CERTIFICATION

Project Number:	23/039
Education Institution:	Coursera Inc.
Courses:	Google Data Analytics Professional Certificate
	Google Digital Marketing and E-Commerce Professional Certifica
	Google IT Support Professional Certificate
	Google IT Automation with Python Professional Certificate
	Google Project Management Professional Certificate
	Google UX Design Professional Certificate

To whom it may concern
All information in this report was provided by Coursera and assessed by the FIBAA expert panel.
However, some of the information had to be redacted for one of the following reasons
- Material/information prohibited from disclosing as a public company under U.S. securities laws
- Proprietary information about internal processes not publicly known
- Level of detail that Coursera generally does not share with the public (e.g. expressly naming internal tools to support compliance processes). Please see https://www.coursera.org/about/privacy for relevant public information
- Confidential personal information

For information about redactions, please contact: PR@coursera.org

Decision of the FIBAA Accreditation and Certification Committee

11th Meeting on 20 September 2023

CERTIFICATION

Project Number:	23/039
Education Institution:	Coursera Inc.
Courses:	Google Data Analytics Professional Certificate
	Google Digital Marketing and E-Commerce Professional Certificate
	Google IT Support Professional Certificate
	Google IT Automation with Python Professional Certificate
	Google Project Management Professional Certificate
	Google UX Design Professional Certificate

The FIBAA Accreditation and Certification Committee has taken the following decision:

Certification with conditions:
According to § 7 (2) in conjunction with § 10 (1) of the "Special Conditions for awarding the FIBAA Quality Seal for Continuing Education Courses", the continuing education course(s) are certified with three conditions.

Period of Certification: September 20, 2023 - September 19, 2028

The FIBAA Quality Seal is awarded.

Condition 1

Coursera and Google provide a deduction of the intended EQF levels of each of the respective courses.

Condition 2

For each of the six courses, Coursera and Google implement a learners' workload evaluation system which includes a systematic control loop from the survey to the analysis of the results and the taking of appropriate measures.

Condition 3

Coursera and Google ensure correct documentation about the ECTS credit awarding and recognition on the homepage, in the program descriptions and in the certificates issued after certification, considering ECTS credit recognition obligations by HEIs, EQF levels assigned, number of credits awarded, requirements for awarding credits and workload assigned to the courses.

Proof of meeting these conditions is to be supplied by June 19, 2024.

The FIBAA Quality Seal is awarded.

Assessment Report

Institution:
Coursera Inc.
Content partner: Google

Continuing Education Course:
● Google Data Analytics Professional Certificate ● Google Digital Marketing and E-Commerce Professional Certificate ● Google IT Support Professional Certificate ● Google IT Automation with Python Professional Certificate ● Google Project Management Professional Certificate ● Google UX Design Professional Certificate

Brief description of the continuing education courses:

Coursera Inc.[1] hosts a portfolio of "Professional Certificates" from Google, IBM, Intuit, Meta, Salesforce, and other industry leaders as MOOCs (Massive open online courses). The Professional Certificates are issued after completing the respective online course which is designed to help develop the skills needed to land entry-level digital jobs in business, IT, data science, and design.

Google Professional Certificate Courses[2] belong to this portfolio of Professional Certificates and are targeted towards individuals worldwide who seek to reskill with Professional Certificates to move into emerging digital careers. All six Google Professional Certificate Courses of this certification process comprise a workload of approximately 110 to 230 hours, thus also representing "microcredentials" as small learning entities. With FIBAA certification, Coursera proposes ECTS crediting recommendation following the "Recognition of prior learning" as outlined in the ECTS Users' Guide[3].

All Google Professional Certificate Courses are based on a methodological approach provided by Coursera and a content conceived, produced, and instructed by Google.

Date of opening of the procedure:
February 2, 2023

Date of filing the self-assessment report:
May 31, 2023

Date of online assessment conference:
July 25-27, 2023

Type of certification:
Certification

Mode of study:
Online, Part-time

Initial start of the Courses:
- Google Data Analytics Professional Certificate: March 2021
- Google Digital Marketing and E-Commerce Professional Certificate: April 2022
- Google IT Support Professional Certificate: January 2018
- Google IT Automation with Python Professional Certificate: January 2020
- Google Project Management Professional Certificate: March 2021
- Google UX Design Professional Certificate: March 2021

Start of course cycle: continuous

Capacity load: not limited

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[1] Referred to as "Coursera" in this report (except for summary chapter)
[2] Referred to as "programs" by Coursera, for terminology see glossary at the end of this report.
[3] ECTS Users' guide 2015, page 46

Learner intake by April 2023:

- Google Data Analytics Professional Certificate: ███████ learners
- Google Digital Marketing and E-Commerce Professional Certificate: ██████ learners
- Google IT Support Professional Certificate: ██████ learners
- Google IT Automation with Python Professional Certificate: █████ learners
- Google Project Management Professional Certificate: ██████ learners
- Google UX Design Professional Certificate: █████ learners

No. of ECTS credits assigned to the Course:

- Google Data Analytics Professional Certificate: seven ECTS credits
- Google Digital Marketing and E-Commerce Professional Certificate: seven ECTS credits
- Google IT Support Professional Certificate: five ECTS credits
- Google IT Automation with Python Professional Certificate: five ECTS credits
- Google Project Management Professional Certificate: six ECTS credits
- Google UX Design Professional Certificate: nine ECTS credits

Hours (workload) per credit:
25

Date of the Meeting of FIBAA-Certification Commission:
September 20, 2023

Resolution:

Certification under conditions: Panel recommendation: The certification of the course is subject to three conditions and is valid for five years.

Duration of Certification:
September 20, 2023 – September 19, 2028

Project Manager:
Michael Stephan

Panel Members[4]:

Alina Bülbül
University of Applied Science Munich, Germany
Student of Entrepreneurship and Digital Transformation (M.A.); (graduated: Technische Redaktion und Kommunikation (B.Eng.))

Prof. Dr.-Ing.Ronald Glasberg
SRH Berlin University of Applied Sciences, Germany

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[4] The panel is presented in alphabetical order.

Professor of International Strategic Management (Business Administration, General Management, Innovation Management, Computer Science and Strategic Management, International Management, Entrepreneurship, Digital Business)

Ilja Kogan
Wayfair GmbH, Berlin, Germany
Senior Product Manager (Global Operations, e-Commerce, Project Management, Business Administration, Economics, Business Informatics, Logistics, Digital Management, Trade Management, IT and digital Analytics, Big Data, Agile)

Prof. Dr. Wolfgang Renninger
Ostbayerische Technische Hochschule Amberg-Weiden, University of Applied Sciences, Germany
Professor of Organization and Business Informatics
(Business Process Management, Performance Management, Quality Assurance in IT, Business Informatics, IT & Business Value, Organizational Impacts of Information Technology, Business Intelligence Systems, IT-supported Teaching)

List of Tables

Summary

The panels' assessment takes into account the self-assessment and the results of the online assessment conference as well as the statement of Coursera Inc. to the assessment report dated September 7, 2023.

Google Data Analytics Professional Certificate; Google Digital Marketing and E-Commerce Professional Certificate; Google IT Support Professional Certificate; Google IT Automation with Python Professional Certificate; Google Project Management Professional Certificate; and Google UX Design Professional Certificate of Coursera Inc. fulfil (with three exceptions) the FIBAA quality requirements for certified continuing education courses and can be certified by the Foundation for International Business Administration Accreditation (FIBAA) under three conditions. They may be recognized as modules within further educational programs and have assigned ECTS credits.

The panel members identify need for action regarding the following aspects: Logic and transparency of course objectives (see chapter 1.1); Structure (see chapter 3.1) and Documentation (see chapter 5). Therefore, they recommend the credit recommendation on condition of meeting the following requirements:

Condition 1 (see chapter 1.1)

> Coursera and Google provide a deduction of the intended EQF levels of each of the respective courses.

Condition 2 (see chapter 3.1)

> For each of the six courses, Coursera and Google implement a learners' workload evaluation system which includes a systematic control loop from the survey to the analysis of the results and the taking of appropriate measures.

Condition 3 (see chapter 5)

> Coursera and Google ensure correct documentation about the ECTS credit awarding and recognition on the homepage, in the program descriptions and in the certificates issued after certification, considering ECTS credit recognition obligations by HEIs, EQF levels assigned, number of credits awarded, requirements for awarding credits and workload assigned to the courses.

Proof of meeting these conditions is to be documented by June 19, 2024.

The panel members also identified several areas where the courses could be further developed:

- summarizing the information defined in the ECTS Users' Guide in one publicly accessible sheet or course description, the classification of learning objectives in taxonomy levels, listing recommended literature and communicating to learners and completers that the combination of the Professional Certificate in combination with proof of relevant professional experience may also facilitate recognition of ECTS credits. (see chapter 3.1),

- re-evaluating the communication of international and intercultural aspects in the course descriptions (see chapter 3.2),

- serving learners' and completers aspirations by not only listing recommended literature (see recommendation chapter 3.1), but additionally providing a guided process into the work with further literature (see chapter 3.2),

- considering enriching the concept of the asynchronous MOOCs by options of synchronous teaching formats, like live lectures or real-time interactive formats (see chapter 3.4),

- systemizing access to subject-specific databases (see chapter 4.5.),

- communicating current Learner Outcome Reports on the website (see chapter 6).

The measures Coursera and Google take in order to implement the recommendations of the panel members are to be considered in the context of the re-certification.

On the other hand, there are several criteria that exceed the quality requirements:

- Positioning of the courses in the education and job market, and the professional field (see chapter 1.3),

- Logic and conceptual coherence of the content (see chapter 3.2),

- Logic and transparency of teaching and learning methodology (see chapter 3.4),

- Internal cooperation (see chapter 4.1),

- Process organization and administrative support for learners and teaching staff (see chapter 4.2),

Furthermore, there are two criteria which the panel team rates as "exceptional":

- Skills for employment/Employability (see chapter 3.5),

- Practical experience of the teaching staff (see chapter 4.1),

For the overall assessment please refer to the quality profile at the end of this report.

Details on the institution

Launched in 2012 by two Stanford professors, Andrew Ng, and Daphne Koller, Coursera´s mission is to provide universal access to world-class learning. Coursera is now one of the largest online learning platforms, with 118 million registered learners, partnering with over 300 university and industry partners to offer a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, Guided Projects, and bachelor's and master's degrees. Institutions worldwide use Coursera to upskill and reskill their employees, citizens, and students in data science, technology, and business. Coursera became a B Corp[5] in February 2021.

Coursera operates in five essential business units within two models:

1) Coursera for Individual learners

   a. Degrees
   b. Open Content (Professional Certificates, Specializations & Courses by university and Industry Partners)

2) Business to Business (Coursera for Enterprise)

   a. Coursera for Business
   b. Coursera for Campus
   c. Coursera for Government

Learners coming to Coursera are offered a broad range of learning offerings, from a two-hour Guided Project on how to build a website to full study programs. As technology automates more repetitive, predictable, lower-skilled job tasks, individuals worldwide seek to reskill with Professional Certificates and college degrees to move into emerging digital careers. Coursera hostsa portfolio of entry-level Professional Certificates from Google, IBM, Intuit, Meta, Salesforce, and other industry leaders that help develop the skills needed to land entry-level digital jobs in business, IT, cybersecurity, data science, marketing, sales, design, and finance without requiring a college degree or any experience in the field. Coursera also hosts online degrees in data science, computer science, engineering, business, social science, and public health. The full Coursera catalog includes[6]:

- 2,200+ Guided Projects: Gain a job-relevant skill in less than two hours

- 5,300+ Courses: Learn something new in four to six weeks

- 625+ Specializations: Gain a job-relevant skill in three to six months

- 75+ Certificates

- 15+ Entry-level Professional Certificates[7]: Earn a certification of job readiness for an in-demand career in three to nine months

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[5] https://www.bcorporation.net/en-us/ (certification for sustainability)

[6] As of December 31, 2021. The periods noted are intended completion timeframes; actual time to completion varies.

[7] In this report referred to as "courses", for terminology see glossary at the end of this report.

- **20+ MasterTrack Certificates:** In three to twelve months, earn a university-issued certificate from a module of a university degree and credit that can be applied to that degree in the future.

- **30+ Degrees:** Earn a bachelor's or master's degree or a postgraduate diploma entirely online.

The Coursera platform is designed to enable learners to discover the right content and credentials by domain (e.g., Business, Technology, Health), by skills (e.g., Python, Statistics, Data Visualization), and by job role (e.g., Data Analyst, Marketer, Engineer). Once learners enroll in a course, the unified technology platform is designed to enable them to learn effectively to advance their careers and earn credentials to signal their learning to prospective employers.

Learners either pay per single guided project, course, certificate, or degree. Coursera Plus is a subscription pricing model that gives learners access to over 7,000 courses, Guided Projects, Specializations, and Professional Certificates on Coursera for a monthly or an annual fee.

As part of Coursera´s strategy and focus on supporting individuals with job readiness certificates in their career planning, certificate offerings have increasing importance in Coursera´s product catalog. After the first positive experiences with this training offer, Coursera has been able to expand the number of available entry-level certificates to over 30 (see Table 1: Entry-level Professional Certificates at Coursera). Coursera systematically derives the needs from a thorough analysis of data as well as the latest conference and research results. Coursera partners with companies to integrate subject matter expertise from professional practice and to train the skills that are needed on the job for the respective tasks. A separate corporate division has dedicated itself to this topic of industry partnerships.

Table 1: Entry-level Professional Certificates at Coursera

Growing catalog of **entry-level Professional Certificates**

31 live today …				7 coming soon …
IT Support, ACE®	UX Design, ACE®	Sales Rep	GST Tax Executive	Web Developer
Data Science, ACE®	Data Analytics with Excel, ACE®	Digital Marketing & E-Commerce, ACE®	Technology Consultant	Cybersecurity Analyst
Cybersecurity Analyst, ACE®	Sales Operations, ACE®	Technical Support	Back-End Development	Direct Tax Executive
Social Media Marketing, ACE®	Bookkeeping	Front-End Developer	Career Coach and Navigator	Support Engineer
Data Analyst, ACE®	Data Engineering, ACE®	Back-end Developer		HR Associate
Sales Development Rep, ACE®	Marketing Analyst	iOS Developer		Supply Chain Analyst
Full Stack Cloud Developer, ACE®	Data Warehouse Engineer	Android Developer		Operations Analyst
Data Analytics, ACE®	DevOps & Software Engineering	Database Administrator		
Project Management, ACE®	Mainframe Practitioner	Bookkeeper		

Source: Coursera data, certificates announced as of the Q4 2022 earnings date. ACE® indicates certificates which have received American Council on Education (ACE) Credit Recommendations.

