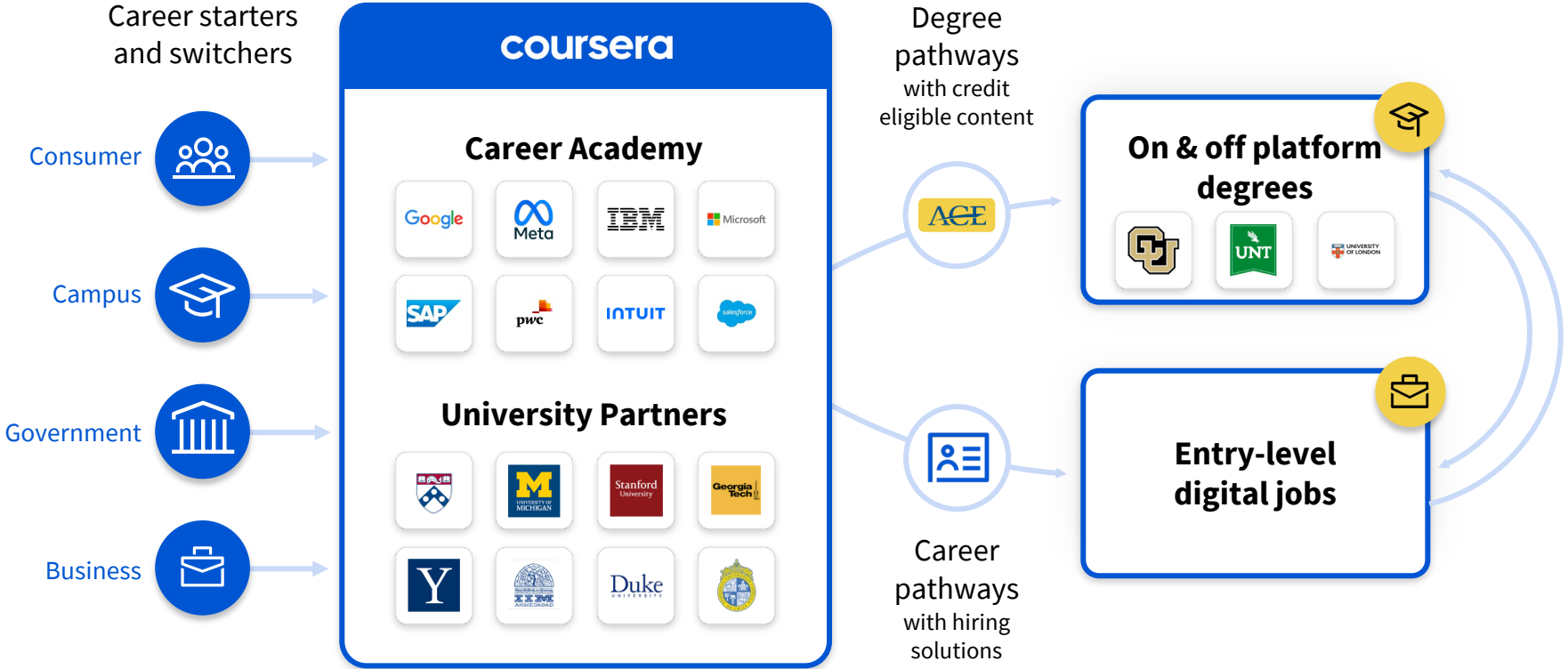
### Number of registered learners



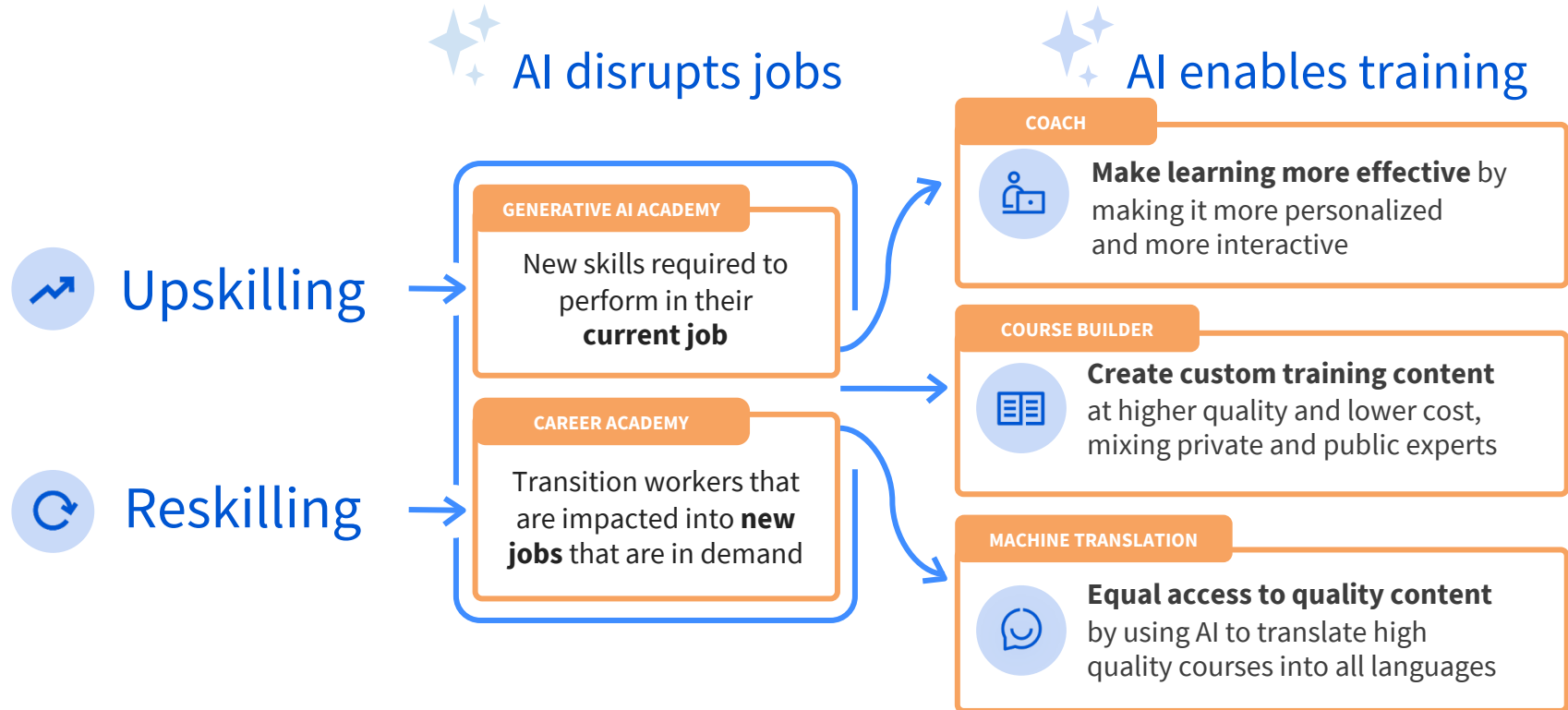
### Number of enrollments



# Advance careers with learning pathways to degrees & jobs



# AI will both disrupt jobs and enable a new era of L&D



Highest growth  
in emerging  
economies

## OECD Demographics

Median age: **36 yrs** (vs. 32)

Women: **46%** & Men: **54%** (vs. 46% & 54%)

Mobile: **37%** (vs. 48%)

### Top 5 OECD Countries

1.	US	27.3M
2.	Mexico	6.4M
3.	Canada	3.9M
4.	UK	3.6M
5.	Colombia	3.2M

+22%

23M

Asia Pacific  
excluding India

Africa

# AI Translations

using AI to make education  
more equally accessible



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.



# Machine learning translation **increases global access**

## 4,000+ courses

Lecture video subtitles, course readings, quizzes, assessments, assignment instructions, discussion prompts, course descriptions and syllabuses

## 17 languages

Spanish, Arabic, Portuguese, French, German ,  
Bahasa Indonesia, Thai, Ukrainian, Dutch,  
Italian, Swedish, Polish, Greek, Turkish, Hindi,  
Russian and Kazakh

