

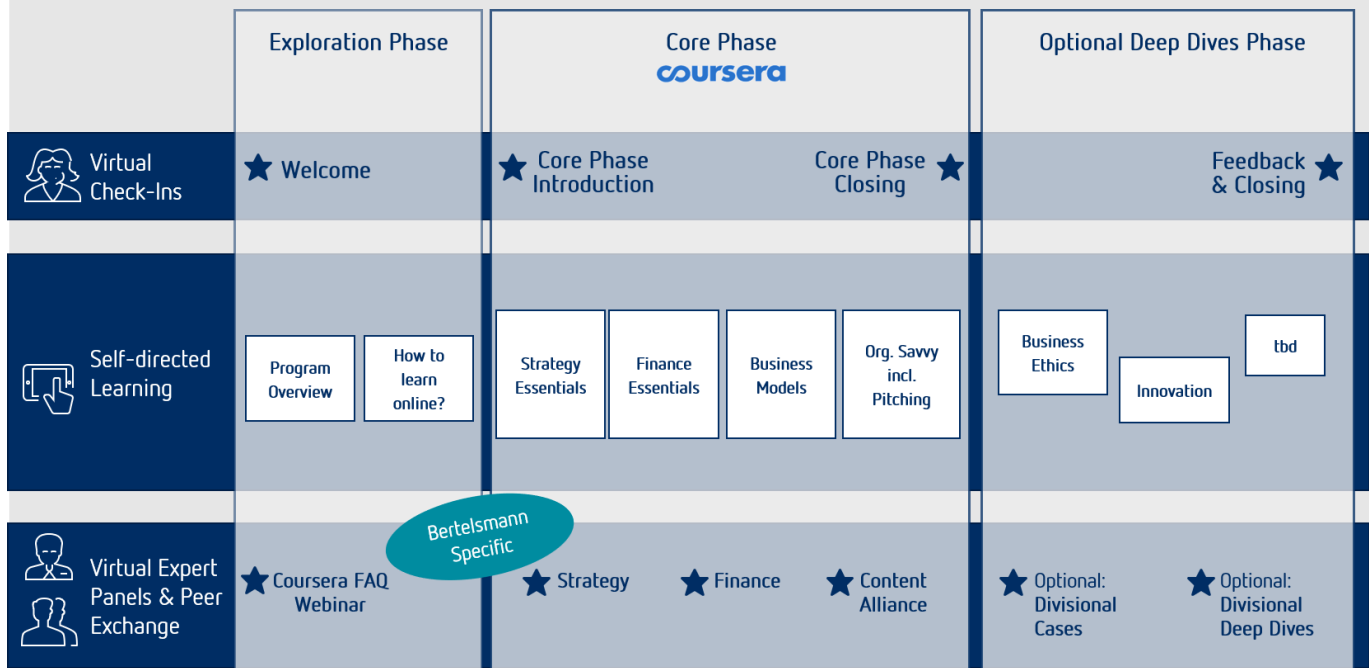


Bertelsmann Business Trail – Coursera FAQs

What is the Bertelsmann Business Trail?

The Bertelsmann Business Trail is a digital program on the Coursera platform focusing on business- and management topics. As a participant you benefit from curated online courses for self-directed learning. Furthermore you have the opportunity to exchange with other colleagues and topic experts from within Bertelsmann in interactive live-sessions.

How is the Bertelsmann Business Trail structured?



- The program starts with an exploration phase, where you get to know the platform and your peers.
- During the core phase, the program structures the large area of business basics into 4 main topics – such as Strategy, Finance, Business Models and Organizational Savvy. The content of these courses is provided by top universities, tech companies and subject experts on the Coursera platform. Additional virtual expert panels with peer interaction are offered by Bertelsmann University.



Bertelsmann Business Trail – Coursera

FAQs

What is Coursera?

The Coursera learning platform provides transformational learning online, taught by top instructors from 190+ of the world's leading universities (including Stanford, Yale, and IESE) and organizations (including Google, BCG, and Deeplearning.ai). Coursera courses focus on essential skills across data, technology and business.

Why learn with Coursera?

- Refresh your education and keep your competitive edge
- Upskill your business know-how on a variety of topics
- Make consistently flexible use of your time
- Learners benefit from a careful and quality-checked selection of e-learning courses
- Use of Coursera certificates e.g. on your LinkedIn profile for personal qualification

What is special about the Bertelsmann Business Trail?

The Bertelsmann Business Trail is a modern online learning experience with high quality standards where you can learn on your individual pace. You can benefit from a selected, well-structured and quality-assured digital learning curriculum with a great practical relevance.

Next to the self-directed learning via online courses, you will have additional virtual learning sessions with Bertelsmann experts, moderated by Bertelsmann University. This means, you not only have the opportunity to exchange with the other participants in live-sessions, but also learn from Bertelsmann experts from the respective business topic. This gives you the chance to apply your newly acquired know-how and interact with colleagues from other Bertelsmann companies.



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Why should I participate in the Bertelsmann Business Trail?

// Learn self-directed

With your individual pace & depth

// Get Bertelsmann exclusive content

Virtual expert panels provide Bertelsmann specific cases and know-how

// Learn social

Benefit from virtual guidance & enhance your motivation by talking to your peer group

McKinsey* lists “business fundamentals” as one of the “5 tangible business skills that matter most”: „Building core functional capabilities around cash flows, business cases, and scenario thinking is critical to understand and unlock an organization’s value drivers at scale.“

Therefore the development of business acumen especially for experts without a business degree e.g. from the IT-, Creative- or HR field is important.

With the Bertelsmann Business Trail, the Bertelsmann University is providing a digital qualification program designed to teach this expertise. You have furthermore the possibility to make use of the extensive range of courses at Coursera throughout a whole year.

What topics does the Bertelsmann Business Trail cover?

The selection of topics covers the entire field of business basics and ranges from Strategy and Finance Essentials as well as Business Modelling and Organizational Savvy. Topics / Courses were selected based on interviews and needs analysis with diverse stakeholders and feedback from former similar programs. The time of each course varies – details are listed in the course information page.

Generally courses take between 1-4 weeks to complete.

Furthermore, additional courses for deep dives are offered in an optional phase.

Who can register?

The Bertelsmann Business Trail is open to all Bertelsmann employees who want to upskill and intensify their knowledge in business and management basics. Approval of superior is necessary.