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Coursera´s research and internal data analysis shows that career certificates are a significant opportunity for learners to progress in their jobs and form a path to digital jobs. Many off-platform demand signals are considered when defining Professional Certificate targets, such as job postings and job growth in the last twelve months in key countries, percentage of entry-level positions, percentage of roles not requiring a Bachelor's degree, projected growth, median salary, and difficulty in hiring. The demand signals are further validated once the programs are live by analyzing on-platform demand signals such as search volume, enrollment numbers, revenue, and the number of learners with a Professional Certificate that later have proceeded to enroll in a degree program.

An increasing number of universities worldwide recognize Professional Certificates towards their degrees, thus making these learning units stackable into full-degree programs. To ease recognition in Europe and in accordance with the ECTS Users' Guide's intention of Recognition of Prior Learning[8], Coursera and Google also aims at ECTS credit recommendation with FIBAA certification. On the other hand, in many cases, entry-level certificates enable learners to start their careers in various new job opportunities (see Table 2: Entry-level Professional Certificates: Pathways to digital jobs).

For Coursera hosted Professional Certificates in the areas of business, information technology, data analytics, and user experience, Coursera has been able to hostGoogle as a content partner. Google Career Certificates are part of Grow with Google, an initiative that draws on Google's 20-year history of building products, platforms, and services that help people and businesses grow. Through programs like these, Google aims to help those who make up the workforce of today and the students who will drive the workforce of tomorrow – access the best of Google's training and tools to grow their skills, careers, and businesses (see self-report p. 8f.).

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[8] ECTS Users' guide 2015, page 46

Table 2: Entry-level Professional Certificates: Pathways to digital jobs

Entry-Level Professional Certificates are pathways to careers and degrees
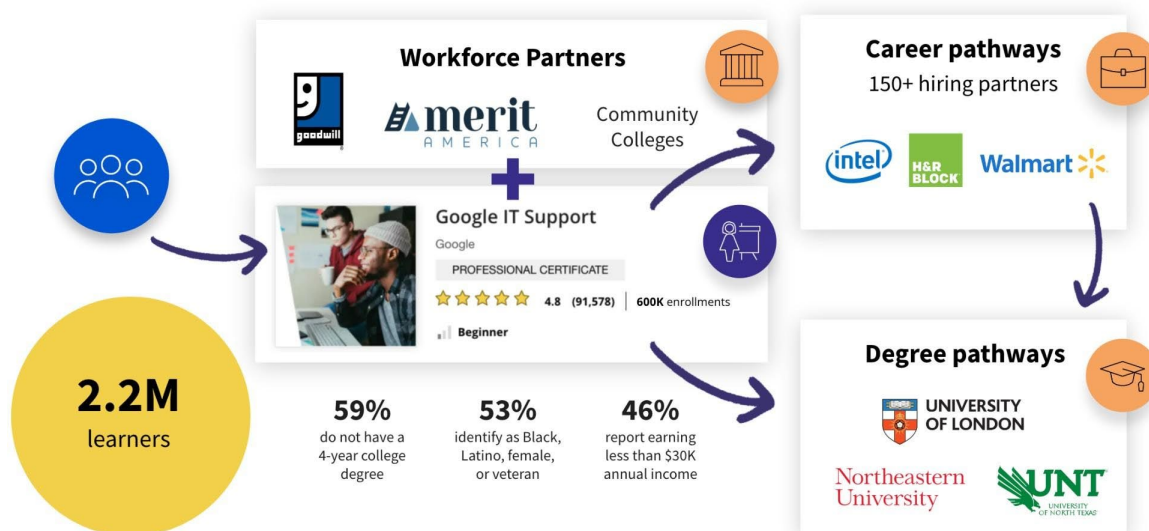
Although this is the first time the courses in this bundle will be certified according to the ECTS standards, many learners have already completed the courses. Most of the certification courses have already been assessed at least once by the American Council on Education and have received a positive credit recommendation. Comments and recommendations from beta testing and first learners have been successfully implemented. In addition to these external quality assurance measures, Coursera continuously and systematically collects, processes, and makes available data points, including the number of learners, number of completions, star rating, the average time to completion, average passing score, pass ratios, and learner satisfaction rates in dashboards that are analyzed at least once a year in a detailed feedback and evaluation meeting between all parties. In this meeting, areas for improvement are identified, measures derived, and implementation timetables recorded. It is also reviewed whether changes or updates to the learning content are necessary (see also chapter 6.).

Appraisal:

The panel acknowledges Coursera as a well-established platform of online courses. Google is a leader in building products, platforms, and services, and has profound experience in developing trainings. Moreover, Google provides exceptional practical content knowledge. Thus, the co-operation to develop and conduct Professional Certificates combines considerable knowledge and resources for conceiving and designing the courses and provides a considerable number of highly effective processes as well as outstanding employability (see also chapters 3.2, 3.4, 3.5, 4.1, 4.2).

Description and appraisal in Detail

1 STRATEGY AND OBJECTIVES

1.1 Logic and transparency of course objectives

Coursera´s general objectives for "Professional Certificates" (entry-level, advanced, experts) offer an accessible learning experience from top companies and universities. Learners can get started immediately, study at their own pace, anytime and anywhere. They can create work samples through the course to demonstrate their skills and earn a career credential.

"Entry-level Professional Certificates" on Coursera are designed to provide a comprehensive and high-quality approach to preparing learners for an in-demand career. They are targeted at learners with little prerequisites and no or little previous knowledge. Learners gain practical skills and knowledge through hands-on projects and, upon completion, can demonstrate job readiness to potential employers with a Professional Certificate credential.

The Google Professional Certificates are designed to provide learners with subject-specific, methodological, and social competencies through a holistic qualification concept. Across the various Google Professional Certificates, the application orientation is represented in the practical implementation of projects and application of Data Analytics, Project Management, IT Support, Marketing, E-Commerce, UX Design, and IT Automation procedures in the respective method courses and labs. Theoretical foundations and explanations always accompany the expertise of practitioners and subject matter experts.

<u>Google Data Analytics Professional Certificate</u>

Data analytics is the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision making. Learners are supposed to gain in-demand skills that prepare them for an entry-level job. Skills they are supposed to gain include: Data cleaning, problem solving, critical thinking, data ethics, and data visualization. Platforms and tools learners are supposed to gain include: Presentations, Spreadsheets, SQL, Tableau and R Programming. Learning objectives are:

- Gain an immersive understanding of the practices and processes used by a junior or associate data analyst in their day-to-day job,
- Learn key analytical skills (data cleaning, analysis, & visualization) and tools (spreadsheets, SQL, R programming, Tableau),
- Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL and R programming,
- Learn how to visualize and present data findings in dashboards, presentations and commonly used visualization platforms.

Google Digital Marketing and E-Commerce Professional Certificate

Learners are supposed to gain in-demand skills that prepare them for an entry-level job. Skills they are supposed to gain include: Developing digital marketing and e-commerce strategies; attracting and engaging customers through digital marketing channels like search and email; measuring marketing analytics and sharing insights; building e-commerce stores, analyzing e-commerce performance, and building customer loyalty. Platforms and tools learners are supposed to gain include: Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter. Learning objectives are:

- Learn the fundamentals of digital marketing and e-commerce to gain the skills needed to land an entry-level job,

- Attract and engage customers through digital marketing channels like search and email,

- Measure marketing performance through analytics and present insights,

- Build e-commerce stores, analyze online performance, and grow customer loyalty.

Google IT Support Professional Certificate

Learners are supposed to gain in-demand skills that prepare them for an entry-level job in IT support. The program covers the fundamentals of IT support, including troubleshooting, customer service, networking, operating systems, system administration, and security. Skills learners are supposed to gain include: Network protocols, cloud computing, Windows operating system, Linux command line, systems administration, encryption algorithms and techniques. Learning objectives are:

- Learn to perform day-to-day IT support tasks including computer assembly, wireless networking, installing programs, and customer service,

- Learn how to provide end-to-end customer support, ranging from identifying problems to troubleshooting and debugging,

- Learn to use systems including Linux, Domain Name Systems, Command-Line Interface, and Binary Code.

Google IT Automation with Python Professional Certificate

Learners are supposed to gain in-demand skills – including Python, Git, and IT automation – to advance their career. Knowing how to write a code to solve problems and automate solutions is a crucial skill for anybody in IT. According to Coursera[9] Python is now the most in-demand programming language by employers.

This program is designed to teach how to program with Python and how to use Python to automate common system administration tasks. Learners will also learn to use Git and GitHub, troubleshoot and debug complex problems, and apply automation at scale by using configuration management

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[9] Appendix B, page 4

and the cloud, and practice their technical skills with hands-on projects including a capstone project. The course is designed to prepare learners for a variety of roles in IT, like more advanced IT Support Specialist or Junior Systems Administrator positions. Learning objectives are:

- Automate tasks by writing Python scripts,

- Use Git and GitHub for version control,

- Manage IT resources at scale, both for physical machines and virtual machines in the cloud,

- Analyze real-world IT problems and implement the appropriate strategies to solve those problems.

Google Project Management Professional Certificate

Project managers set the plan, guide teammates, manage changes, risks, and stakeholders. Learners are supposed to gain in-demand skills that prepare them for an entry-level job. Skills learners are supposed to gain include: Creating risk management plans; understanding process improvement techniques; managing escalations, team dynamics, and stakeholders; creating budgets and navigating procurement; utilizing project management software, tools, and templates; practicing agile project management, with an emphasis on Scrum. Learners will get introduced to initiating, planning, and running both traditional and agile projects and develop a toolbox to demonstrate their understanding of key project management elements, including managing a schedule, budget, and team. Learning objectives are:

- Gain an immersive understanding of the practices and skills needed to succeed in an entry-level project management role,

- Learn how to create effective project documentation and artifacts throughout the various phases of a project,

- Learn the foundations of agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles,

- Practice strategic communication, problem-solving, and stakeholder management through real-world scenarios.

Google UX Design Professional Certificate

User experience (UX) designers focus on the interaction that users have with products, like websites, apps, and physical objects. They make those everyday interactions useful, enjoyable, and accessible. Learners of this course are supposed to gain in-demand skills that prepare them for an entry-level job. Participants will learn how to complete the design process from beginning to end, including: Empathizing with users; defining user pain points; coming up with ideas for design solutions; creating wireframes, mockups, and prototypes; testing designs through usability studies; iterating on designs based on feedback. Participants will create designs on paper and in digital design tools like Figma and Adobe XD. By the end of the certificate program, they will have

a professional UX portfolio that includes three end-to-end projects, enabling them to apply for jobs. Learning objectives are:

- Follow the design process: empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs

- Understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results

- Apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design

- Create a professional UX portfolio that includes three end-to-end projects: a mobile app, a responsive website, and a cross-platform experience

According to Coursera and Google, the specifications from the European Qualifications Framework (EQF) have been taken into account in the design of the learning objectives of the modules and courses[10], e.g., "the ability and willingness of the individual to use knowledge and skills as well as personal, social and methodological abilities and to behave in a thoughtful and individually and socially responsible manner. Competence is understood in this sense as comprehensive action competence" (see self-report p. 11).

Appraisal:

The qualification objectives of the courses are explained and convincingly presented in relation to the target group. They embrace appropriate training of knowledge, skills and competence, comprehensive employability, as well as the development of the individual learner's personality (in relation to the scope of the courses).

The course objectives are based on subject-specific and generic learning outcomes which are in line with the level of the qualification to be awarded upon completion. However, the panel misses a clear deduction of the European Qualification Framework (EQF) level, supported by a taxonomy of the job skills provided in the job task analyses.

Therefore, the panel suggests the following **condition**:

> Coursera and Google provide a deduction of the intended EQF levels of each of the respective courses.

In order to achieve this the panel suggests taking into account a taxonomy of the intended job skills, (e.g. based on Bloom, EQF and the e-Competence Framework of the EU[11]).

The panel acknowledges the exceptional employability (see chapter 3.5) of the completersand the fact that the courses may be recognized as credits for respective courses in undergraduate study programs (for communication and documentation, see condition chapter 5).

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[10] See chapter 3.1 Structure

[11] e-CF levels, (see p. 42 to align e-CF and EQF levels)

When defining the learning objectives, the course provider and content partner (Google) also take into account the findings of course completers-tracking studies (further occupational development of all Professional Certificate graduates). Coursera does not analyze course-specific completion-tracking, but a completion-tracking for all Professional Certificates.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality re-quirements	n.r.
1.	**Strategy and Objectives**					
1.1*[12]	Logic and transparency of course objectives			Condition		

1.2 International orientation of the courses

Coursera and Google prepare its learners with Entry-Level Professional Certificates for jobs in an international environment. The certificates are intended to facilitate learners' development of an international perspective on issues and explicitly prepare them for global professional activity. The language of instruction also supports the certificates' internationality. All courses at this level are delivered in English, while some are translated into other world languages like Spanish, French, or German. Additional languages can be added on request and due to identified demand for certain areas or markets.

If relevant to the learning objectives, international aspects of the respective course content are integrated into all modules, thus enabling learnersto gain an international perspective on the problem areas. In addition, when selecting instructors and subject matter experts[13], greater importance is attached to ensuring they have foreign language skills and international experience, e.g., through stays abroad, employment in internationally active companies, and/or internationally oriented project work (see self-report p. 12).

Any country-specific differences in software, research, and applicability of what has been learned are addressed. Especially in software training, various formatting, or convention differences are explicitly highlighted, and workarounds are made available within the framework of toolboxes or adapted versions.

The learning objectives are designed to provide learners worldwide with the relevant/appropriate subject knowledge and develop skills that will help them work successfully in an international environment. ██ Emphasis is always placed on international standards, and common procedural techniques applied worldwide.

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[12] *: Asterisk Criterion

[13] For Coursera terminology of teaching staff, see chapter 4.1 and glossary.

