



Data Curriculum FAQs for Bertelsmann Employees

Overview

What is the Data Curriculum?	3
How is the Data Curriculum structured?	6
Which data roles are there?	8
The Data Scientist	9
The Data Engineer	10
The Data Analyst	11
The Data Steward	12
The Business Analyst	13
The Business Partner	14
Who are the learning providers?	16
Learning with Coursera	16
Learning with Udacity	19
Learning with reportingimpulse	22
How do the learning providers differ from one another?	24



Data Curriculum FAQs for Bertelsmann Employees

Overview

Organizational	27
Legal	28
Data Protection	28
Peoplenet & Reporting	29
Contact	29



Data Curriculum

FAQs for Bertelsmann Employees

Data is everywhere. The quantity of data we produce will increase exponentially in the coming years. More and more business models depend on collecting the relevant data, structuring and interpreting it and then using this as a basis to make decisions or recommendations. The development of data expertise is therefore the way ahead for Bertelsmann.

With the Data Curriculum, the Bertelsmann University is providing a digital qualification program designed to teach this data expertise. With this extensive range of courses, those skills and abilities can be acquired which are necessary to help develop Bertelsmann in becoming a data-driven company.

What is the Data Curriculum?

What is the Data Curriculum?

The Data Curriculum is a digital learning program for all Bertelsmann employees who want to either expand their existing competencies, or acquire new expertise, in the field of data science. The Data Curriculum structures the large area of data science into six roles – from the role of the Data Scientist, to the Business Partner. For every role, a requirements profile listing specific skills has been defined and an appropriate learning program ('learning path') designed and constructed. The content is provided by top universities, tech companies and subject experts. Upon successful completion of the courses, participants can obtain certificates. The Data Curriculum offers every participant the opportunity to undertake further professional training – independent of time and place – in line with their current knowledge and to thus build upon their data expertise and gain qualifications for both their current, but also new, professional tasks and responsibilities.

What is the Data Curriculum's objective?

The aim of the Data Curriculum is to build up the data expertise at Bertelsmann; this includes the skills of gathering, managing, evaluating and using data in a critical way.



Data Curriculum

FAQs for Bertelsmann Employees

What can participants expect of the Data Curriculum?

The Data Curriculum is a modern online learning experience with high-quality standards and many interactive elements.

Participants benefit from a selected, well-structured and quality-assured digital learning curriculum with great practical relevance. Participants not only have the opportunity to exchange information about the challenges and best practices in communities, but also to work on their own projects. Thanks to the strong practical relevance, the learning content can be used in everyday professional life.

What topics does the Data Curriculum cover?

The selection of topics covers the entire 'Data-to-Business' process, and ranges from Software Development, to Data Management, to Data Visualization. Furthermore, courses on theoretical bases, such as statistics and mathematics, are also offered.

What are the learning targets?

The learning targets for each data role were formulated together with the experts of the Bertelsmann IT community – these targets are based on the requirements which practice places on each data role. The learning targets for the individual roles are described in the role descriptions ([pp. 8-14](#)).

What are the prerequisites for successful participation?

Key elements for successful participation are one's own initiative and the desire to learn and discover.

The Data Curriculum offers participants many individual ways to undertake further training and to build up their data expertise. Each individual has to decide which is the right path for him or her. Bertelsmann University has lots of comprehensive information material available. Anyone who is interested should ask, and find the answer to, the following questions:

- Which data role is the right one for me?
- How much time can I invest in my professional training?
- Which learning provider will suit me best?
- Which courses within a learning path do I need?
- How much money would I like to invest?



Data Curriculum

FAQs for Bertelsmann Employees

Who can register?

The Data Curriculum is open to all Bertelsmann employees who want to undertake further training or want to intensify their knowledge in the data subject area. The prerequisites vary according to the objectives of the learning path and can be taken from the individual role descriptions ([pp. 8-14](#)).

How can I book or reserve a license?

Bertelsmann employees can book or reserve the offer independently via peoplenet. The relevant supervisor's approval is automatically obtained during registration. As soon as the supervisor has given his or her approval, the employee will receive further information on how to access the license.

Where does the program take place?

The program takes place 100% online. Those studying can work from anywhere and everywhere, as long as they have a functioning internet connection.

