

Building a more just world

The role of institutions in defining the new normal



Raghav Gupta

Managing Director, India and APAC, Coursera

THE WALL STREET JOURNAL.

The Covid Economy Carves

81 million jobs lost as COVID-19 creates turmoil in Asia-Pacific labour markets

Pandemic leads to huge reduction in working hours, reverses job growth and pushes millions into working poverty.

Source: International Labour Organization, December 2020

Many others are left behind.

By *Eric Morath, Theo Francis and Justin Baer*

October 5, 2020, 11:09 a.m. EDT

Low-skilled jobs are at risk of automation



Emerging job opportunities **require digital skills**

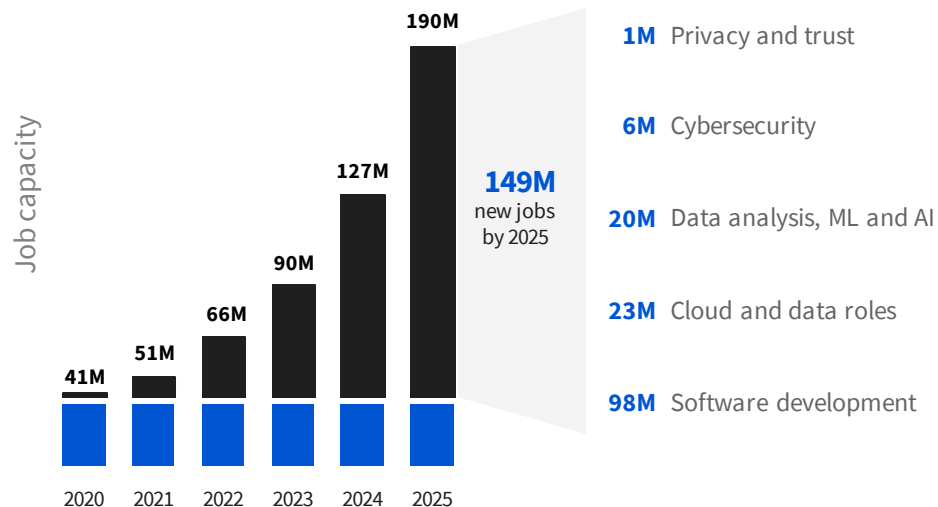


Top 5 jobs with increasing demand

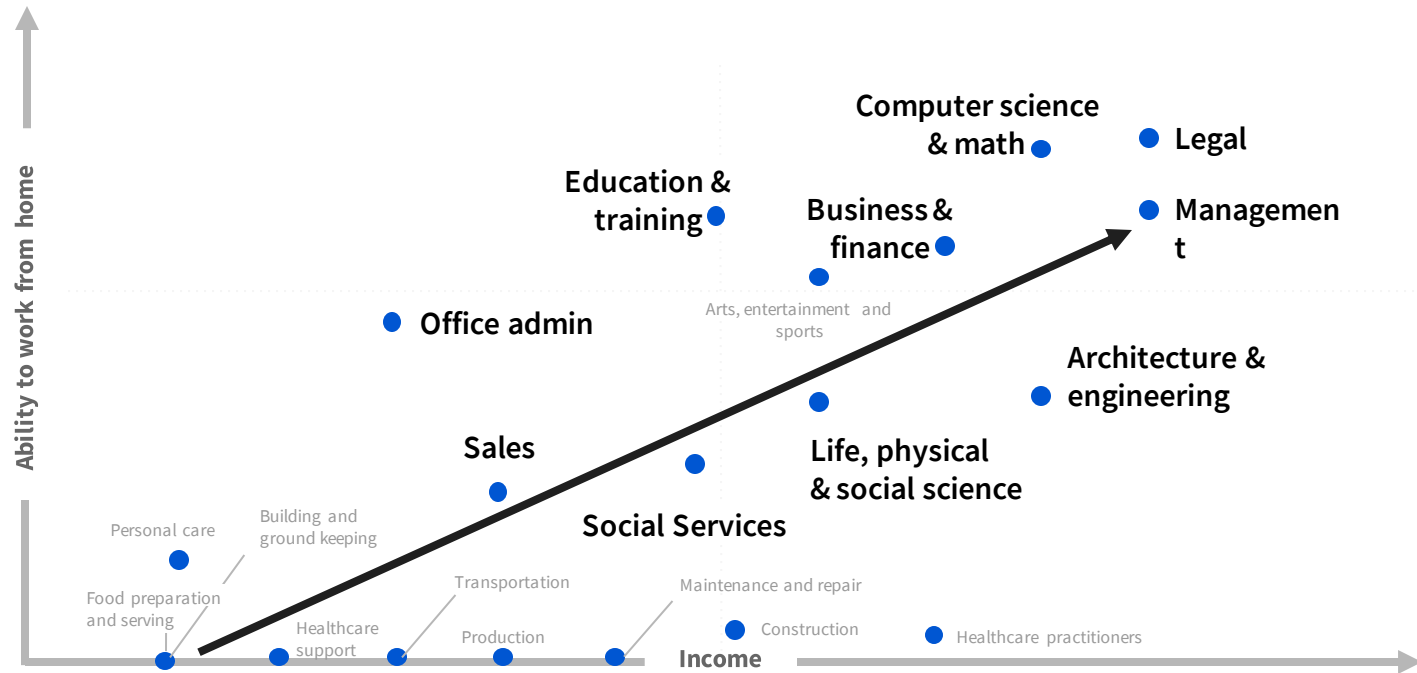
- 1 Data Analyst and Scientists
- 2 AI / ML Learning Specialists
- 3 Big Data Specialists
- 4 Digital Marketing and Strategy Specialists
- 5 Process Automation Specialists