Appraisal:

Within the scope of the courses and with respect to the international availability of the courses, the intention is to sustainably promote the employability of completers. The panel highlights that Google assigns teaching staff with a dedicated international background (see also chapter 4.1).

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.	**Strategy and Objectives**					
1.2	International orientation of the courses			X		

1.3   Positioning of the courses

During the Covid19 pandemic, online learning provided educators, businesses, and governments with the means to respond to a global crisis that fundamentally changed how people learn and work. The combined forces of online learning and remote work assist to the vision of a world, where anyone, anywhere, has access to education. By working directly with universities and enterprises and powering institutional collaboration across the platform, Coursera and Google provide access to global and affordable education while paving the way for talent to rise from anywhere with remote, digital jobs.

With the rise of online learning and the increasing demand for skills and qualifications, online Professional Certificates have become increasingly popular. They offer a way for individuals to gain new skills, qualifications, and credentials without attending traditional classrooms.

Coursera hostedProfessional Certificates are industry-recognized and can provide a competitive edge on the job market. In addition, Professional Certificates are becoming a much sought-after asset for both candidates (job seekers and employees) and employers, as they demonstrate that an individual has the skills and knowledge necessary to excel in a certain field. They provide individuals with a convenient and accessible way to gain the necessary skills and qualifications to pursue a career. As employers and educational institutions become more rigorous in their requirements, Professional Certificates become an invaluable asset in helping individuals meet their career goals and objectives.

The development of the Professional Certificates was strongly oriented toward the specifications and recommendations of business and industry representatives to prepare completers appropriately for labor market requirements. Concerning the range of qualifications, care was taken to include the facets and characteristics of the intended occupational fields and to anchor them in the syllabus ██████████████████████████

Table 3: SWOT analysis of Professional Certificates

███████	████████	██████████	██████
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Coursera considers lifelong and lifecycle learning in positioning courses on the Coursera platform. We aim to reach learners early in their careers and offer them affordable, job-relevant content, skills learning, and credentials to help them start or advance their careers. Coursera's lifelong learning ecosystem (see Table 4) shows the three pillars of the company's strategy: the connections made between learners and educators, industry, or university partners, the one between learners and institutions, and the one between educators and institutions.

In this context, Coursera's partnership with Google connects learners and educators to solve a particular learner problem: learning new skills to either land their first professional job or switch to different roles. ██
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Extensive research has been conducted to define what partners would be better suited (what companies learners would want to learn from) and what content is highly demanded on the job market. Through that process, Google was identified as a thought leader and expert in areas of high job growth.

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[14] ██

Table 4: Coursera's lifelong learning ecosystem
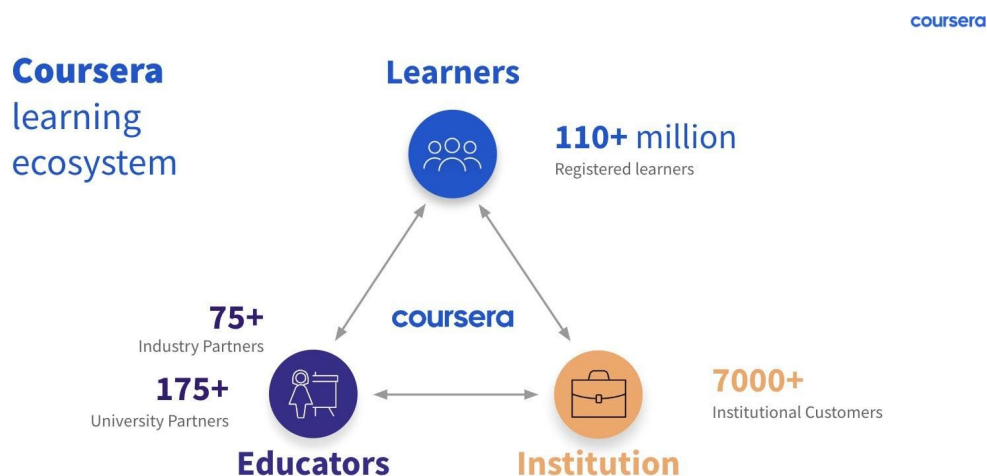
Appraisal:

The panel appreciates the very structured and holistic approach of the job market analysis. The position in the education and job market is reviewed, and the courses' competitiveness analyzed and documented. Course completion-tracking studies are undertaken, analyzed and confirm the desired position of the courses' completers.

The way in which the courses are integrated into Coursera's overall strategy and relate to the other offers of Coursera is plausibly described. The courses pursue qualification objectives which correspond to the course provider's concept and strategic planning.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.	**Strategy and Objectives**					
1.3	Positioning of the courses					
1.3.1	Positioning of the course in the education and job market, and the professional field ("Employability")		X			
1.3.2	Position of the course within the institution's overall strategy			X		

2 ADMISSION

Google Data Analytics Professional Certificate

The target group for the Google Data Analytics Professional Certificate is beginner-level learners who want to develop job-ready skills, tools, and a portfolio for an entry-level Data Analyst, Junior Data Analyst, or Associate Data Analyst position. This program does not require any prior experience.

Google Digital Marketing & E-commerce Professional Certificate

The target group for the Google Digital Marketing & E-commerce Professional Certificate is beginner-level learners who want to develop job-ready skills, tools, and a portfolio for an entry-level Marketing Coordinator, E-commerce Associate, Paid Search Specialist position. This program does not require any prior experience.

Google IT Support Professional Certificate

The target group for the Google IT Support Professional Certificate is beginner-level learners who want to develop job-ready skills, tools, and a portfolio for an entry-level IT Specialist, or IT Support Specialist position. This program does not require any prior experience.

Google IT Automation with Python Professional Certificate

The Google IT Automation with Python Professional Certificate is designed to provide IT professionals with in-demand skills - including Python, Git, and IT automation - that can help advance their career. The Google IT Automation with Python Professional Certificate can help prepare learners for a variety of roles in IT, like more advanced IT Support Specialist or Junior Systems Administrator positions. Familiarity with basic IT concepts, like operating systems, files and processes, networking and data management will be required in further courses. For learners with no IT background at all, Coursera recommends taking the Google IT Support Professional Certificate, but it is not required to enroll in this program. Coursera and Google recommend participants to have Python installed on their computer. They also need a computer where they can install Git.

Google Project Management: Professional Certificate

The target group for the Google Project Management Professional Certificate is beginner-level learners who want to develop job-ready skills, tools, and a portfolio for an entry-level Project Manager, Project Coordinator, or Project Assistant position. This program does not require any prior experience.

Google UX Design Professional Certificate

The target group for the Google UX Design Professional Certificate is beginner-level learners who want to develop job-ready skills, tools, and a portfolio for an entry-level User Experience (UX) Designer, UI Designer, or Interaction Designer position. This program does not require any prior experience.

To enroll in each of the Google Professional Certificates, learners must subscribe to the Coursera platform and enroll in their preferred course from the course description page on the Coursera website. To enrol, learners must 1) open the page for the course they want to enroll in, 2) click enroll and 3) choose the preferred payment option[15]. After enrolling, learners must agree that they will be required to provide a government-issued ID to earn a certificate for completing learning content, after which learners can navigate to the beginning of the course through the learning management system and begin learning asynchronously. To enroll in the course, learners must have access to a computer or mobile device and internet connection. Learners who enroll in the courses must be proficient in English[16].

As the online platform provider, Coursera has a contract with Google to host its content. When enrolling in a course, learners agree to Coursera's terms of use and access hosted content through the Coursera platform. The learner's parent relationship is with Coursera, and as such, Coursera holds their data as the controller. Content and instruction are from Google and owned by Google. Coursera's role is to (a) aid in sharing best practices for teaching online, (b) recruit learners, (c) foster engagement between learners and the hosted content, and (d) to serve as the main point of organizational contact to ensure a successful learning experience through learner support services, educator support services, and technical support.

Legal Relationship between Coursera and Google

Legal relationship between Coursera and Learners

Coursera sets out terms of use in relation to learners that use the platform. The terms contain key information and provisions on areas such as the extent of a learner's license when using Coursera services, content offering and credit granting, security standards, the use of third-party content, and modification permissions. There are also boilerplate terms related to liability and disclaimers.

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[15] See information on payment in chapter "Details on the institution"

[16] English is the default language for all Professional Certificates, although for some courses there are variants available in other world languages or with subtitles. Learners are informed about the available language versions on the course page and can choose the one that suits them best.

The terms of use are available online[17]. In addition to the contractual terms of use, the document also includes key policies which help clarify material terms for learners on the platform:

- Acceptable Use Policy - which sets out activities that learners are and are not allowed to do on the platform.
- Copyright and Trademark Policy - this protects intellectual property in the content and platform
- Payment and Refund Policy - this policy sets out details on refund, and cancellation in line with Coursera's consumer law obligations
- Honor Code - this code is published to protect academic integrity standards and links to a plagiarism policy. Coursera notes that this Honor Code has undertaken a substantive review and is about to be updated (see self-report p. 20).

<u>Google and Teaching staff</u>
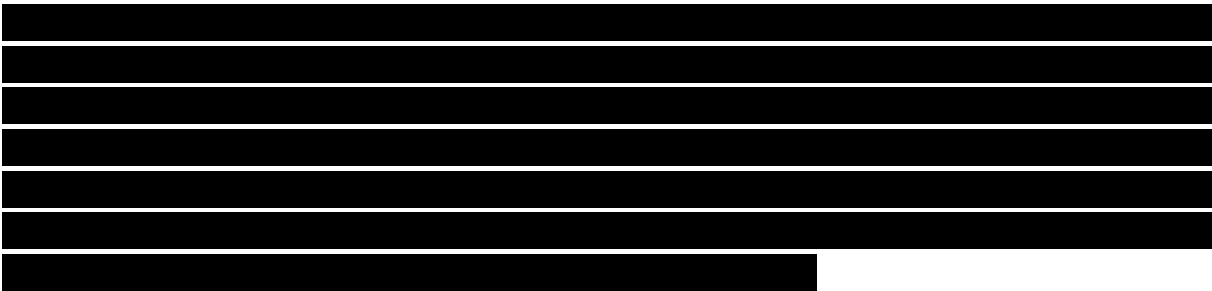
Appraisal:

The choice of the specific target group is based on the strategic objectives of the certificate course. All courses aim at specific target groups with no prior expertise or formal requirements (see also chapter 5) but targeted at specific career aspirations and job profiles.

Admission guidelines have been defined and are coherent (e.g., proficiency in English). They take into account the specific characteristics of the target groups (e.g., job seekers and job switchers). They support the achievement of the course objectives. Admission guidelines also include information on the requirements in terms of technical equipment.

The contractual relationship between Coursera and the content partner (Google) on the one hand and the learners on the other hand, as well as between content partner and teaching staff is set down and documented. Rights and obligations of contractual parties have been established and are known to all relevant parties. Transparency and legal certainty exist.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
2.	**Admission**					
2.1*	Focus on the target group			X		
2.2*	Admission conditions			X		
2.3*	Legal relationship			X		

[17] https://www.coursera.org/about/terms (last call August 7, 2023)

3 IMPLEMENTATION

3.1 Structure

Entry-Level Professional Certificates require no degree or experience in the area to take the program or obtain a specified entry-level job role. For example, a learner with a high school diploma and no degree or work experience can take an Entry-Level Professional Certificate and be considered for related roles upon completion. Like all content on Coursera, Professional Certificates include Coursera's Pedagogy Principles (see chapter 3.4).

Each Google Professional Certificate program contains "courses", which contain weekly "modules"[18] (four to six lessons) that progressively build on concepts taught previously. Each module contains weekly learning objectives. By completing the weekly content for each module in order, learners can achieve the learning outcomes required to progress to the subsequent module.

Google Professional Certificates on Coursera:

- Include eight to 13 courses designed to be completed in in three to five months (workload of ten hours/week).

- Include career-relevant, hands-on projects to showcase to potential employers on the learner's resume and in interviews.

- Include a partner-branded Professional Certificate, which Coursera issues and the partner delivers, from the partner dashboard to learners who successfully complete the program.

- Provide career-readiness resources, so the learner knows how to prepare for the job role.

Learners should be expected to complete an Entry-Level Professional Certificate in 80-200 hours of total engagement time. Each course in the Entry-Level Professional Certificate must include approximately 10 hours of total learner engagement time per week (e.g., watching videos, reading materials, completing assessments).

To help learners prepare for an entry-level job, Coursera and Google emphasize that they should get ample practice and hands-on learning time to learn the skills they need for the role. Each course should also include a job-relevant project at the end of each course to help learners demonstrate their skills and build their resumes for potential employers. Coursera summarizes Entry-Level Professional Certificate Content Specifications as follows:

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[18] "Course" in Coursera terminology is a learning unit within the certificate program covering a certain content topic. A course (topic) is split into "modules" (in Coursera terminology) which is a weekly learning unit, thus "module" being Coursera´s terminology for the smallest learning unit within the "course" and the "program" (as a whole), see glossary.

Table 5: Entry-Level Professional Certificate Content Specifications

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Google Professional Certificates have been developed from the ground up to ensure employability for a specific target occupation and to build skills, abilities, and competencies to be job-ready.

1. Learning Outcomes

   ██, a basic idea of the learning objectives has been developed by Google's instructional designers and a team of subject matter experts. Each Professional Certificate has therefore defined learning objectives to be achieved at the top level, whereby both the EQF recommendations on competence acquisition have been applied, and the descriptions of the respective learning objectives have been formulated based on the recommendations of Bloom's taxonomy.

   In addition, the overarching learning objectives for the respective certificate are broken down further toward individual learning outcomes for each "course" and for each weekly "module". The quizzes and assessments are aligned with the learning objectives at the weekly "module", "course", and certificate levels.

2. Workload

   To determine the workload, each sub-element is analyzed within the pre-structured weekly learning plans, and the length (e.g., videos or reading) is determined. The learning and processing times determined in this way are finally summarized at the level of the Professional Certificate. In this way, learners know the total workload in the respective certificate and the weekly learning times for each element. It is possible to set individual learning time targets and days on which Coursera and Google remind the user of their learning goals in the app or the browser, thus continuously motivating learners to participate. The workload at all levels is documented and systematically displayed before and during learning.

