



Udacity Data Science Scholarship Program powered by Bertelsmann FAQs for Bertelsmann Employees

Data Science is one of the most important disciplines for successfully shaping the transformation to digital, and it offers enormous potential for Bertelsmann's businesses. Accordingly, expanding Data Science capabilities is one of the company's top priorities.

For this reason, Bertelsmann is funding 15,000 scholarships for beginners and experienced programmers in the field of Data Science. All Bertelsmann employees, as well as the external general public interested in Data Science, may apply for this "Udacity Data Science Scholarship Program".

General

What is Udacity?

Udacity is an online learning platform for launching or advancing careers in technology. Now that every company is becoming a tech company, and technology is changing at such a rapid pace, the new economy demands that people become lifelong learners and learn new skills throughout their careers. Udacity offers Nanodegree programs that are co-created with industry leaders and designed for lifelong learners. Udacity Nanodegree programs focus on jobs related to Software Development, Data Science, Digital Marketing, and Artificial Intelligence.

What is a Nanodegree program?

A Nanodegree program is an innovative online curriculum path that is outcome-based and career-oriented. Every program provides a clear end goal, and the ideal path to get the students there. Courses are built with industry leaders like Google, AT&T, and Facebook, and are taught by leading subject matter experts. Students benefit from personalized mentoring and project review throughout, and have regular access to instructors and course managers through moderated forums. Graduates earn an industry-recognized credential and benefit from extensive career support.

What is Data Science?

Data Science is an interdisciplinary field that brings together tools, processes, and systems to extract insights from data. It involves concepts from a variety of fields, ranging from mathematics/statistics to computer science and programming, to machine learning, through to visualization and presentation. At its core, Data Science involves using automated methods to analyze massive amounts of data and to extract knowledge from them.



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Who needs Data Science capabilities?

Data is everywhere. The amount of data we create is going to increase exponentially in the years ahead. The ability to analyze this data and derive the right business decisions will be crucial for competitive advantages in the future. Everyone will need to have some level of comfort with data, and some ability to distill insights related to their business or role. Executives, managers, marketers, analysts ... almost everyone will be surrounded by data in their work. Data Science brings together a foundation in statistics, the technology to analyze data, and the business strategy to ask the right questions and form insights from data. Depending on their role and strengths, individuals may focus on different components of Data Science, but they will undoubtedly benefit from learning more about it.

What are typical job duties?

The skills and knowledge of a data scientist are required in a variety of roles. Here are a few things data scientists will likely be doing:

- Collecting large amounts of unsorted data and transforming it into a more usable format.
- Solving business-related problems using data-driven techniques.
- Working with a variety of programming languages, including SAS, R and Python.
- Staying on top of analytical techniques such as machine learning, deep learning and text analytics.
- Communicating and collaborating with both IT and business.
- Looking for order and patterns in data, as well as spotting trends that can help a business's bottom line.

The “Udacity Data Science Scholarship Program”

What is the “Udacity Data Science Scholarship Program”?

Together with Udacity, Bertelsmann is investing in a scholarship program to provide job-relevant training, specifically for Data Science and analytics. The scholarship program consists of 15,000 seats for the Challenge Course “Intro to Descriptive Statistics”, as well as 1,500 seats (the top 10% of all 15,000 scholarship recipients) for one full Udacity Nanodegree program. The top 10% scholarship recipients can choose between three Nanodegree programs: “Data Foundations”, “Business Analyst” and “Data Analyst”.

Who can apply?

All Bertelsmann employees, as well as the external general public, who want to expand their Data Science capabilities and are at least 18 years old may apply for this “Udacity Data Science Scholarship Program.” There is no prior knowledge required for the Challenge Course. Applicants should be prepared to invest about 5 – 10 hours per week during the Challenge Course and about 10 hours per week during any of the three Nanodegree programs. 2/7



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What is the program language?

The program language of the Challenge Course and all Udacity Nanodegree programs is English. Subtitles are available in Chinese, Brazilian Portuguese and English.