Digital job capacity from 2020-2025

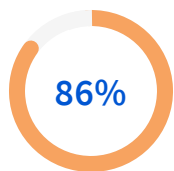


Skilled jobs can often be done remotely



Promoting the skills-first
approach for resilient economic
growth with Coursera's annual
Global Skills Report

Learners in Hong Kong have cutting-edge data & business skills, but technology skills show opportunity for further development



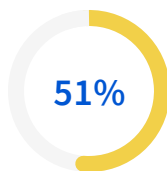
Business

86% competency,
#16 globally, #2 in APAC



Data Science

92% competency,
#10 globally, #1 in APAC



Technology

51% competency,
#54 globally, #11 in APAC

Insight #1

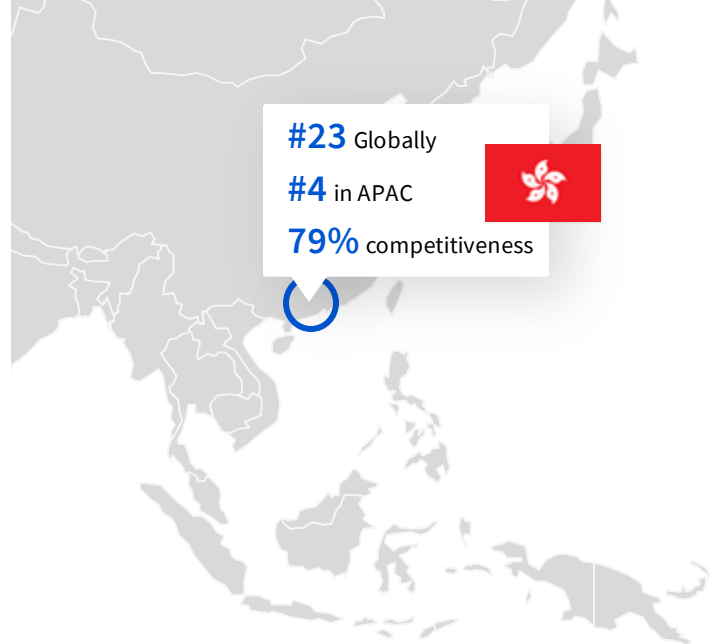
Hong Kong has high business skills proficiency, impressive talent with finance, HR and marketing skills

Insight #2

Hong Kong is ranked #1 in APAC for data science skills, excelling across several fields like ML, Data Visualization and Math