3. Recommendations for ECTS credit allocation

   Referencing the methodology and principles from the ECTS User's Guide 2015 and utilizing the application of the workload calculation, Coursera and Google aim to show a defined ECTS credit recommendation that corresponds appropriately to the workload and learning objectives for the individual certificates. One ECTS credit should correspond to 25 hours of workload. The individual workload per module may vary depending on the task and exceed the initially determined reference time. The workload analyses provide a regular check, but in case of doubt, a slightly higher effort for a task should be assumed rather than less learning time. Coursera

and Google consider this by using the lower end of the range[19] and showing a corresponding ECTS credit recommendation value.

4. Non-Allocation for single educational components (on module/course level)

Although the Professional Certificate comprises smaller units, the respective "courses" and "modules", Coursera and Google refrain from distributing ECTS credits at this level. This approach follows the application in higher education institutions. For example, a module in the field of tertiary education, similar to an entire certificate, extends over four to six months. The ECTS credit allocation assigned to one module at higher education institutions should, according to many national recommendations[20], not be less than five ECTS credits as a rule. A different allocation than full ECTS credits should be avoided unless the general program design can compensate for the sensible full ECTS credits per semester. In addition, the corresponding course unit should conclude with an examination performance, which justifies the acquisition of the ECTS credits. In the case of the Professional Certificate, this is the Final Project, often also called the Capstone Project.

5. 60 ECTS credits allocation per year

The Professional Certificates are part-time continuing education programs intended to enable the acquisition of competencies and skills part-time. The weekly learning performance is geared towards this circumstance, with a maximum workload of approximately ten hours per week for three to five months.

6. ECTS credit documentation

The use of ECTS credits is facilitated and quality enhanced by supporting documents like the course catalog and the certificate supplement via Credly. The use of Credly has proven to be an exceptional fit because learners have the permanent ability to store their achieved digital credits in one secure place. In addition, Credly provides prospective employers with the ability to verify that the individual earned the Professional Certificate, thus enabling a certificate authenticity check. In addition to badges, Credly provides learners with a transcript that Registration Offices a HEIs can utilize.

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[19] i.e. the possible range of hours allocated per ECTS credit: 25-30

[20] As an example, they refer to the recommendations for action of the University Rectors' Conference in Germany (HRK), such as the recommendation on "Designing modularization" from February 2016.

Table 6: Credly Sample page

Google IT Support Certificate (2023-)

Issued by Coursera

Those who earn the Google IT Support Certificate have completed five-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in IT support. They are competent in foundational skills, including troubleshooting and customer service, networking, operating systems, system administration, and security.

Learn more

☐ Learning

Skills

| Computer Networking | Customer Service | IT Infrastructure Services | IT Support |

| Operating Systems | Security | System Administration | Troubleshooting |
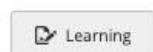
Earning Criteria

Successfully complete the 5-course Google IT Support Professional Certificate program available on Coursera.org.

7. Certificate supplements

A Certificate supplement documents the courses and the associated qualifications. The acquired skills, the earning criteria for the certificate, the learner, the content, the issuer, the course description, and the certificate details (when and where obtained) are documented transparently and through Credly in a safe space that still allows for authenticity checks for external parties.

For each certificate program, Coursera and Google provided a plan including learning objectives of the program, the "courses", and the "modules", the learning projects, and an overview and biographies of the teaching staff[21].

After enrolment, learners must agree that they will be required to provide a government-issued ID to earn a certificate for completing learning content, after which learners can navigate to the beginning of the course through the learning management system and begin learning asynchronously.

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[21] See also chapter 4.1 and glossary

Learners attend the course by viewing lectures, completing readings and quizzes, responding to discussion prompts, and completing hands-on labs and programming assignments. Each Google Professional certificate has a minimum passing score of either 70 % or 80 % that learners must meet in order to pass graded quizzes and complete the qualification for the Professional Certificate. All Coursera learners must adhere to the Coursera Code of Conduct, Honor Code, and Terms of Use. Detailed conditions of participation and assessment regulations, such as quiz attempt rates, passing grades, and identity verification, are described to learners within each Google Professional Certificate program at the start of each assignment as they navigate throughout the course content. In addition, learners are informed where they can go in case of doubt about discrepancies and how the grading appeal procedure would look like in these cases.

Coursera aims to ensure the feasibility of the programs' workload by a suitable curriculum design and a plausible calculation of workload of under ten hours of study a week to complete the course within the suggested three to five months (see Table 7: Sample weekly plan). Learner enrolment is voluntary and self-guided. Learners will complete the content asynchronously at a pace that meets the demands of their personal schedules. Assessment deadlines are generated based on a personalized schedule that begins when a learner enrolls in a course. If learners miss two assessment deadlines in a row or an assessment deadline by two weeks, they will see a "reset deadlines" option in their grades page. Learners can then switch to a new schedule for the course with updated deadlines and can utilize this option as many times as needed. This does not remove progress made in the course. If a learner cancels their Coursera subscription and then reactivates it, their deadlines will automatically reset.

Table 7: Sample weekly plan

Discussion forums are accessible for enrolled learners, where they benefit from:

- Support from fellow learners which are moderated,
- Interaction with classmates, shared resources, and help answer questions about course materials or assessments,
- Asking questions, debating ideas, and identifying classmates who share the same goals.

Appraisal:

The courses' structural elements are convincingly described and motivated. The course structures serve to promote the objectives and the learner' acquisition of knowledge and competences in line with the given objectives.

By giving an analysis of the approach towards ECTS credit allocation, Coursera and Google have proven comprehensive examination of the ECTS guidelines. The following ECTS elements: principle of modularization, credit points and workload specifications, have mostly been implemented. The guidelines for workload calculation are clearly and understandably deduced. The course descriptions provide detailed descriptions of intended learning outcomes and the information defined in the ECTS Users' Guide. Certificate supplements document the courses and the associated qualifications in a transparent and coherent manner.

As for the workload calculated by Coursera and Google and intended ECTS credits to be awarded, the conversion would be as follows:

Table 8: Workload calculation and intended ECTS credit assignment

Course	Learning hours[22]	Learning hours/25 ECTS credits	Intended ECTS credit assignment
Google Data Analytics Professional Certificate	187	7,48	7
Google Digital Marketing and E-Commerce Professional Certificate	166	6,64	7
Google IT Support Professional Certificate	137	5,48	5
Google IT Automation with Python Professional Certificate	113	4,52	5
Google Project Management Professional Certificate	152	6,08	6
Google UX Design Professional Certificate	234	9,36	9

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[22] See chapter 3.2, Table 9: Google Entry-Level Professional Certificates: Course contents and learning hours

According to the ECTS Users' Guide[23], workload is an estimation of the time the individual typically needs to complete all learning activities such as lectures, seminars, projects, practical work, work placements and individual study required to achieve the defined learning outcomes in formal learning environment. Based on the generally valid rounding rules (4,5 equals up to 5 equals up to 5,4) the panel notes that workload calculation and ECTS credit allocation is plausible for all six programs.

The panel notes that Coursera and Google did not provide proof of a process of reviewing the workload including taking into account learner feedback and the courses' success rate. During the assessment conference learners confirmed that the calculated workload was feasible, however, a question whether the actual workload of the whole course corresponds with, is lower or higher than the estimated workload (including teaching time, self-study time and examination) is missing in the course completer survey.

Therefore, the panel recommends the following **condition**:

> For each of the six courses, Coursera and Google implement a learner workload evaluation system which includes a systematic control loop from the completion survey to the analysis of the results and the taking of appropriate measures.

The panel recommends harmonizing learning hours on the basis of the calculation of 25 h per ECTS credit, by developing respective course structures for 125 h (5 ECTS credits), 150 h (6 ECTS credits), 175 h (7 ECTS credits) or 225 h (9 ECTS credits), also taking into account the panel's review recommendations in terms of content (see chapter 3.2) and methodology (see chapter 3.4).

The panel points out that a more coherent allocation of workload hours per ECTS credit throughout the courses may facilitate ECTS recognition. ECTS recognition and comprehending the assignment to EQF-levels may also be facilitated by classification of competencies according to taxonomy levels. The panel also notes that the information defined in the ECTS Users' Guide is spread across several pages on the course website only registered users can access. Furthermore, the panel points out that listings of literature recommendations in module/course descriptions are not mandatory by regulations of the ECTS Users' Guide 2015 but have become quite common and therefore may also add to facilitating ECTS recognition. In order to facilitate the intended ECTS credit recognition, the panel therefore recommends summarizing the information defined in the ECTS Users' Guide in one publicly accessible sheet or course description, the classification of learning objectives in taxonomy levels, listing recommended literature in the course/module descriptions (see also recommendation chapter 3.2) and communicating to learners and completers that the combination of the Professional Certificate in combination with proof of relevant professional experience may also facilitate recognition of ECTS credits.

There are transparent conditions of participation and assessment regulations. The courses' characteristic structural features have been implemented.

Apart from the missing implementation of learners' feedback into the evaluation of the workload (see condition, second part), the feasibility of the courses' workload is ensured by a suitable curriculum design, by a plausible calculation of workload, by an adequate number and frequency

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[23] ECTS Users' guide 2015, page 10

of assessments, by appropriate support services as well as academic and general learner counselling.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.	**Implementation**					
3.1	Structure					
3.1.1	Structure of the course			X		
3.1.2*	Application of the „European Credit Transfer and Accumulation System (ECTS)" and modularization				Condition	
3.1.3*	Conditions of participation and assessment regulations			X		
3.1.4*	Feasibility of study workload			X		

3.2   Content

The course contents are as follows:

Table 9: Google Professional Certificates: Course contents and learning hours

Google Data Analytics Professional Certificate (8 "courses"[24])

Module Number	Module Title	Learning Hours
1	Foundations: Data, Data, Everywhere	22
2	Ask Questions to Make Data-Driven Decisions	21
3	Prepare Data for Exploration	25
4	Process Data from Dirty to Clean	23
5	Analyze Data to Answer Questions	26
6	Share Data Through the Art of Visualization	24
7	Data Analysis with R Programming	37
8	Google Data Analytics Capstone: Complete a Case Study	9
Total Learning Hours		187

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[24] In the following tables, Coursera uses the term "modules" for what is elsewhere called "courses", see glossary

Google Digital Marketing & E-commerce Professional Certificate (7 "courses"[24])

Module Number	Module Title	Learning Hours
1	Foundations of Digital Marketing & E-commerce	18
2	Attract and Engage Customers with Digital Marketing	21
3	From Likes to Leads: Interact with Customers Online	27
4	Think Outside the Inbox: Email Marketing	25
5	Assess for Success: Marketing Analytics and Measurement	26
6	Make the Sale: Build, Launch, and Manage the E-commerce Stores	23
7	Satisfaction Guaranteed: Develop Customer Loyalty Online	26
Total Learning Hours		166

Google IT Support Professional Certificate (5 "courses"[24])

Module Number	Module Title	Learning Hours
1	Technical Support Fundamentals	21
2	The Bits and Bytes of Computer Networking	27
3	Operating Systems and You: Becoming a Power User	33
4	System Administration and IT Infrastructure Services	25
5	IT Security: Defense against the digital dark arts	31
Total Learning Hours		137

Google IT Automation with Python Professional Certificate (6 "courses"[24])

Module Number	Module Title	Learning Hours
1	Crash Course on Python	26
2	Using Python to Interact with the Operating System	25
3	Introduction to Git and GitHub	15
4	Troubleshooting and Debugging Techniques	16
5	Configuration Management and the Cloud	14
6	Automating Real-World Tasks with Python	17
Total Learning Hours		113

Google Project Management Professional Certificate (6 "courses"[24])

Module Number	Module Title	Learning Hours
1	Foundations of Project Management	18
2	Project Initiation: Starting a Successful Project	21
3	Project Planning: Putting It All Together	29
4	Project Execution: Running the Project	26
5	Agile Project Management	25
6	Capstone: Applying Project Management in the Real World	33
Total Learning Hours		152

Google UX Design Professional Certificate (7 "courses"[24])

Module Number	Module Title	Learning Hours
1	Foundations of User Experience Design	18
2	Start the UX Design Process: Empathize, Define, and Ideate	28
3	Build Wireframes and Low-Fidelity Prototypes	22
4	Conduct UX Research and Test Early Concepts	24
5	Create High-Fidelity Designs and Prototypes in Figma	39
6	Responsive Web Design in Adobe XD	41
7	Design a User Experience for Social Good & Prepare for Jobs	62
Total Learning Hours		234

Google's Professional Certificates adhere to Coursera's best practice guidelines for Quality in Online Learning and other manuals on online teaching pedagogy and course structures. Each week is comprised of individual content units that incorporate both theoretical and practical components. The theoretical components include readings and videos, while the practical elements are always aligned with the previously covered knowledge. This approach enables learners to assess their progress not only through small quizzes throughout the learning process but also through practical exercises that allow them to apply what they have learned. For example, learners will learn how to complete the UX design process from beginning to end, including: Empathizing with users; defining user pain points; coming up with ideas for design solutions; creating

wireframes, mockups, and prototypes; testing designs through usability studies; and iterating on designs based on feedback. Furthermore, learners can discuss their approaches in the forum and upload their work at the end of each unit. As a result, there is a continuous and effective interplay between theoretical learning and practical application.

Intercultural content is appropriately included in the courses where necessary (e.g. content on country specific regulations on data transfer in Google Data Analytics Professional Certificate and content on international teams and change management in different cultures in Google Project Management Professional Certificate).

The Professional Certificates courses are targeting at providing participants with the essential knowledge and skills required to perform well in their intended job role, including proficiency in relevant software, programming languages, tools, and systems. The Professional Certificates also offer an overview of current industry trends. Through practical, hands-on exercises, learners will develop their methodological competence and practical experience using various business tools and industry best practices.

The courses adopt a methodological approach to learning, enabling learners to acquire practical skills through exercises and projects. Learners will have the opportunity to apply their newly acquired skills in practical settings, preparing them for entry-level positions in the workforce.

The in-depth methods build on the basic knowledge acquired earlier in the course and enable the planning and use of complex methods for evaluation and assessment. Learners will deepen their knowledge through projects and practical exercises, including the final capstone projects.

The following types of assessments and examinations are included in Google Professional Certificates to assess learning outcomes:

- Discussion prompts (formative): Discussion prompts allow for active reflection and engagement among learners in a public forum on Coursera. Discussion prompts offer a low-stakes opportunity for learners to reflect on what they have learned, connect new knowledge to prior understanding, and benefit from discussions and feedback.