Illustrative cost  
Cost per course per language



\$13,000

Human linguistic service



\$20 - \$25

Machine learning software only

# A new era of personalized, interactive online learning



**Adaptive, interactive, and context aware**



Grounded in **expert and trusted content**



**Multiple roles,** integrated into the learning experience

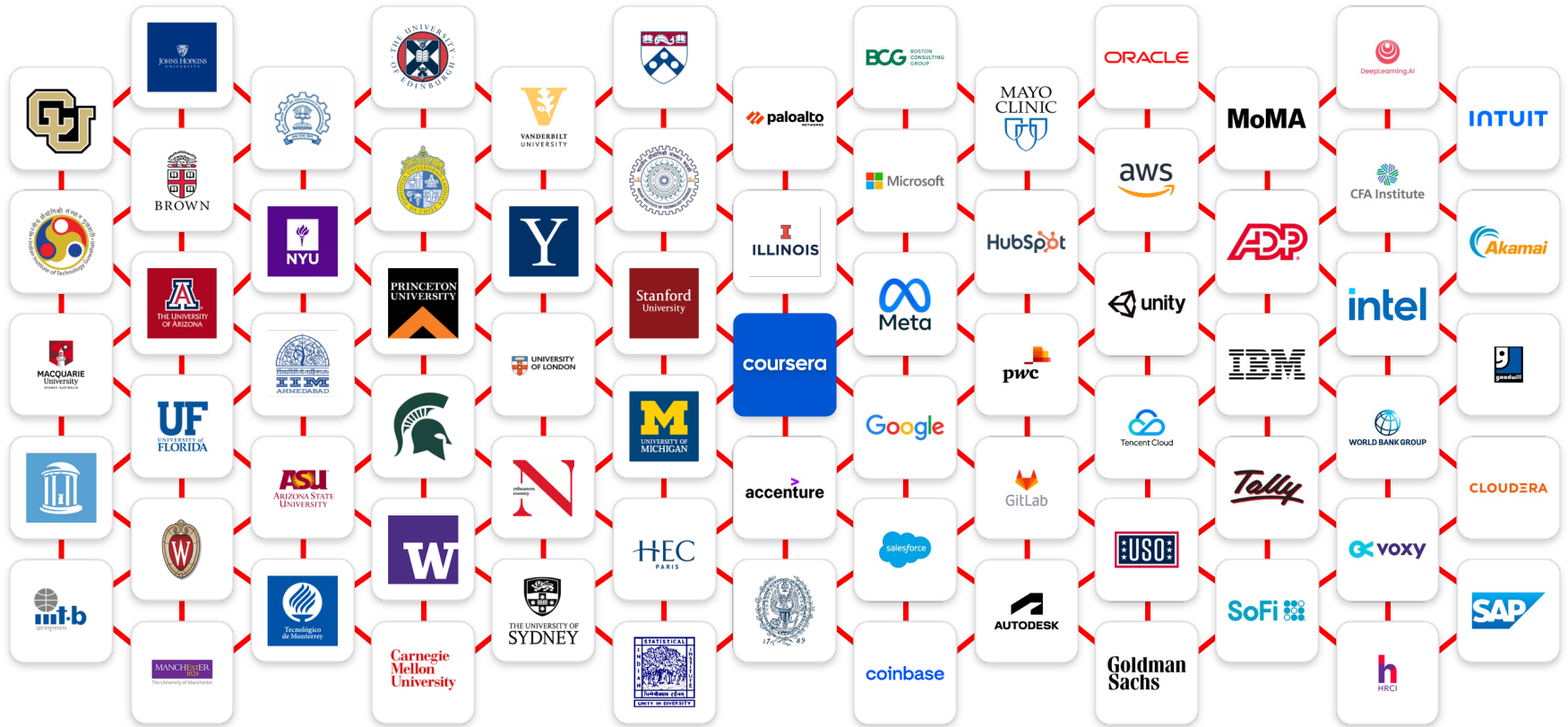


**Personalized** recommendations, reviews, assessments



Guided by Coursera **Responsible AI principles**

# 325+ university and industry partners collaborate on Coursera



# Professional Certificates provide pathways to jobs and degrees

## Software & IT roles

## Data roles

## Business roles

IT Support <span>ACE</span> <span>ECTS</span>	Front-end Developer	Data Analytics <span>ACE</span> <span>ECTS</span>	Project Management <span>ACE</span> <span>ECTS</span>	Social Media Marketing <span>ACE</span>		
Cybersecurity	Back-End Developer	Data Analyst <span>ACE</span> <span>ECTS</span>	Digital Marketing & E-commerce <span>ACE</span> <span>ECTS</span>	Marketing Analytics		
Back-End Developer	<div style="background-color: #0070C0; color: white; padding: 20px; text-align: center;"> <span style="font-size: 48px; font-weight: bold; vertical-align: middle;">45%</span> <span style="font-size: 24px; font-weight: bold; vertical-align: middle;">YoY increase in enrollments in OECD nations</span> </div>			Bookkeeping		
Full Stack Software Developer <span>ACE</span> <span>ECTS</span>				Sales Representative		
DevOps and Software Engineering				Bookkeeper		
Cybersecurity Analyst <span>ECTS</span>				Customer Consulting and Support		
Technical Support				Technology Consultant	Project Manager	Call Center Customer Service
IT Project Manager				Network Engineering	Human Resources Associate	Retail Customer Service
Cybersecurity Analyst	SAS Programmer <span>ACE</span>					