Insight #3

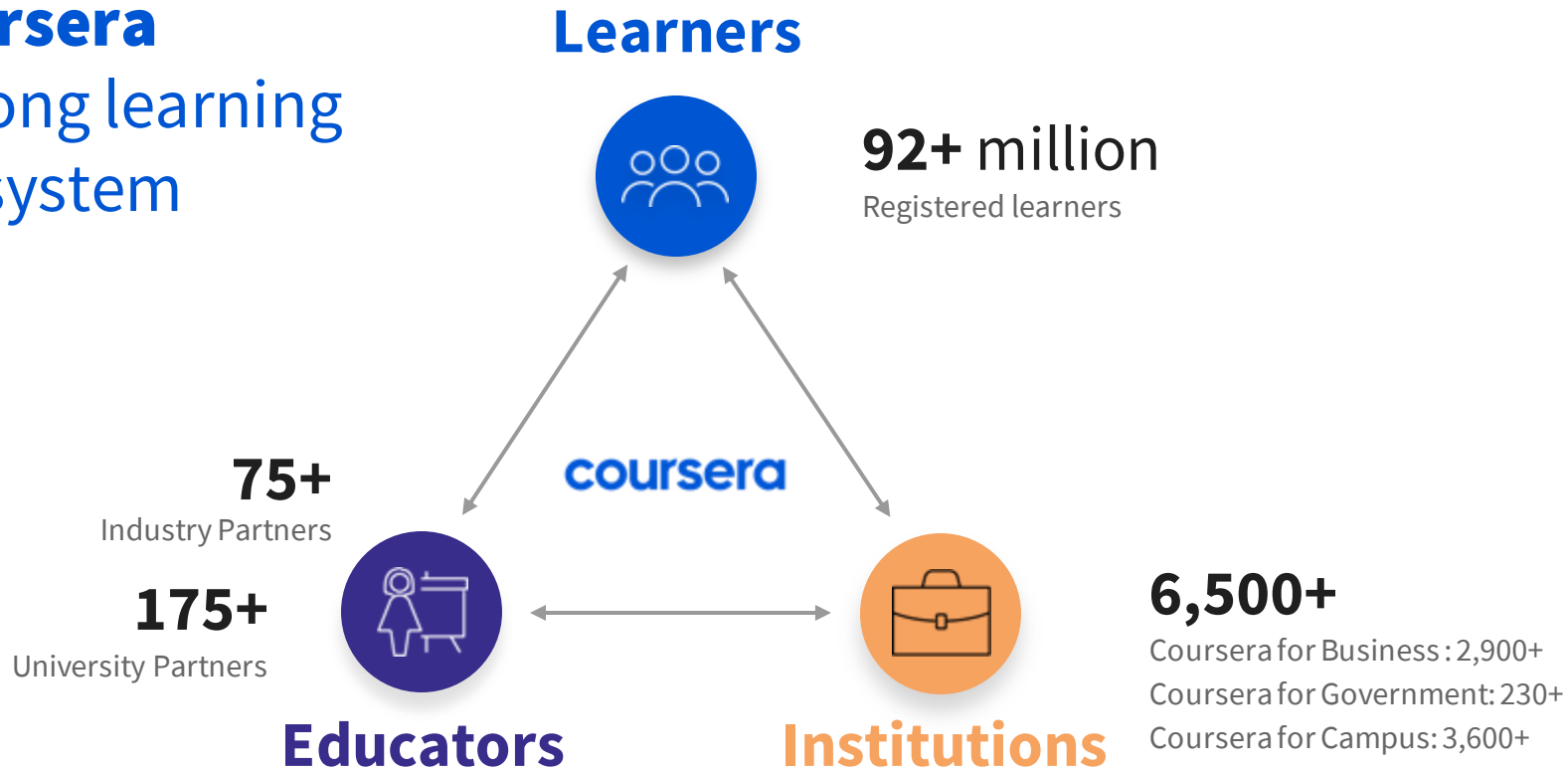
Hong Kong lacks key tech skills like Computer Networking, Operating Systems, Security Engineering and Software Engineering