- Practice Quizzes (formative): Ungraded quizzes, or practice quizzes, are used to help leaners monitor their own learning. They answer the question: Is this learner successfully learning what he or she is expected to learn? When a new concept is introduced, it is typically tested in an ungraded quiz.

- Self-Review (formative): The self-review activities allow learners to put the course concepts they are learning into practice by doing an activity or solving a problem. Learners can check their own work using an Exemplar (an expert-created version of the activity introduced in the self-review); this helps learners develop insights and check their own understanding.

- Peer-reviewed assessments (formative): The peer review activities allow learners to put the course concepts they are learning into practice by doing an activity or solving a problem. In a peer review, learners complete an artifact, review, and grade each other's work, and receive qualitative and quantitative feedback from other learners. During the assessment conference Coursera and Google specified the concept of peer review, which is a two-sided process: In a peer review all learners are obliged to assess and to let their project be

assessed (by at least three peers). The quality of the assessment is also evaluated by the learners.

- In-video Quizzes (IVQ, formative): In-video quizzes are ungraded quiz questions that appear while learners watch a video. IVQs reinforce key concepts, serve as a check-in with the learner, and review video content with a question that is not difficult or surprising. IVQs typically appear close to the content they reference and are not grouped at the end of a video.

- Plugins (formative): Plugins are interactive, hands-on activities that encourage learners to practice specific tasks and help them apply knowledge they have gained in the course. There are five main types of plugin activities: drag & drop, multiple choice, infographic, matching, and flip card.

- Graded quizzes (summative): Graded quizzes are used to monitor educational outcomes. They answer the question: Has this learner demonstrated that he or she can complete this task?

Learners are given transparent information about established plagiarism standards and regulations regarding the conduct of digital assessments on the Coursera platform (Coursera Honor Code).

Appraisal:

The curricula adequately reflect the qualification objectives of the courses. The contents of the courses are well-balanced, logically connected, and oriented towards the intended learning outcomes. The lectures and seminars on offer are related in such a manner, that they help the learners to achieve a great development in their qualification. They are systematically oriented towards the requirements of a dynamic job market.

In the courses, theory and practice are linked. Knowledge delivery and practical contributions complement each other to develop the learners' competences.

Within the limited scope of the courses in terms of workload, international contents are appropriately integrated according to the courses' qualification objectives and strategy. The panel states that intercultural aspects are lived by the instructors. The practical training of intercultural aspects contributes to the learners' capacity to act in an intercultural environment. As Coursera and Google rated international and intercultural contents as "not applicable" (see self-report, p. 32), the panel recommends re-evaluating the communication of international and intercultural aspects in the course descriptions.

The acquisition of methodological competences is ensured. It is set down as a learning objective in the module descriptions.

Due to the limited duration and the focus of the programs the integration of academic work and science-based teaching was rated by Coursera and Google as not applicable. However, during the assessment conference, learners and completers revealed remarkable aspirations as to further qualifications and the possibilities of aiming at (further) academic qualifications throughout their career. The panel therefore recommends serving those aspirations by not only listing recommended

literature (see recommendation chapter 3.1), but additionally providing a guided process into the work with further literature. With respect to the condition in chapter 1.1, the panel would like to point out that a there is also a relationship between EQF level and ability for academic reflection.

All assessments, as they are defined for the courses, are suited in format and content to ascertain the intended learning outcomes as well as the identity of the examinees. The requirements are in accordance with the desired qualification level. The course provider has established plagiarism rules and regulations regarding the conduct of digital assessments. Leaners are given transparent information about these regulations. During the assessment conference learners and completers expressed criticism of the current implementation of the peer review assessments. They felt that safety mechanisms do not work in the case where a learner rates a peer-assessment to be unfair. The panel therefore suggests considering implementing additional feedback tools for learners regarding the peer-reviews.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.	**Implementation**					
3.2	Content					
3.2.1*	Logic and conceptual coherence		X			
3.2.2	Integration of theory and practice			X		
3.2.3	International and intercultural contents			X		
3.2.4	Methodological competence			X		
3.2.5	Academic work and science-based teaching					X
3.2.6*	Examinations			X		

3.3 Transdisciplinary qualifications and soft skills

The Professional Certificates cover guidelines for collecting, presenting, analyzing, and interpreting data using appropriate methods. The programs cover various methods such as analyzing processes, assessing data, and measuring success. Content covers content on how to visualize and present data findings in dashboards, presentations and commonly used visualization platforms, how to provide end-to-end customer support (ranging from identifying problems to troubleshooting and debugging), how to gain skills required to succeed in an entry-level IT job, how to practice strategic communication, problem-solving, and stakeholder management through real-world scenarios. And – following design processes – empathize with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs.

In the Google Data Analytics Professional Certificate, for example, learners are also taught how to communicate results to different stakeholders. In the Google Digital Marketing and E-Commerce Professional Certificate learners are taught how to build e-Commerce stores, analyze online performance and grow customer loyalty.

Appraisal:

Although Coursera and Google considered this criterion as "not applicable", the panel would like to emphasize that they see evidence of fulfillment of this criterion in all courses. Within the limited scope of the courses in terms of workload, the learners acquire appropriate transdisciplinary qualifications in accordance with the qualification objectives. This is supported by means of suitable didactical and methodological measures.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.	**Implementation**					
3.3	Transdisciplinary qualifications and soft skills			X		

3.4 Didactics and Methodology

Coursera's platform is built for Mastery Learning, a pedagogical model that allows and requires learners to demonstrate mastery of learning objectives before moving forward to learn subsequent information. The platform organizes content into modules, setting scheduled milestones for their completion, which requires learners to demonstrate mastery of the learning objectives over time. According to Coursera, Data analysis from thousands of courses shows that well-designed, high-quality content includes both formative and summative assessments with elaborative feedback to support learners as they work toward mastery of the defined learning objectives (see self-report, p.35).

Coursera's platform structures content to facilitate Mastery Learning by requiring instructors to set key learning objectives at the program level, course level, and modular levels.

The practical application of Coursera's "learners first" strategy begins with effective content and program development. Coursera strives to partner with leading content providers to help learners succeed by completing individual courses or certificate programs. Its real time monitoring of learner progress is an essential element to support all content providers and learners enrolled in hosted content of all its courses and programs. As defined by Coursera Professional Certificate Content Specifications (see chapter 3.1, table 5), the six Google Professional Certificates include hands-on projects that help learners hone and apply the concepts learned throughout each course in the asynchronous video lectures, readings, discussion posts, and quizzes.

For example, in the Google Project Management Professional Certificate, learners are instructed through various teaching methods, including discussion prompts, lectures, peer reviews, practice and graded quizzes, readings, and hands-on projects. Learners are encouraged to actively participate in the learning process and engage with other learners through discussion prompts, peer reviews, and applied learning projects. In the final capstone course of the Google Project

Management Certificate, learners practice applying the project management knowledge and skills acquired so far through completing a project management capstone.

Through the Project Management Capstone course, learners will:

- Complete a project charter, filling out key information including a project summary, SMART goals, scope, benefits, and costs.

- Examine project documentation and conduct research to identify tasks for a project and organize those project tasks and milestones in a project plan.

- Develop effective stakeholder reports by applying storytelling strategies to describe data.

- Determine quality standards and evaluate against those standards to ensure that the project is achieving the required level of quality.

By the end of the Google Project Management program, learners will have developed a portfolio of project management artifacts that will demonstrate the skills learned throughout the entire program, such as the ability to manage stakeholders and teams, organize plans, and communicate project details. These artifacts can exhibit career readiness when applying for jobs in the field. To further prepare learners to interview for project management jobs, learners will reflect on past projects, develop an "elevator pitch," and anticipate common interview questions.

Formative and summative assessments with feedback-corrective features are used to measure progression towards those objectives. Instructors can embed practice and feedback directly in the learning path using various proprietary tools, including in-video questions, quizzes, technical labs, and other exercises. Providing frequent opportunities for feedback and active learning helps the learners track their progress towards mastery. Feedback is also used for summative graded assessments, which are available to learners at the end of each course module. Whereas practice assessments are low-stakes formative opportunities that provide feedback explaining why a response is correct or incorrect, learners demonstrate mastery of the learning objectives by passing each week's summative assessment. Mastery learning embraces "failure as feedback" to the learning process; allowing multiple attempts on graded assessments. A learner cannot earn a completion certificate until they demonstrate mastery of the learning objectives by passing all graded assessments in a course or program.

All course materials for Google Professional Certificates are included within the course content on the Coursera Platform. Learners do not need to purchase supplementary literature that Google has not produced and provided itself, therefore, no external content is integrated in the course structure. Datasets for hands-on labs are provided in the "Resources" section of the LMS in CSV format for learners to export to their desktops and use for analysis in practical exercises. Welcome, and learning/lecture videos for each week are hosted under the "Course Material" section of the LMS with transcriptions. Under "Course Materials", learners will also find readings, practice quizzes, and graded assignments in the order they should be reviewed. Within the LMS, there is a section for learner notes and discussion forums.

Within the LMS, each week of course material begins with a module description and a clear outline of learning objectives that should be met throughout the week of study. The lectures, readings, hands-on projects, and quizzes in each week help learners meet the weekly learning objectives.

Appraisal:

The didactic concept of the courses is systematically oriented towards the course objectives. It is orientated towards the learning outcomes of each course, module, and towards the target group. A mix of different teaching and learning methods (Videos, quizzes, labs), depending on the contents and curricular requirements, is applied in the courses/single modules. The panel appreciates the innovative and creative approaches Google uses in line with Coursera's methodological standards to enable the learners to progress faster and more intensely in their learning, as well as support them during the self-study phases. Leaners are encouraged to take an active role in the learning process (e.g., by peer-review).

The accompanying course and learning materials are oriented towards the intended learning outcomes and correspond to the required qualification level. They are up to date easily accessible for the learners. The course and learning materials are very user-friendly, but do not encourage learners to engage in further independent studies (see recommendation chapter 3.2). General standards for materials guide the teaching staff and support the quality of the lecture.

During the assessment conference, learners and completers expressed that as course contents were highly inspirational and useful, they felt the demand to interact with instructors aside from the provided custom forums and discussion prompts (see chapter 4.1). The panel therefore recommends considering enriching the concept of the asynchronous MOOCs by options of synchronous teaching formats, like live lectures or real-time interactive formats.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.	**Implementation**					
3.4	Didactics and methodology					
3.4.1*	Logic and transparency of teaching and learning methodology		X			
3.4.2*	Course and learning materials			X		

3.5 Skills for employment / Employability (Asterisk Criterion)

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The content team of Google conducts job field and learner analysis and creates research-based learner personas. The content development team at Google held curriculum design sessions in partnership with SMEs to align on learning outcomes, create learning objectives, and build syllabi for each course in the Professional Certificate programs.

The nature of self-responsible online learning also promotes the individual development of organizational skills, specifically concerning time management. These essential skills are integral to asynchronous online learning experiences; due to structure and learning methods, learners are guided in this process to reach the intended level of competence. Analyzing problems and making decisions are competencies that learners require and develop in different course units of the "Entry-level Professional Certificates".

Through labs, interactive practice activities, and/or final capstone projects, learners' skills are further developed through ongoing practical application of the theories and models learned.

Completers of the Professional Certificates are intended to have up-to-date specialist knowledge and methodological skills in the corresponding qualification areas of the job requirements on which the certificates are based. They already have practical experience in the application of this knowledge. They have demonstrated their reliability through their self-motivated and committed learning and successful completion of the courses. The completers practical experience facilitates their entry into the world of work or support their career switch into a new industry or job type upon completion of the certificate. Detailed work samples or portfolios could already be built up in some certificates.

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Learners completing Google Professional Certificates on Coursera can also avail no charge access to Google's employer consortium with more than 150 companies ███ █████████████ In addition to expert-led training and hands-on projects designed to prepare learners for a job, learners get access to an interview practice tool, mock interviews and resume building workshops, and career coaching sessions.

In addition, once learners complete the courses, they have access to job placement support through the Completer Community ("Professional Certificate Career Resources") on Coursera. This includes a suite of resume and interview prep videos, downloadable resume templates, free virtual interview

practice, a job board with relevant local, regional and national roles, and forums to connect with other learners and inspiring learner stories.

Appraisal:

The contents focus on achieving the qualification objectives and have a clear profile. Employability in accordance with the qualification objectives and the defined learning outcomes is promoted, adding a benefit for course completersin the respective occupational field.

In addition, the courses are systematically aligned with the expected requirements of a dynamic labor market. For this purpose, the course provider uses evaluation results (course completers, employers). The panel highlights that the development of specific job market related skills by a content partner (Google) that itself sets global standards for the application of these skills, is a unique selling proposition. The panel also highlights that the Professional Certificate Career Resources also provide country specific profiles (e.g. Job Search Guide).

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.	**Implementation**					
3.5*	Skills for employment / Employability	X				

4 RESOURCES AND SERVICES

4.1 Teaching Staff of the courses

Coursera's Pedagogy Principles incorporate findings from peer-reviewed educational research and learning science. Coursera bases its platform technology and education philosophy on Mastery Learning (see chapter 3.4), which focuses on the importance of feedback in learning and promotes the mastery of a topic before moving on to more advanced materials.