Source: Coursera data, December 31, 2023

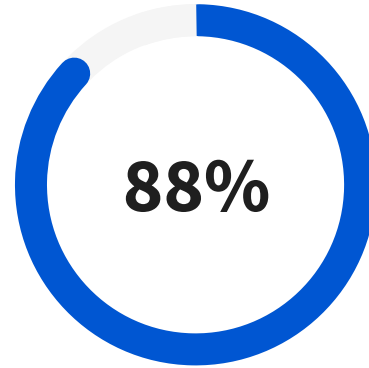
ACE Degree credit recommendation from American Council on Education  
ECTS FIBAA endorsed for degree credit recommendation from ECTS

# Global employer demand for industry microcredentials

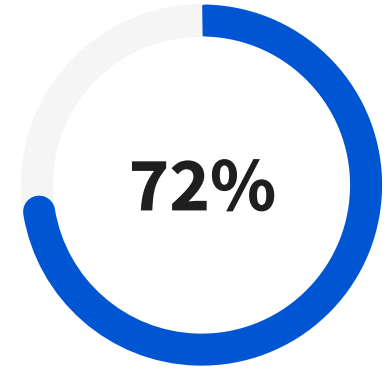
Key findings from our Advancing Higher Education with Industry Micro-Credentials Report

## Employers value industry micro-credentials

in hiring decisions and are evolving toward a skills-based approach



88% of employers believe a Professional Certificate helps strengthen a candidate's application.



Employers are 72% more likely to hire a student with a Professional Certificate

## Government case study



Ministry of Higher Education &amp; Science

## Uplevelling a national higher ed system

- Enabling government to implement higher ed vision
- Multiple Ministries collaborated to grow the program
- Prepare faculty and rapidly growing youth population for digital economy
- Offer for-credit courses at most public universities



“Coursera will support a nationwide vision of Kazakh government to upskill, reskill, and deepskill our talent...**addressing the disparity in access to quality education and providing thousands of students with electives and new career opportunities.**”

**Mr. Sayasat Nurbek**

Minister of Science and Higher Education  
Republic of Kazakhstan

20k

students

25

public universities

650+

Courses for credit,  
translated

## Curated Pathways for the Police Force



- Dubai Police and Coursera have collaborated to create job-relevant learning pathways for leaders, managers, and executives.
- Dubai Police is introducing Grow with Google Scholarships for the force and their family members.
- Courses are available in both English and Arabic. Learners have had a highly positive experience, already seeing great outcomes in productivity, skills, and job performance.
- In the upcoming phase of our partnership, we will broaden access and integrate Career Academy.

**3,300+**

course enrollments

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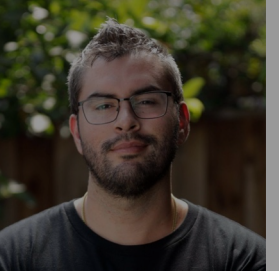
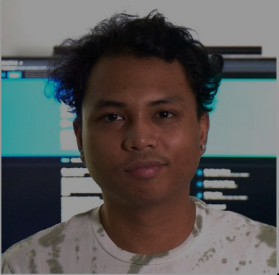
**16,000+**

lessons completed

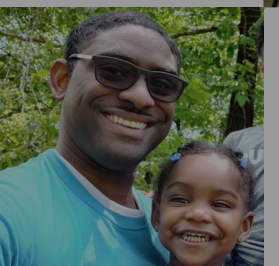
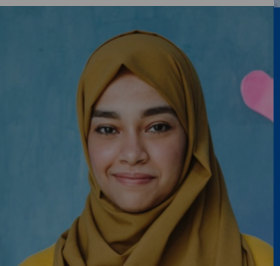
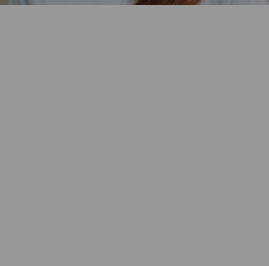
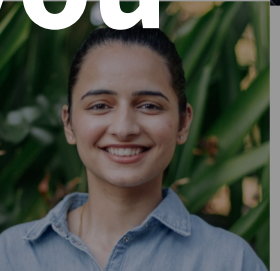
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**6,000+**

learning hours



Thank you







**Q&A**