Where does the program take place?

The program takes place 100% online. Students can work from wherever they want to, as long as they have a working internet connection.

How does this scholarship program work?

The scholarship program is structured in two parts:

Phase 1: 15,000 Challenge Courses

During the first phase of this scholarship the student is provided with an access to an introductory data course on Udacity for 3 months: Challenge Course “Intro to Descriptive Statistics.” Scholarship recipients participating in this initial phase of the program will receive support from expert Udacity mentors and community managers while joining a robust student community.

Phase 2: 1,500 Full Nanodegree programs

The top 1,500 students from the first phase of the scholarship program earn an additional scholarship to one of three Nanodegree programs: “Data Foundations”, “Business Analyst”, or “Data Analyst.” Access to these Nanodegree programs includes expert project reviews, mentorship and community support.

When will the results be announced? When do classes start?

Applications open on January 22, 2018 and close on April 22, 2018. Scholarship recipients will be announced in May 2018 and will start the Challenge Course later that month.

What is the Challenge Course “Intro to Descriptive Statistics”?

The Challenge Course “Intro to Descriptive Statistics” is a three-month standalone course in which the participants can explore the field of statistics and Data Science while demonstrating their qualification for a full Nanodegree program. This course is mandatory to qualify for the Nanodegree program and cannot be skipped.

Time investment: 3 months, about 5 – 10 hours per week

(depending on the student’s background and prerequisite knowledge of statistics, mathematics, or computer science)



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What is the Nanodegree program “Data Foundations”?

This three-month program is perfect for everyone looking to learn essential data analysis skills, and wants to start using data more effectively in whatever role they are in.

Time investment: 3 months, about 10 hours per week

Detailed information about the program is available here:

[Data Foundations Nanodegree program](#)

(Hyperlink: <https://www.udacity.com/course/data-foundations-nanodegree--nd100>)

What is the Nanodegree program “Business Analyst”?

This six-month program prepares participants for a career as a business analyst, and enables them to master a scientific approach to solving problems with data. It is perfect for anyone who wants to learn to use predictive analytics in a business context. Basic statistics and mathematics knowledge as well as basic spreadsheet skills are recommended prerequisites, coding experience is not necessary.

Time investment: 6 months, about 10 hours per week

Detailed information about the program is available here:

[Business Analyst Nanodegree program](#)

(Hyperlink: <https://www.udacity.com/course/business-analyst-nanodegree--nd008>)

What is the Nanodegree program “Data Analyst”?

This program is specifically designed to prepare participants for a career in Data Science. Data Analysts are responsible for obtaining, analyzing, and effectively reporting on data insights ranging from business metrics to user behavior and product performance. Experience in coding, particularly with an object-oriented language like Python, and working with data in SQL and/or a spreadsheet tool like Microsoft Excel, as well as a good understanding of statistics are recommended prerequisites.

Time investment: 6 months, about 10 hours per week

Detailed information about the program is available here:

[Data Analyst Nanodegree program](#)

(Hyperlink: <https://www.udacity.com/course/data-analyst-nanodegree--nd002>)

Are there specific class hours when students need to be online or can they go through the lessons and study whenever they want?

After class starts, participants can study on their own schedule as long as they complete the course in the predefined time. That is to say, they will have complete access to the course directly in their classroom 24 hours a day. Students have different schedules and will work on their course at different times and on different days. What's important is that students make constant progress each and every week and get through all the content before the end of the course.



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What are the technical requirements for participating in this program?

Udacity's full technical requirements are listed [here](#).
(Hyperlink: <https://www.udacity.com/tech-requirements>)

The Application Process

When does the application period start?

The application period starts on January 22, 2018.

Where can Bertelsmann employees and interested external parties apply for the “Udacity Data Science Scholarship Program”?

The application must be made proactively on this Udacity landing page (go-live on January 22, 2018): www.udacity.com/bertelsmann-data-scholarships

What information are requested in the application?