Quality education that supports Mastery Learning requires the tight alignment of learning objectives, instructional materials, and assessments. Instructors and curriculum developers use backward design by creating learning objectives and assessments before content and instructional materials. All content on Coursera must include these Pedagogy Principles:

Table 10: Coursera Pedagogy Principles

Pedagogy Principles

Learning Objective	Assessment	Instruction
Skill	**Test**	**Teach**
Create... Analyze... Understand...	Quiz Peer Review Programming	Video Reading Scaffolded lab
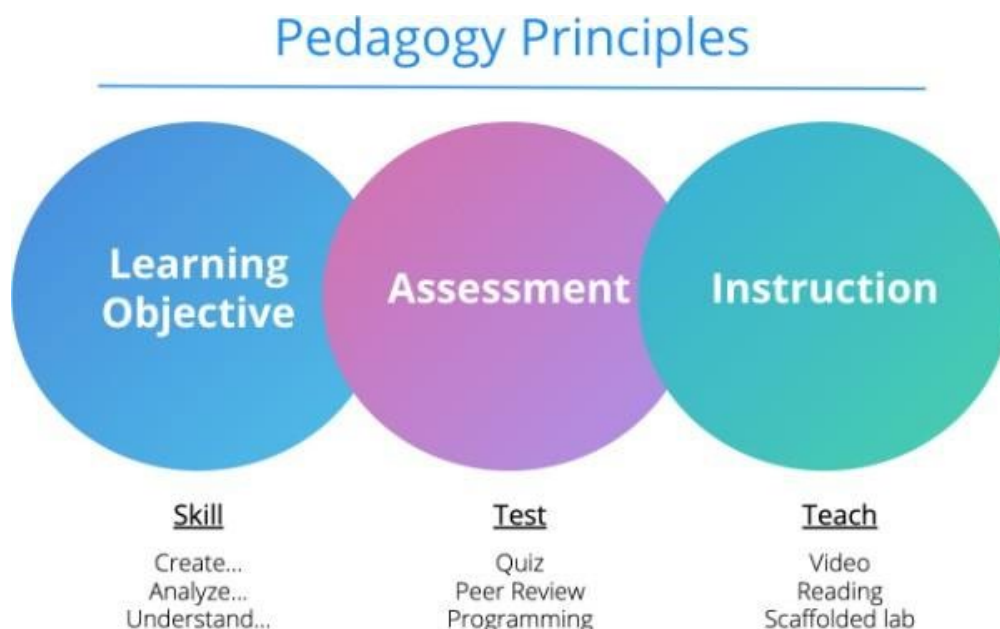
Each Google Professional Certificate is developed by a team of subject matter experts, teaching experts, content creation experts/staff, technical content writers, and program managers and instructional designers. Subject Matter experts and Instructors of the programs are selected based on their professional working experience and academic expertise with regards to curriculum design. They also need technical competencies to create certificate content. Google instructional designers partner closely with subject matter experts (SMEs) with direct experience working in the job field of the certificate. Together they identify key skills and job-related outcomes, best practices, tools commonly used in the profession, and opportunities for hands-on practice.

The Google team of SMEs, teaching experts, content creation and instructional designers work collaboratively within the framework of the general project management to operationalize the predefined learning objectives, divide them into units and logically sequenced learning elements, and collect and prepare the corresponding materials through internal cooperation. They prepare materials in the form of videos, reading units, discussion boards, quizzes, and activities as outlined by the Coursera Pedagogy Principles. On the Coursera platform within the course description page learners find information on instructor's backgrounds and qualifications.

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All instructors for the Google Professional Certificates are subject matter experts by training, job role, or research for each topic at Google. Google selects instructors that provide a global presence and have a range of real-life experience. Instructors have provided evidence of previous academic training, such as a diploma or bachelor's degree.

Coursera also offers further staff development and qualification measures, including training and best practices through the Coursera Classroom teaching and learning opportunities.

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Table 11: Google Professional Certificates ███████████████

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The Coursera Teaching and Learning team includes pedagogy experts with graduate degrees in Cognitive Science, Computer Science & Engineering, Education, Instructional Design, and Neuroscience as well as AI engineers, software developers and marketing professionals. This team has developed extensive resources on best practices for online education, based on Coursera's own data from millions of learners and learning science research.

The Coursera Teaching and Learning team is available from the second project phase, the start of course development, with advice and practical help as well as many useful tips, manuals, and best practice tips, is involved in intensive QA work to ensure the quality of the learning units and, in case of doubt, checks each learning element individually for quality and function. ███████████████ ██ ██ █████████████████████████████████████

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In addition, Coursera Classroom resources are available to all content providers. In addition to the numerous manuals and guidelines, systematic onboarding about Coursera, the use of the platform, the available tools and much more takes place here. There are courses such as "Getting Started with Coursera", "Coursera Administrator Training", "Build and Enterprise Guided Project", and "Technical Assessment Basics".

Learners are supported and coached by instructors and teaching staff through a variety of proprietary tools in the learning path, including in-video questions, quizzes, technical labs, and other exercises. Providing frequent opportunities for feedback and active learning helps the learner track their progress towards mastery. Feedback is also used for summative graded assessments, which are available to learners at the end of each module of a course. Whereas practice assessments are low-stakes formative opportunities that provide feedback explaining why a response is correct

or incorrect, learners demonstrate mastery of the learning objectives by passing each week's summative assessment. Outside of feedback related to formative and summative assessments, instructors can create engagement opportunities with learners through custom forums where learners can engage with instructors by asking questions and answering discussion prompts. Learners and instructors can also engage via email messaging in the "Messages" section of the Learning Management System.

Appraisal:

The qualifications and experience of the course management as represented by the Google Senior Instructional Designer correspond with the requirements of the course. Google's course management is responsible for the quality of the course as a whole (content and methodology), following Coursera's Content Specifications and Pedagogy Principles and in close co-operation with Coursera.

The subject-specific, pedagogical and didactic qualifications of the teaching staff correspond with the requirements of the courses. Special characteristics of the target group are considered. The teaching staff has above-average business experience (evidences in their CVs) and according to learners and completers, uses it in a clearly visible and valuable way in their teaching activities. Having checked the biographies of the teaching staff and talked to representatives during the assessment conference, the panel highlights the relevant practical experience of all teaching staff within Google of five to 20 years as a unique selling proposition. The panel also highlights that Google assigns teaching staff with a dedicated international background.

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It is systematically ensured that the teaching staff cooperate internally for the purpose of tuning the course components towards the overall qualification objectives (see also chapter 6). There are regular meetings of all those teaching in the course. In addition, projects are conducted cooperatively. An integrative approach is practiced.

The structure and number of teaching staff (instructors) correspond with the requirements of the courses. Support of the learners is an integral part of the services provided by the teaching staff. Support is offered on a regular basis and serves to help participants learn successfully. Due to the nature of the MOOC approach, the role of an instructor focusses on the development of course content and interaction within the course (videos, in-video questions, quizzes, assessments, technical labs, discussion forums, etc.). The support of the learners during the course is mainly limited to technical and legal aspects regarding the course organization of the course environment (although instructors can create engagement opportunities with learners through custom forums or via email). As already mentioned in chapter 3.4 the panel has gained the impression from learners and completers that they would appreciate some more active interaction with on-screen-instructors (see recommendation chapter 3.4).

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.	**Resources and Services**					
4.1	Teaching Staff of the courses					
4.1.1*	Course management			X		
4.1.2*	Structure and number of teaching staff in relation to curricular requirements			X		
4.1.3*	Teaching staff's qualifications			X		
4.1.4*	Teaching staff's pedagogical /didactic qualifications			X		
4.1.5	Practical experience of the teaching staff	X				
4.1.6	Internal cooperation		X			
4.1.7*	Learner support and coaching			X		

4.2 Process organization and administrative support for learners and teaching staff (Asterisk Criterion)

Coursera offers learner support and educator support designed to empower learners, educators, and administrators to do what they need to do on the Coursera platform. The Learner Help Center aims to help learners with questions they have on the Coursera platform from finding courses to take, to participating in their chosen course, to troubleshooting technical issues as needed. The Learner Help Center is exclusively for Coursera learners before, during, and after their course participation and completion. Learners can reach the Learner Help Center 24/7 (includes 24-hours live chat support and clientsupport@coursera.org responding within one hour) and get assistance in the following areas:

- **Account settings, login issues, and notification preferences.** Here, learners can get help with setting up their Coursera account, changing account settings and password troubleshooting, changing email notifications, and using the Coursera mobile app.

- **Payments and subscriptions.** Here, learners can receive help with payments for their courses, apply for financial aid or scholarships, learn about their subscription details, and receive information about promotions and free trials.

- **Enrollment options.** Learners can receive help enrolling or un-enrolling in a course and finding courses to take.

- **Grades, peer reviews, assignments, and labs.** Learners can receive help with troubleshooting the submission of peer-reviewed assignments, taking quizzes and assignments, checking grade details, understanding how to complete programming assignments, in-browser coding, and common issues with Coursera Labs.

- **Sharing and verifying Course Certificates.** Learners can access guides on how to

download and share course certificates, verify their identity, and solve problems with course certificates.

- **Coursera Policies and Program Terms.** Learners can access accessibility statements[25], accommodations for learners with disabilities, third-party policies, code of conduct, honor code, age restrictions, General Data Protection Regulations, and more.

- **Course content, including videos, discussion forums, and common course issues.** Learners can receive help troubleshooting problems with the Coursera platform, learn about recommended browsers and devices, receive assistance with video settings and subtitles, report problems within a course, and receive help with course content in discussion forums. Learners can also report abuse in forums here.

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The Coursera Educator Resource Center, exclusive to Coursera instructors, is a place for both self-service and on-demand support to ensure the success of the digital classroom. Instructors can reach the Educator Resource Center 24/7 and get support in the following areas:

- **Platform onboarding & best practices.** View articles, instructional videos, and frequently asked questions on Coursera terminology, production milestones, partner communication channels, recommended browsers, and Coursera Pedagogy Principles.

- **Creating course content.** View resources on creating and organizing instructional material in lessons and modules through course authoring tools, digital course content management, templates for importing and exporting course outlines, video recording, and formatting guidelines, importing and exporting content assistance, reading item management, and more.

- **Developing effective assessments and managing learner submissions.** Learn how assessments on Coursera work, how to set and adjust grading formulas, how to add new assessment items, auto-graded questions, and question variations, peer review assignments, how to manage quizzes, staff graded assignments, and discussion prompt management. This section also includes information on programming assignments, team assignments, high-touch grading features, question banks, proctored assignments, and academic integrity.

- **Building custom learning content and programming assignments.** Instructors can learn about how to create custom programming assignments, lab activities, and coding labs. Learn about developing, managing, and adding plugins, in-browser coding, and managing and configuring code blocks.

- **Viewing tips for launching, branding, and marketing content.** Through this resource, instructors can learn how to launch a new course, set a target launch date, marketing recommendations, improve search engine optimization, how to beta test, and how to reach

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[25] https://www.coursera.support/s/article/360050668591-Accessibility-Statement?language=en_US (last call August 7, 2023)

new learners in the Coursera community.

- **Managing their course staff, landing pages, and other settings.** Instructors can learn how to manage staff roles and permissions, how to copy a course, how to invite group members, manage landing pages and brand assets, update and manage course certificates, and how to create and manage private sessions.

- **Interacting with learners through discussion forums and announcements.** Here, instructors can learn how to leverage Coursera discussion forums, send course announcements and messages, recruit mentors to help support learners, and schedule live events.

- **Tracking content performance with data dashboards and exports.** Instructors can learn how to leverage course dashboards, download grade books, manage organization dashboards, and export data.

- **Finding content and accessibility policies.** Here, instructors can review content policies, platform changes, sharing and research policies, data privacy information, and copyright guidelines.

All employees have access to all learning opportunities on the platform, and partners, like employees, have additional access to Coursera Classroom Resources and Coursera Administrator Training.

Appraisal:

The panel was impressed by the feedback management in terms of process organization and administrative support. The main processes and responsibilities are described. The administrative staff operates as service provider for both learners and teaching staff, contributes to the further development of the course in cooperation with the relevant groups and prepares for the learner's needs in advance. The administrative contact is regularly available to help with enquiries and acute problems and questions. The course provider offers continuous professional development for the administrative staff. Opportunities of electronic service-support are intensively and effectively applied.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4. Resources and Services					
4.2* Process organization and administrative support for learners and teaching staff		x			

4.3 Networking

Learners are supported in creating and maintaining networks through discussion forums monitored by Google subject matter experts. In discussion forums, learners receive support from one another on course-related topics and create and maintain networking opportunities. Discussion forums benefit learners by providing a space for interaction with classmates, sharing resources, and help to answer questions about course materials or assessments. They are used for asking questions, debating ideas, and identifying other classmates who share the same goals so they can pursue networking opportunities and conversations.

In addition, all Professional Certificate completers receive access to the Professional Certificate Community, which not only provides further peer support, but also offers a range of career services, resume support and interview practice.

Google Career Certificates also include content that teaches learners how to set up a professional network and maintain connections that will be helpful to their career, such as professional social media profiles, elevator pitches, and personal portfolios and websites.

Table 12: Coursera Professional Certificate Career Resources

Professional Certificate Career Resources

All Professional Certificate completers will have access to a number of career support resources to help them reach their career objectives.

- **Job Search Guide:** The job search process is complex, especially when switching to a new career field. Our 5 step guide helps learners navigate the job search process.

- **Resume support:** Learners get free access to an AI-powered checker to score their resume and LinkedIn profile with actionable feedback for improvements, a resume builder, and a library of resume templates and guides to help them build a standout resume.

- **Hands-on interview practice:** Learners can practice mock interviews tailored to their specific industry, job, and experience level with free access to Big Interview.

- **Professional Certificate community**: Learners get access to the Professional Certificate community where they can get peer support and network with alumni who have successfully made a career change.
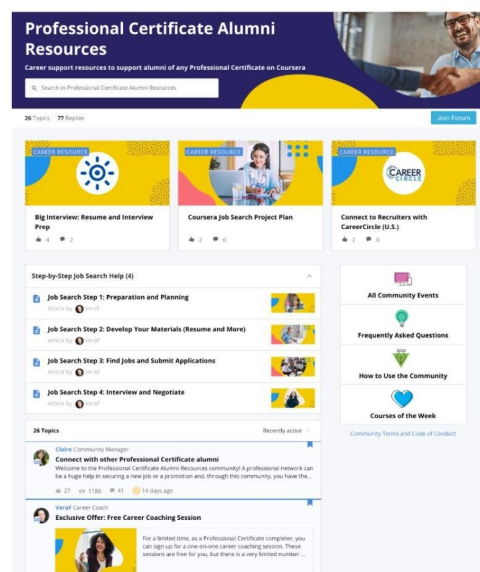
Appraisal:

Promoting networks is part of the didactical approach of Mastery Learning. The learners are supported in creating and maintaining networks by measures Coursera and Google provide to them like peer review assessments. The panel points out that the felt/subjective unjustified grading during peer-review assessments (see chapter 3.2) may lead to impeding network creating and maintaining.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4. Resources and Services					
4.3 Networking			X		

4.4 Cooperation with academic institutions or enterprises (Asterisk Criterion for cooperation courses)

Cooperation of Coursera with all content partners for Professional Certificates (i.e. Google in this case) follows a general pattern Coursera has developed:

Coursera´s content strategy team's core initiatives are divided into a three-pronged approach:

1. Identify: Identify in-demand jobs and skills, and translate them into relevant content and credentials, and a sourcing strategy to meet learners' needs,

2. Advise: Leverage data and domain knowledge to advise other internal teams and external partners on content to add to Coursera, and

3. Innovate: Collaborate on or incubate new content types (e.g., projects), emergent domains (e.g., health), and launch strategic efforts ███████████████████████ ███ ███ ███ ███ ███ ███ ████████.