How up-to-date is the providers' training or course content?

The learning content is regularly updated by the providers and is thus right up-to-date.

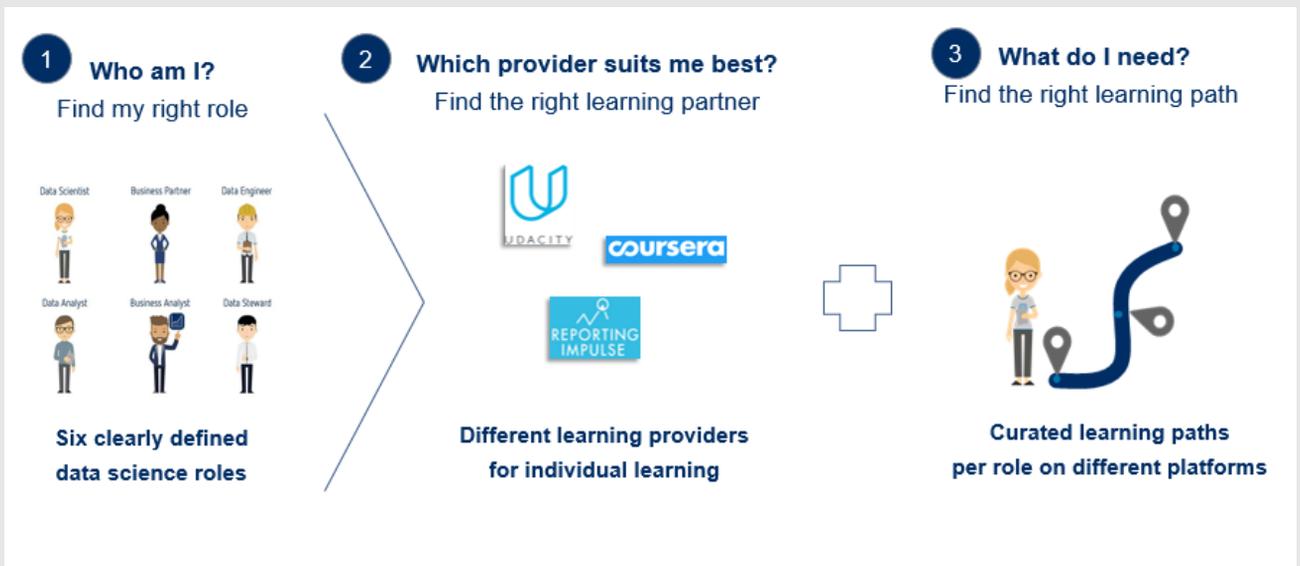


Data Curriculum

FAQs for Bertelsmann Employees

How is the Data Curriculum structured?

The Data Curriculum consists of three elements:



1) Who am I?

Together with corporate IT, Bertelsmann University defined six data roles which provide a structure for the large subject area of data science. The roles encompass the entire 'Data-to-Business' process.

These comprise the following steps:

- Data extraction, transformation & model implementation, operation ("Data Engineer")
- Data exploration, analysis & modelling ("Data Scientist")
- Management and provision of master and transaction data ("Data Steward")
- Data analysis for the business ("Data Analyst" and "Business Analyst")
- Business specific visualization and communication ("Business Partner")

You can find more detailed information on the Bertelsmann University website:

www.bertelsmann-university.com.



Data Curriculum

FAQs for Bertelsmann Employees

2) Which provider suits me best?

Bertelsmann University works together with three different learning partners:

- Coursera
- Udacity
- reportingimpulse

Each learning provider has its own profile and differs, for example, in terms of content, the time investment and the price. This diversity allows interested participants to choose the offer which suits them best.

The most important differences are:

 <ul style="list-style-type: none"> • Content provided by leading universities and industry leaders • One-year licence with access to complete content • Curated e-learning collection for self-directed learning on Coursera platform • Certificates from world-class universities • Time for completion of each course varies between one to six weeks   	 <ul style="list-style-type: none"> • Built by and for industry leaders • Six-month license for a Nanodegree program • Online community learning in a cohort with a fixed group of participants • Time for completion of each Nanodegree is up to six months • Nanodegree and business credentials for real world projects • Time for completion of each Nanodegree takes up to six months   	 <ul style="list-style-type: none"> • Specialized online academy for Information Design, Visual Business Intelligence and Visual Analytics • One-year license with access to the complete content • E-learnings for self-directed learning on reportingimpulse platform • Certificates from Bertelsmann premium partner • Time for completion of each module: about ten days
---	---	---

3) What do I need?