The progress and promise of online learning

Coursera

lifelong learning ecosystem



Highest growth in **emerging** economies

Hong Kong

Median age: **30**

Women: **43%**

Mobile: **37%**

Top 5 Countries

1.	US	17.3M
2.	India	13.6M
3.	Mexico	4.8M
4.	Brazil	3.7M
5.	China	3.3M

+35%**28M**

Asia Pacific

+30%**551k**

Hong Kong

+39%**2M**

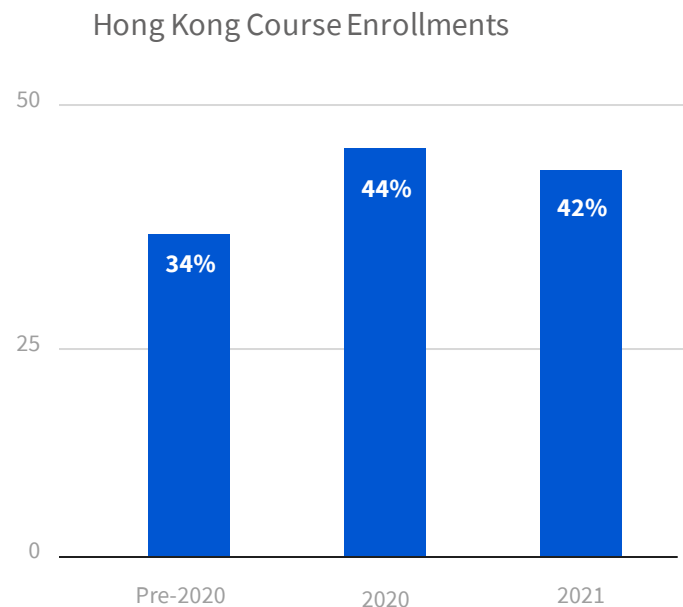
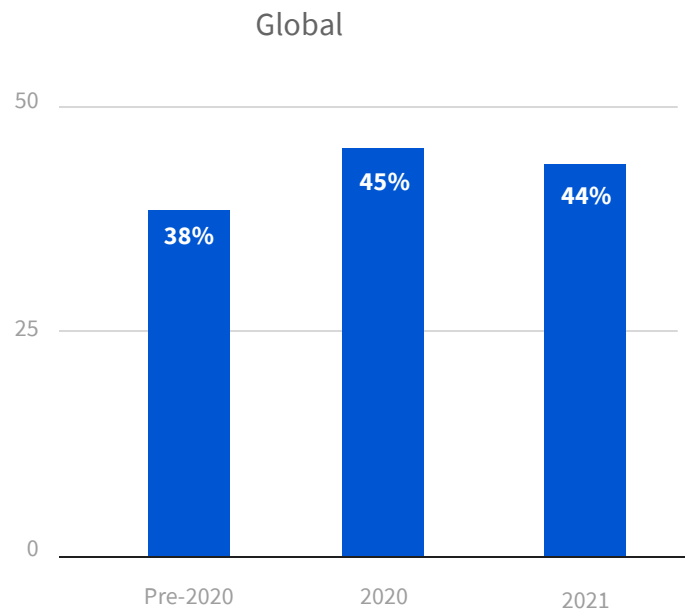
Middle East

+43%**3.1M**

Africa

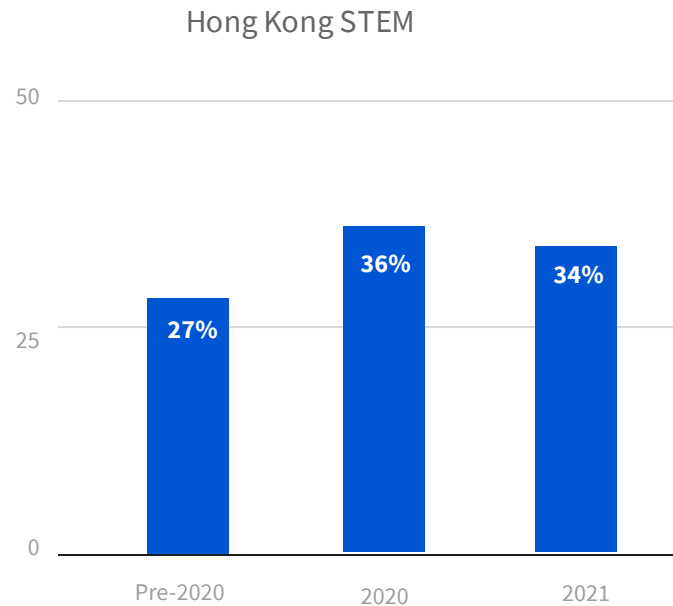
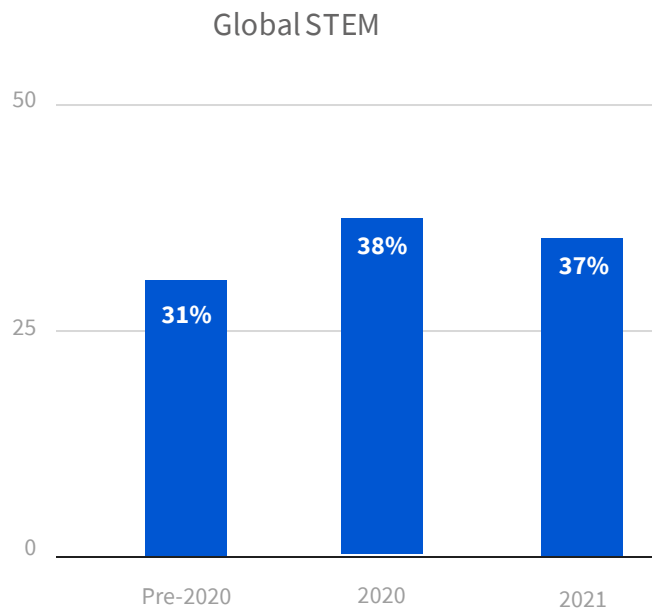
More women are learning online