Cooperation with the content partners:

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Quality Assurance in Implementation:

During implementation, either the key account manager (program responsibility) or a dedicated implementation success manager ensures that all work streams according to Coursera's blueprint for high-quality courses, are being well informed, kicked off, have their relevant action items and keep their deadlines in order to complete the production process of the course to a level where the beta testing can start (see also chapter 6).

Initial launch and further cooperation:

Feedback from the beta testing is discussed with Google and changes are recommended. After the last QA test has successfully been achieved, content can go live on the platform. The cooperation is followed up by Coursera's Industry or University Partner success teams and enables Coursera to stay abreast of current trends and technologies and to develop courses and teaching materials accordingly. In addition, Coursera participates in research projects and events to gain valuable insights and further enhance teaching and learning quality. All cooperation is documented in detail and regularly evaluated. The course provider regularly reviews and updates the agreements to ensure that all activities contribute to developing the learners' qualifications and skills. ██████

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Feedback loop:

After the content is launched, Coursera starts receiving feedback from learners and from the content partner (Google) itself. Therefore, both the quantitative performance data as well as the qualitative information received is taken into consideration for future content mapping by Coursera's content strategy team making sure that they can collaboratively learn from their mistakes and celebrate their successes (see also chapter 6).

Appraisal:

The panel acknowledges an effective and professional co-operation between Coursera and Google. Cooperation with the content partner (i.e. Google) is aligned with the strategy of the course and actively promoted for example, by means of regular project work involving those who contribute to the courses in responsible positions to discuss the further development of the programs. The cooperation is actively pursued and has a clear impact on the conception and implementation of the courses. Such cooperation has a formative impact on the curricular contents and on the profile of the completers.

The agreements forming the basis of the cooperation with Google are documented. All such activities contribute to the development of the learners' qualifications and skills. Coursera ensures that the quality standards are met. Processes to enable this are coordinated closely with Google.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4. Resources and Services					
4.4(*) Cooperation with academic institutions or enterprises (asterisk criterion for cooperation courses)			X		

4.5 Technology and Facilities

4.5.1 Technical organizational unit

For the work of the technical organizational unit to enable and support the implementation of digital teaching see description of the Coursera Educator Resource Center in chapter 4.2. Coursera regularly maintains and updates the Educator Resource Center and the Coursera platform with guides on various innovative technologies and tools for teaching, digital classroom management, assessment management, and learner management so that instructors can create a seamless digital learning experience for learners.

4.5.2 Teaching and Learning platform (Asterisk Criterion)

The Coursera platform is designed to enable learners to discover the right content and credentials by domain (e.g., business, technology, health), by skill (e.g., Python, statistics, data visualization), and by job role (e.g., data analyst, marketer, engineer). Once learners enroll in a course, the unified technology platform is designed to enable them to learn more effectively to advance in their careers and earn credentials to signal their learning to prospective employers.

The learning experience includees:

- Courses with video-based lectures, in-video quizzes, notes and highlights, readings, assessments, peer reviews, and group projects;

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- Coursera Labs with hands-on projects that teach practical skills using real-world tools such as Python, Jupyter Notebooks, VS Code, R-Studio, and many other desktop and cloud-based applications fully in-browser with no software or data downloads;

- A mobile app that is designed to enable course downloads for offline learning, regarded to be especially important for leaners with limited or intermittent internet connectivity or power; and

- Localized learning experiences including localized homepage, payment options, local partnership, and content discovery.

Learners enroll in their preferred course by clicking "Enroll" and subscribing to Coursera through the course description page. After enrolling, learners can view all course[26] content by module and week, continue to the course and begin navigating the Coursera platform. Within the platform, there is a navigation bar that contains sections including Course Material, Grades, Notes, Discussion Forums, Messages, and Course Information. All tools and multimedia files are integrated into the Coursera platform, and the entirety of teaching and learning activities in Coursera courses occurs within the Coursera platform.

- **Course Material**: In this section, learners can navigate throughout the weekly learning material. Each week begins with a summary overview, introductory videos, an overview of the learning objectives, video lecture, readings, and assignments, and ends with a summary

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[26] For Coursera terminology program/course/module, see chapter 3.1 and glossary.

of the week.

- **Grades**: In this section, learners can view the quiz or assessment item, their completion status, the due date, the weight of the quiz or assessment item, and their grades.

- **Notes**: Learners can utilize the Notes section as a digital notebook, where notes are collected throughout the duration of their study.

- **Discussion Forums**: Instructors can create custom forums to provide a space for learners to interact with one another. Learners can share resources and help answer questions about course materials or assessments. This section holds all discussion forums for the course by week, where learners can discuss the week's modules or respond to assigned prompts. Discussion forums can also be used to ask questions, debate ideas, and find classmates who share their goals. Forum guidelines are available for reference in the Discussion Forums section of the LMS.

- **Messages**: In the Messages section, learners can read messages from the instructor, organization, or Coursera support. Instructors can send messages to learners to communicate important updates and information. They can send course announcements to all learners who meet certain criteria, like those who are currently enrolled or have completed the course. Instructors can also send announcements only to learners in a specific private course instance.

- **Course Information**: In the Course Information section, learners can view a course description and course details, view instructor information, and review the syllabus.

In addition to the above features of the Coursera platform, learners can access the Learner Help Center, and Instructors are able to access the Educator Resource Center, directly through their respective LMS instance.

In order to enable learning outside the homepage, i.e., without constant access to the internet, learners have the possibility to download all videos, the corresponding transcripts and toolboxes to their own computers and to read and edit the materials offline.

In addition, Coursera offers a learning app for download via all common app stores. Learners can keep track of their current learning status, view and download the relevant elements of the current week or the entire course, and watch videos directly in the app. The app also offers the possibility to receive learning reminders as a notification and to be reminded of learning at self-determined times. Only the software-supported labs require learning on a computer.

Another feature was made available with the last update. With the new "audio only" mode, participants can now listen to only the audio track of selected videos.

Accessibility

Coursera's mission is to provide universal access to the world's best education. They are committed to achieve the goal of maintaining access to the website and mobile applications to all learners, including those with disabilities via the following:

- Coursera strives to comply with the Web Content Accessibility Guidelines ("WCAG") 2.1 AA published by World Wide Web Consortium.

- All course lecture videos offer closed captioning. Learners may flag issues while watching lecture videos and are encouraged to submit support tickets for content that is not captioned appropriately. Coursera is committed to address the matter promptly.

- Coursera's videos are available to learners at any time which allows learners to get a head start on the course.

- An independent accessibility consultant periodically reviews the platform. Potential accessibility issues are identified so that Coursera can address such issues and take any remedial actions deemed necessary.

- Coursera developers engage in training and projects relating to accessibility that both educate and improve the accessibility of their products as they are being developed.

- Coursera has published accessibility guidelines for content providers and contractually requires that content providers comply with their independent obligations under applicable accessibility laws.

- Coursera manages an email alias where incoming accessibility support tickets from learners are addressed.

The Learner Help Center has resources for learners with disabilities[27].

Data Protection

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4.5.3 Data Analysis System

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4.5.4 Technical support for learners (Asterisk Criterion)

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4.5.5. Access to required literature

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Appraisal:

The technical organizational unit enables and supports the implementation of digital teaching. Teachers have sufficient advisory and support services available. The technical organizational unit follows trends and enables teachers to implement innovative technologies and tools in teaching beyond the standard.

The teaching platform is clearly structured and designed to be user-friendly. It is stable and scalable and there are no disruptive impulses when using it. It offers sufficient possibilities for embedding text, audio, images, graphics, animation, multimedia files and social media. Leaners can navigate smoothly through the teaching units. The teaching platform offers sufficient opportunity for collaborative learning.

Coursera has access to a data analysis system and sufficient technology or resources to process large amounts of data.

Learners can reach the technical support of Coursera easily. Questions regarding digital teaching and the teaching platform are answered quickly. Coursera ensures that learners are able to handle the technologies and tools.

Coursera provides access to all necessary literature, articles and information within the course. The information is aligned with the course content and up to date. A concept for the course's continuing development (update) is available. To further develop the courses and serve learners' aspirations[31], the panel recommends systematizing access to subject-specific databases like IEEE (Institute of Electrical and Electronics Engineers).

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.	**Resources and Services**					
4.5	Technology and Facilities					
4.5.1	Technical organizational unit			X		
4.5.2*	Teaching and Learning platform			X		
4.5.3	Data analysis system			X		
4.5.4*	Technical support for learners			X		
4.5.5	Access to required literature			X		

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[31] see also recommendation in chapter 3.2 for a guided process into the work with further literature.

5   DOCUMENTATION

The Google Professional Certificates are documented and publicized through the Coursera platform. Learners can access the entirety of the course description and learning objectives before enrolling in the course through the course description pages. Learners can access all course data and content by enrolling in Professional Certificates at the following points of registration:

- Google Data Analytics Professional Certificate:
  https://www.coursera.org/professional-certificates/google-data-analytics

- Google Digital Marketing & E-Commerce Professional Certificate:
  https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce

- Google IT Automation with Python Professional Certificate:
  https://www.coursera.org/professional-certificates/google-it-automation

- Google IT Support Professional Certificate:
  https://www.coursera.org/professional-certificates/google-it-support

- Google Project Management Professional Certificate:
  https://www.coursera.org/professional-certificates/google-project-management

- Google UX Design Professional Certificate:
  https://www.coursera.org/professional-certificates/google-ux-design[32]

All course content, including lectures, projects, readings, assessments, and assignments are accessible for interested parties within the Coursera platform. The courses' content, curricula, and assessment schemes are documented on the course and module description pages accessible by the stated web address.

In addition to course documentation through the Coursera platform, Coursera's academic policies and procedures related to accommodations for learners with disabilities, age restrictions, accessibility, honor code, general data protection regulations, international restrictions, and third-party tools are constantly updated and made publicly available .[33]

It is planned that after successful initial certification, additional information will also be made available on the course homepages about ECTS credit documentation.

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[32] Last call August 7, 2023
[33] https://www.coursera.support/s/learner-help-center-coursera-policies?language=en_US, last call August 7, 2023

Appraisal:

The courses' contents, curricula, and assessment schemes have been suitably documented and published. Therefore, the basic quality requirements as described in the assessment guide are met regarding the current state of documentation.

However, for the planned documentation on the program homepages about ECTS documentation the panel team emphasizes the following issues to observe:

1. Documentation of ECTS crediting has to be included on the respective course description and include: number of credits awarded[34], requirements for awarding credits and workload assigned to the course (see condition chapter 3.2).

2. Documentation of ECTS crediting has also to be included on the respective certificate issued by Coursera and Google. Documentation has to include number of credits awarded[34] and workload assigned to the course (see condition chapter 3.2).

3. The EQF level assignment must not communicate EQF levels others than what has been confirmed by the FIBAA certification committee after condition chapter 1.1 has been met.

4. When course completers apply for recognition of ECTS credits at a HEI, the HEI is obliged to examine recognition and to justify if ECTS credits are not or only partially accepted. However, the HEI is not obliged to the recognition of ECTS credits. Documentation on the Coursera Homepage therefore must not evoke the impression that HEIs are obliged to give (full) recognition. The panel also points out that as there are no formal admission requirements for the Professional Certificates, course completersmay also be required to catch up on formal admission requirements of the HEI (e.g. school-leaving certificate level).

Based on these requirements, the panel team recommends the following **condition** for the planned documentation of ECTS credit award of the Coursera hosted Professional Certificates from Google:

> Coursera and Google ensure correct documentation about the ECTS credit recommendation and recognition on the homepage, in the program descriptions and in the certificates issued after certification, considering ECTS credit recognition obligations by HEIs, EQF levels assigned, number of credits, requirements for achieving credits and workload assigned to the courses.
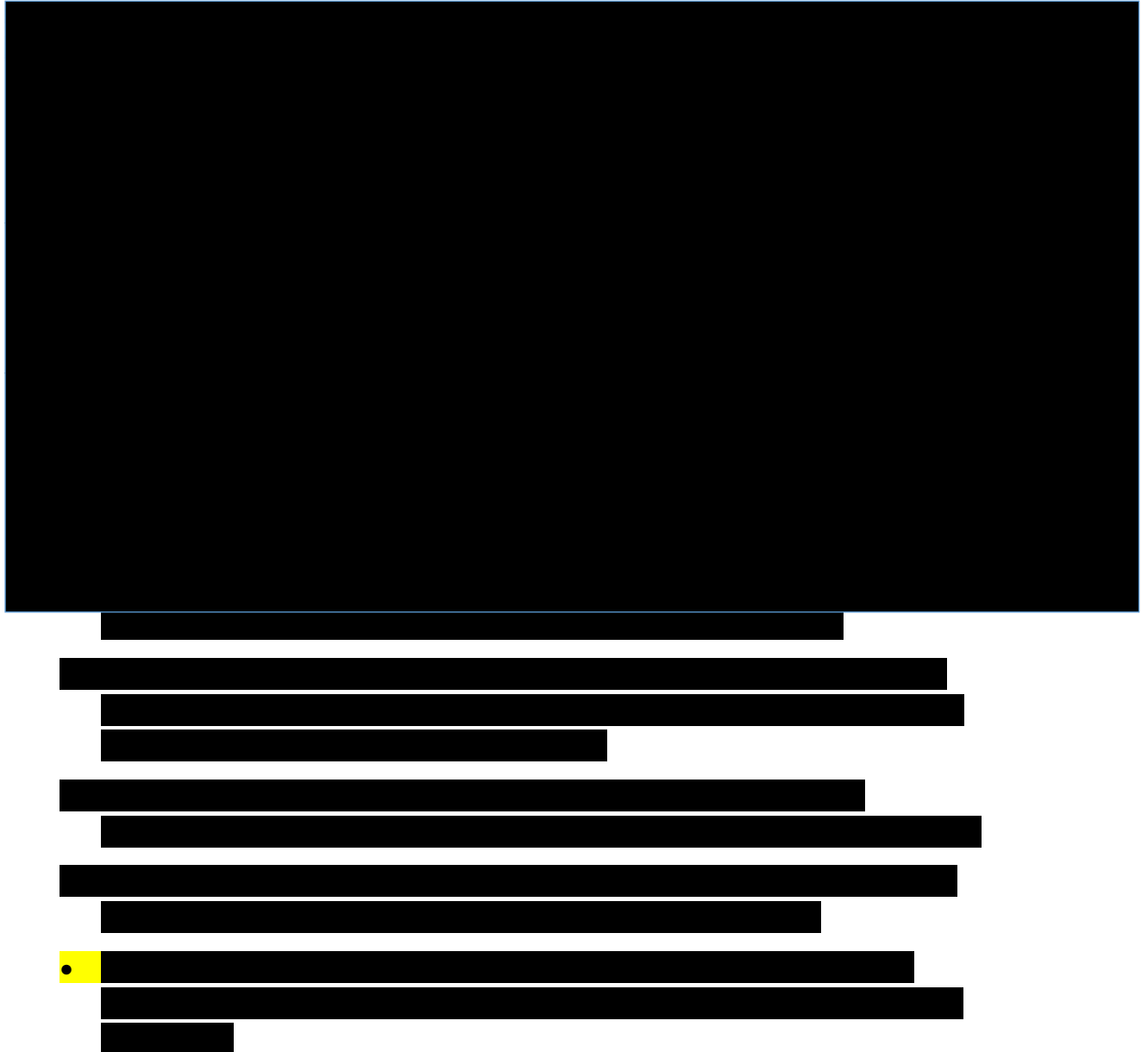
	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.* Documentation					Condition

