


Coursera

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Web address	www.coursera.org ^[1]
Commercial?	Yes
Type of site	Online education
Registration	Required
Available language(s)	English, Spanish, Italian, Chinese and French
Users	3.2 million (April 2013) ^[2]
Owner	Andrew Ng and Daphne Koller
Created by	Andrew Ng and Daphne Koller
Launched	April 2012
Alexa rank	▲ 2,280 (May 2013) ^[3] ^[1]
Current status	Active

Coursera /kɔːrs'ɛrə/ is an educational technology company offering massive open online courses (MOOCs) founded by computer science professors Andrew Ng and Daphne Koller from Stanford University. Coursera works with universities to make some of their courses available online, and offers courses in engineering, humanities, medicine, biology, social sciences, mathematics, business, computer science, and other areas.

Business model

The contract between Coursera and participating universities contains a "brainstorming" list of ways to generate revenue, including certification fees, introducing students to potential employers and recruiters (with student consent), tutoring, sponsorships and tuition fees. ^[1] As of March 2012, Coursera was not yet generating revenue. ^[1] That July, certification and the sale of information to potential employers was being explored. Thus far the company has been funded by \$16 million in venture capital awarded in April 2012. ^[4] John Doerr suggested that people will pay for "valuable, premium services". ^[1] Any revenue stream will be divided, with schools receiving a small percentage of revenue and 20% of gross profits. ^[1]

In January 2013, Coursera announced that the American Council on Education had approved five courses for college credit ^[1]

The courses that are available for college credit are: ^[citation needed]

- Algebra from the University of California, Irvine ^[1]
- Pre-Calculus, from the University of California, Irvine
- Introduction to Genetics and Evolution from Duke University
- Bioelectricity: A Quantitative Approach from Duke University
- Calculus: Single Variable from the University of Pennsylvania

Coursera will offer proctored exams at the end of these courses through ProctorU, an online proctoring service that connects proctors and students via webcam. The service will cost \$60–\$90. ^[1]

Coursera reduces the cost of courses it offers by making students grade their peers' homework^[1] and employing statistical methods to validate the assessment.^[citation needed]

Courses

The website provides free online courses including Humanities, Medicine, Biology, Social Sciences, Mathematics, Business, Computer Science, and others.^[5] Each course includes short video lectures on different topics and assignments to be submitted, usually on a weekly basis. In most humanities and social science courses, and other assignments where an objective standard may not be possible, a peer review system is used.^[1]

More than 100 courses were offered in Fall 2012.^[1] A Swiss University partner, EPFL, offers French courses. It was announced in November 2012 that Coursera would work with the American Council on Education (ACE) to evaluate credit equivalency for the Coursera courses.^[6]

Partners

Coursera started in 2012 working with Stanford University, the University of Michigan, Princeton, and the University of Pennsylvania.^[1] 12 partners were added in July 2012^[1] followed by 17 more in September 2012.^[7] In February 2013, the company announced another 29 partner universities.^[8] The current total number of partners is 70.^[9]

References

[1] <https://www.coursera.org/>

[3] <http://en.wikipedia.org/w/index.php?title=Coursera&action=edit>

External links

- Official website (<https://www.coursera.org/>)

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