The full set of application questions will be available at www.udacity.com/bertelsmann-data-scholarships once applications are open (go-live on January 22, 2018). One question Bertelsmann employees should be prepared to answer is to provide their peoplenet-ID so that they identify as Bertelsmann employees instead of applicants from the general public.

What are the criteria for being selected as one of the 15,000 scholarship recipients?

Udacity will evaluate the scholarship applications with a view to selecting recipients who possess:

- Diversity of perspective and experience
- Goal orientation, desire to make an impact
- Demonstrated determination and grit
- Willingness to dedicate sufficient time to scholarship
- Prerequisite knowledge where relevant

What do students receive when they finish the Challenge Course?

Every student will receive a badge that can be used within social media channels (e.g. LinkedIn, Xing).



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What are the criteria for being one of the top 10% (1,500 seats) and hence a recipient of a full Nanodegree program?

Of the 15,000 original scholarship recipients, 1,500 will be selected for the follow-on Nanodegree program based on:

1. Successful completion of lessons and quizzes in the Challenge Course
2. Level of participation and support of classmates in the student community
3. Re-assessment of essays from the original scholarship application
4. All the selection criteria used in Phase 1

Bertelsmann-specific Conditions

Legal Issues

Who is responsible for the processing of personal data?

As a controller of the processing of personal data relating to the scholarship program, Udacity is responsible to comply with the applicable data protection law (as of May 25, 2018 the EU General Data Protection Regulation applies to controllers who established outside of the European Union too, Art. 3 Section 2).

What personal data is processed?

Bertelsmann (Bertelsmann SE & Co. KGaA, Carl-Bertelsmann-Straße 270, 33311 Gütersloh, Germany) does not transmit any personal data to Udacity except the IP address when using the landing page link.

The scope, nature and purpose of the data processing on participation in the scholarship program and further information on data protection can be found in the Udacity Privacy Policy: <https://www.udacity.com/legal/privacy>

What personal data is transferred from Udacity to Bertelsmann?

Bertelsmann receives a list of all participants. Given that Bertelsmann employees indicated their peoplenet-ID with the registration, this will also be forwarded. Only Bertelsmann knows who participated. Reporting to local HR does not imply any personal information. The data transfer between Bertelsmann and Udacity exceeds the data protection level in Europe, since Udacity is located in the USA. In order to make the transfer of personal data secure and legal, Bertelsmann and Udacity conclude a data protection contract (EU Standard Contractual Clauses, Controller to Controller).

Who is responsible for the process and execution of the program?

Udacity is solely responsible for all steps.



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What are the Terms and Conditions?

The full Terms and Conditions are posted [here](#).
(Hyperlink: <https://www.udacity.com/legal/terms-of-service>)

Does the time spent doing a course count as working time?

Participation in the scholarship program is voluntary. Regulations governing working hours are agreed locally with the respective supervisor on an individual basis.

Costs

Who is shouldering the costs?

Bertelsmann pays the costs for all scholarship programs from a central budget.

peoplenet

Is the application page available through peoplenet?

As Udacity is responsible for the application process and the execution of the program, an application through peoplenet is not possible. All employees must use the external Udacity link (go-live on January 22, 2018): www.udacity.com/bertelsmann-data-scholarships

Will the information about the finished Nanodegree programs be uploaded to the employee's peoplenet learning history?

If the employee wishes to have the information about the finished courses uploaded to their peoplenet learning history, they should follow the standard procedure for external learning activities and approach their local peoplenet ambassador for assistance: (https://bertelsmann-hr.de/cs.php_prod/peoplenetcontacts_search.php)

Info and Contact

Who will manage communication with the participants and support them during the scholarship program?

The Udacity team will provide participants with all necessary information during the scholarship program. E-mails will come from: scholarships-support@udacity.com or support@udacity.com.

Who can be contacted in case of questions?

- For company-specific questions (e.g. working time, peoplenet), please contact your supervisor or local HR department.
- For general questions about the scholarship program and for user support (e.g. application process, timeline), please contact: scholarships-support@udacity.com