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[34] For the sake of readability, "awarded" is used here. Coursera does not "award" credits, but issues an ECTS credit recommendation

6 QUALITY ASSURANCE

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██ Coursera designed a system to ensure that content on the platform is high quality, relevant, accurate, and up-to-date and that the learning platform and technology are reliable and accessible to all learners.

Table 13: Coursera Quality Assurance System

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Extensive internal cooperation is required between Coursera stakeholders and Google stakeholders in preliminary research for in-demand content, curriculum development, content production, testing, and instruction. Google and Coursera collaborate closely across the following phases: Research, Course Development, Production, Beta Testing, and Evaluation and Improvement.

Phase 1: Research

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Phase 2: Course Development

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Phase 3: Production

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Phase 4: Beta Testing

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Phase 5: Evaluation and Improvement

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In addition, the Google team gains further insights about how the content is being interpreted and identifies ways to improve the content by monitoring discussion forums on the Coursera platform, listening to organic social conversation from learners, and gathering feedback from ecosystem partners like nonprofits, universities, and employers who offer the Google Career Certificates.

Content life-cycle-management

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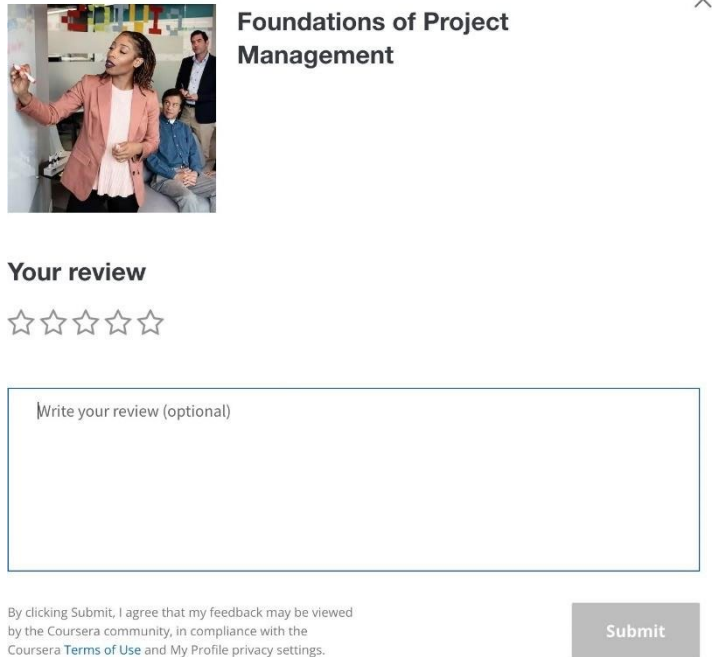██

Table 14: Screenshot - Item level feedback
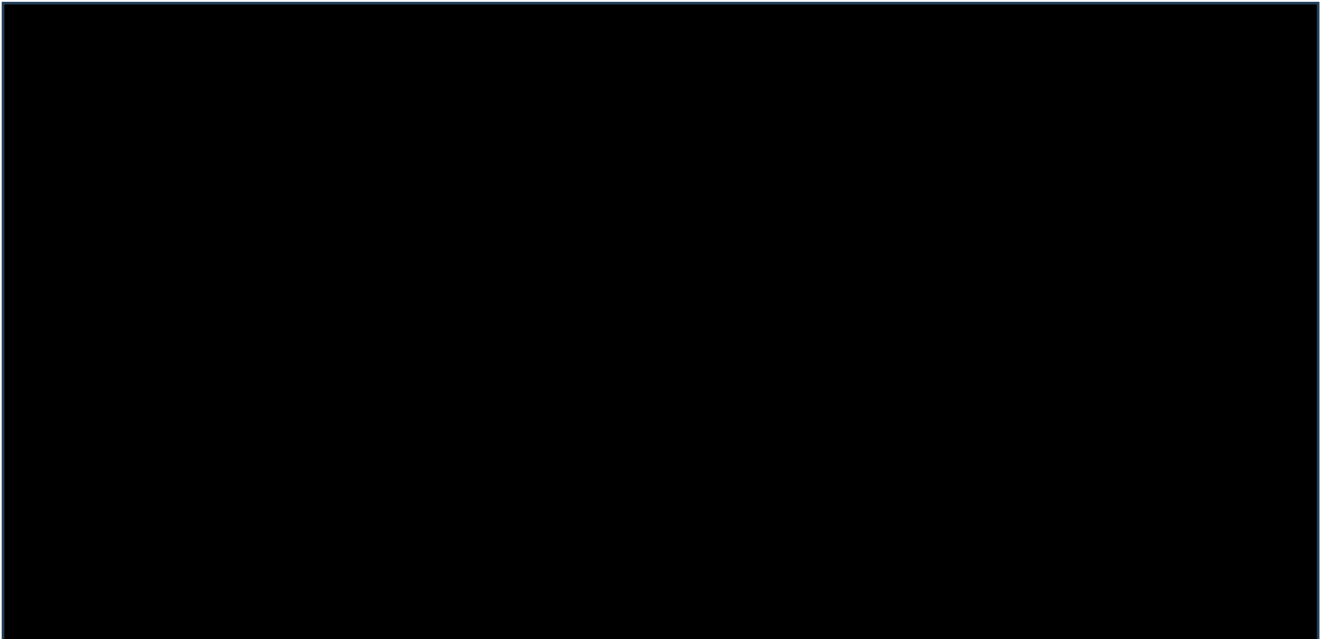
At the end of each course, learners are encouraged to rate the module on a 5-star scale and provide individual feedback to the teacher. If the learner does not provide feedback directly, an email is sent with a gentle reminder to encourage them to contribute to improvement.
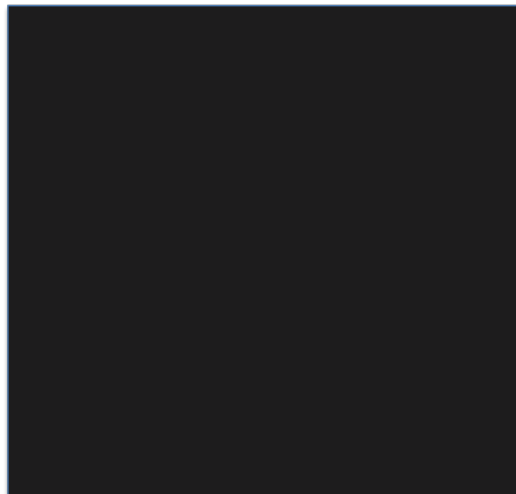
Table 15: Screenshot – Course level feedback

Table 16: Screenshot – Feedback to the teaching staff

Upon certificate completion, learners are asked to evaluate the entire program, including all courses. All evaluations and feedback are made available to Google and ███████████████ ██ ██████████████████████.[35]

Additionally, learners are asked to identify the relevant skills they have learned in the program, selecting from a provided list, or adding their own. This information is used to improve future program offerings and ensure learners are gaining the desired skills and knowledge.

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[35] Proprietary information not publicly known about internal processes

Table 17: "Course"[36] level completion feedback

coursera

Course Feedback

Thanks for your rating.

Can you tell us more about your course experience?

This survey will take you only 2 minutes. We read all of the feedback and share it with our University partners. Thank you!

What was your primary goal in taking this course?

○ Learn skills for my current job

○ Learn skills for a new job in the same field

○ Learn skills for a new job in a different field

○ Explore a new career area

○ Personal, non-career interest

○ Just try out the course

○ Other:

Has this course helped you achieve your primary goal?

○ Not at all

○ Somewhat

○ Mostly

○ Completely

Please explain:

If applicable, when do you plan to make a job or career change

○ Within 6 months

○ 6 months to 1 year

○ 1 to 2 years

○ 2 to 5 years

○ More than 5 years

Next

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[36] „course" meaning program according to Coursera terminology, see glossary

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Completers are surveyed ███
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████████████, feedback is solicited and channeled to the relevant teams, enabling valuable input to be collected.

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Appraisal:

There is a quality assurance and development procedure, which systematically and continuously monitors and develops the quality of the courses with respect to its contents, processes, technology and outcomes. Sufficient staff recourses are available and responsibilities are clearly defined. Teaching staff and learners' contribution to quality assurance and development procedures is ensured (For the learner workload evaluation see condition chapter 3.1).

Evaluation by learners is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process. Coursera collects a lot of feedback information and processes this into the "Learner Outcome Report". However, it has not become clear to the panel whether and how information of the Learner Outcome Report is provided to the learners and completers. The panel therefore recommends communicating current Learner Outcome Reports on the website.

Quality controls by the teaching staff and external evaluation are carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated to the learners and provide input for the quality development process. The panel suggests increasing participation of the instructors in course development by conceiving an instructors' feedback survey. The panel is convinced that the procedure of the job task analysis (JTA) is an effective alternative to the traditional method of assigning expert advisory boards for course and overall program development.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
6.	**Quality Assurance**					
6.1*	Quality assurance and development of course content, processes, and outcomes			X		
6.2	Instruments of quality assurance					
6.2.1	Evaluation by learners			X		
6.2.2	Quality assurance by teaching staff			X		
6.2.3	External evaluation by course completers, employers and others			X		

• Quality Profile

Institution: Coursera Inc.
Content partner: Google

Continuing Education Courses:

- Google Data Analytics Professional Certificate
- Google Digital Marketing and E-Commerce Professional Certificate
- Google IT Support Professional Certificate
- Google IT Automation with Python Professional Certificate
- Google Project Management Professional Certificate
- Google UX Design Professional Certificate

Quality Ratings	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1. Strategy and Objectives					
1.1*[38] Logic and transparency of course objectives				Condition	
1.2 International orientation of the courses			X		
1.3 Positioning of the courses					
1.3.1 Positioning of the courses in the education and job market, and the professional field ("Employability")		X			
1.3.2 Position of courses within the course provider's overall strategy			X		
2. Admission					
2.1* Focus on the target group			X		
2.2* Admission conditions			X		
2.3* Legal relationship			X		
3. Implementation					
3.1 Structure					
3.1.1 Structure of the courses			X		
3.1.2* Application of the „European Credit Transfer and Accumulation System (ECTS)" and modularization				Condition	
3.1.3* Conditions of participation and assessment regulations			X		
3.1.4* Feasibility of study workload			X		
3.2 Content					
3.2.1* Logic and conceptual coherence		X			
3.2.2 Integration of theory and practice			X		
3.2.3 International and intercultural contents			X		

Quality Ratings		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2.4	Methodological competence			X		
3.2.5	Academic work and science-based teaching					X
3.2.6*	Examinations			X		
3.3	Transdisciplinary qualifications and softskills			X		
3.4	Didactics and methodology					
3.4.1*	Logic and transparency of teaching and learning methodology		X			
3.4.2	Course and learning materials			X		
3.5*	Skills for employment/Employability	X				
4.	**Resources and Services**					
4.1	Teaching staff of the courses					
4.1.1*	Course management			X		
4.1.2*	Structure and number of teaching staff in relation to curricular requirements			X		
4.1.3*	Teaching staff's qualifications			X		
4.1.4*	Teaching staff's pedagogical/teaching qualifications			X		
4.1.5	Practical experience of the teaching staff	X				
4.1.6	Internal cooperation		X			
4.1.7*	Learner support and coaching			X		
4.2*	Process organization and administrative support for learners and teaching staff		X			
4.3	Networking			X		
4.4(*)	Cooperation with academic institutions or enterprises (asterisk criterion for cooperation courses)			X		
4.5	Technology and Facilities					
4.5.1	Technical organizational unit			X		
4.5.2*	Teaching and learning platform			X		
4.5.3	Data analysis system			X		
4.5.4*	Technical support for learners			X		
4.5.5	Access to required literature			X		
5.*	**Documentation**				Condition	
6.	**Quality Assurance**					
6.1*	Quality assurance and development of course content, processes and outcomes			X		
6.2	Instruments of quality assurance					
6.2.1	Evaluation by learners			X		
6.2.2	Quality assurance by teaching staff			X		
6.2.3	External evaluation by course completers, employers and others			X		

- # Glossary

Coursera and report terminology	description
Professional Certificate (program); Program	Course (entity that is subject to certification)
Course	Content entity covering one topic within the program
Module	Weekly learning entity, smallest learning entity
Subject Matter Expert	Employee of Google (Coursera content partner) or third party assigned by Google (Coursera content partner), who is qualified for content development
Instructor	Teaching staff that is part of the team that conceives, designs, and produces the course