■ Percent of overall course enrollments for women



Closing the STEM gap

■ Percent of overall course enrollments for women





1

Data Science
Professional Certificate

Aug
2018



2

Data Analytics
Professional Certificate

Mar
2021



3

IT Support
Professional Certificate

Jan
2018



4

Project Management
Professional Certificate

Mar
2021



5

Data Analyst
Professional Certificate

Sep
2020



UX Design
Professional Certificate

Mar
2021



Cybersecurity Analyst
Professional Certificate

Jun
2020



Social Media Marketing
Professional Certificate

Sep
2020



Data Analytics (Excel & R)
Professional Certificate

Apr
2021



Sales Operations
Professional Certificate

Apr
2021



Sales Dev Rep
Professional Certificate

Sep
2020



Bookkeeping
Professional Certificate

Jun
2021



Full Stack Cloud Developer
Professional Certificate

Jan
2021



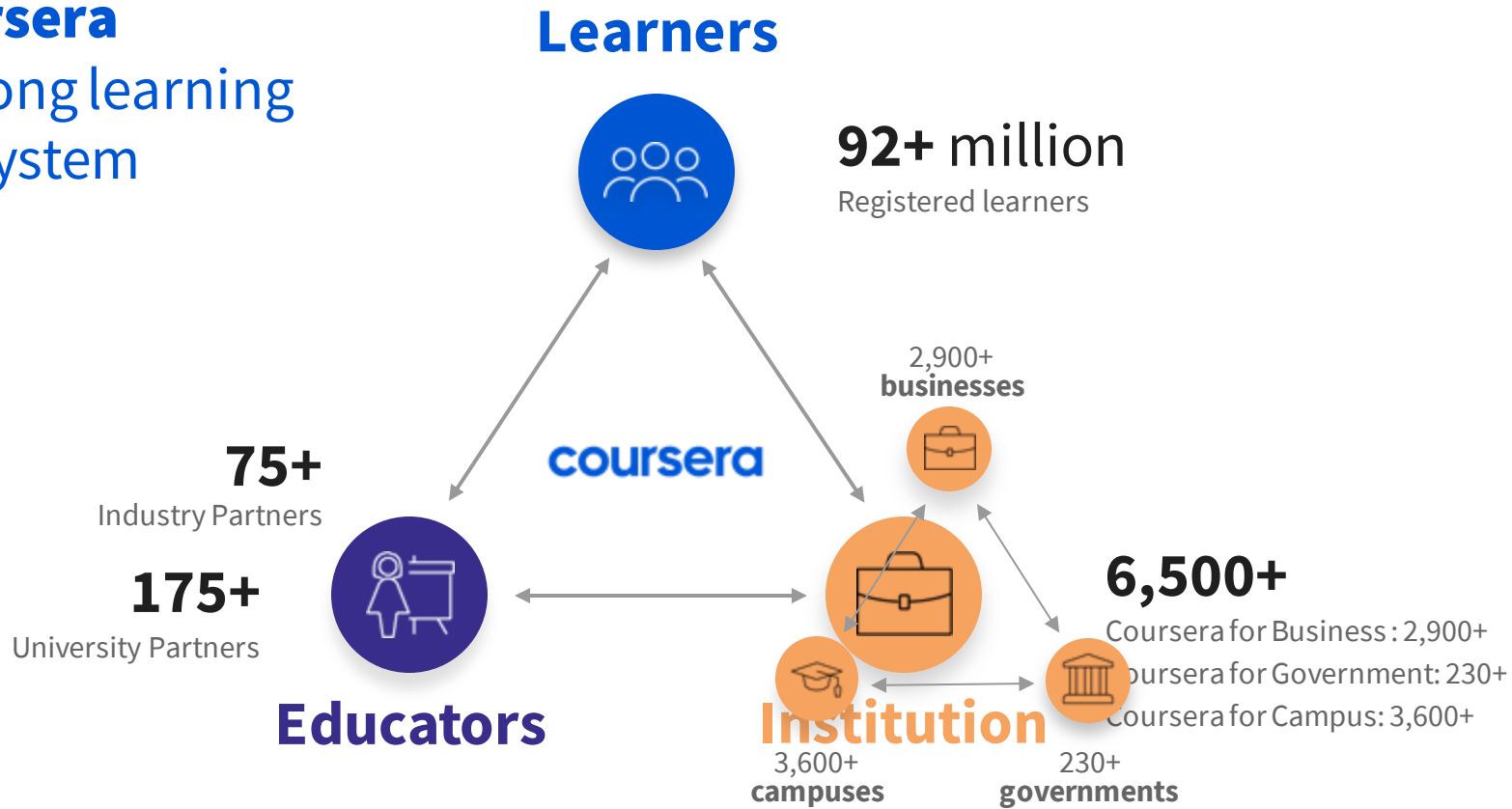
Marketing Analyst
Professional Certificate

Oct
2021

Institutional collaborations addressing the global skills crisis

Coursera

Lifelong learning ecosystem



Leveraging social media to deploy an engaging nationwide upskilling program



PROBLEM

Mandate to upskill and reskill the Philippines for the 4th Industrial Revolution

SOLUTION

Offered nationwide training and created a dynamic online community of learners through social media campaigns. The Coursera program is one of the largest single online learning initiatives in the country's history

75K

Learners

2.5M

Course enrollments

1.4M

Learning hours

“

The massive introduction of MOOCs platform in the Philippines, through the Coursera for Government Program, provides excitement and opportunities to our people to learn from the best institutions around the world anytime and anywhere. With Coursera, leapfrogging the skills of our human resource and develop a globally competitive workforce is within our reach.

Noel M. Ajoc

OIC Regional Director of DOST Caraga

Improving student global employability and fostering skills-first learning



PROBLEM

Mapúa University wanted to leverage blended learning to close curriculum gaps and produce a pool of skilled graduates that are globally employable

SOLUTION

Integrated Coursera's industry-benchmarking tools and data-driven course recommendations to curate strategic job-relevant learning programs that teach new-age skills

4.5K

Learners

60K

Course enrollments

4.8

(Out of 5)
Learner rating

“

Our partnership with Coursera enables us to strengthen our culture that prioritizes student global employability and our commitment to outcome-based education principles. The high-quality content and data-powered learning pathways ensure our curriculum provides our graduates a promising future and sets a foundation of lifelong learning.

Dr. Reynaldo Vea

President & CEO, Mapua University

Boosting data science talent in Asia Pacific



PROBLEM

Become a data-first company to stay ahead of competition, increase share of wallet, and create personal touchpoints

SOLUTION

Upskill talent by offering custom learning paths that are linked to work and career advancement, like promotions

110

employees certified
as data scientists

5X

average learning
hours than standard
programs

“

After trying a few MOOC providers in the market, Coursera is hands down the best online education provider there is, with courses and specializations from the world's most reputed universities and institutions. Throughout my learning, I was constantly quizzed and given assignments to solidify my understanding. The effectiveness of their lessons is comparable to those done in college classrooms

Siew Ming Jin

Senior Data Analyst

Institutions are building a more
equitable and inclusive future.



Thank you