In order to learn the knowledge required for a role, the Bertelsmann University's learning partners developed learning paths based on a competence catalog. Each learning path contains a curated collection of online courses with varying durations.

Which courses are taken from a learning path depends on the respective learner's individual level of knowledge. The description of the individual learning paths, including course information, can be found on the Bertelsmann University website: www.bertelsmann-university.com.



Data Curriculum

FAQs for Bertelsmann Employees

Which data roles are there?

In the following, you will find the data roles' descriptions with the necessary requirements and the respective learning targets.

Overview

The following six roles are distinguished: Business Partner, Business Analyst, Data Analyst, Data Engineer, Data Scientist, as well as Data Steward.



In order to choose a suitable role, interested participants can use the description, as well as the stated prerequisites as a guide. In addition, the roles are presented in short videos on the Bertelsmann University website: www.bertelsmann-university.com.



Data Curriculum

FAQs for Bertelsmann Employees

The Data Scientist

BERTELSMANN

Data Scientist



TALENTS

- Math, Stats & Machine Learning
- Software Development (e.g. R, Python, Java)
- Data Storage/ Database Technology & Querying Expertise

MINDSET

- Hacker Mindset
- Problem Solver
- Big-Picture-Seer & Outside-the-Box-Thinker

TASKS

- Big Data Handling & Manipulation
- Data Exploration & Visual Analytics
- Model Development & Scoring

Role description: The Data Scientist is occupied with the preparation, processing and explorative analysis of data. His or her primary objective is to develop data products, e.g. in the form of machine learning models and dashboards, for business stakeholders, in particular to support decision-making and process automation or optimization. To realize this, the data Scientist models connections or relationships, searches for patterns and anomalies, and uses tools, such as statistical and/or machine learning methods. He or she visualizes his or her findings and makes them available to others, for example, a business partner.

Prerequisites: A pronounced technical mathematical background with a very sound previous knowledge in the subject areas of Statistics & Machine Learning, Software Development (e.g. R or Python), as well as Data Management Technology and/or Querying-Expertise.

Learning targets:

- Advanced knowledge of Mathematics & Statistics
- Extraction, administration and use of large data sets
- Programming knowledge for data analysis
- Effective design of data results
- Creation of statistical and AI-/machine learning models



Data Curriculum FAQs for Bertelsmann Employees

The Data Engineer

BERTELSMANN

Data Engineer



TALENTS

- Advanced Software Development/Engineering Skills (e.g. Scala, Java, Python)
- Data Modeling & ETL
- DevOps & Continuous Delivery/Integration

MINDSET

- Administrative Responsibility
- Agile Data Cruncher
- All-Purpose Handyman

TASKS

- Data Integration
- Data Quality Improvement
- Data Transformation

Role description: The Data Engineer is occupied with data extraction, transformation and integration, as well as the continuous operation of data science models. His or her objective is – typically in close collaboration with a Data Analyst or Data Scientist – to provide evaluable data sets for their analyses and to bring the resulting models into continuous operation.

Prerequisites: A very sound knowledge in the areas of standard and big data management, as well as expertise in machine learning engineering and software development, e.g. in Python or Java.

Learning targets:

- Advanced software development (Python, R, SQL, etc.)
- Advanced data management (Database Technology, Big Data, Machine Learning Engineering, etc.)



Data Curriculum FAQs for Bertelsmann Employees

The Data Analyst

BERTELSMANN

Data Analyst



TALENTS

- Understanding for Data Warehouse
- Extraction Transformation and Load (ETL)
- Skilled in Database Systems

MINDSET

- Data Aficionado
- Investigative Nature
- Accurate in Every Detail

TASKS

- Data Modeling
- Data Analysis
- Standardization

Role description: The Data Analyst prepares data, analyses it exploratively and visually prepares his or her findings to communicate them to business partners or stakeholders. To realize this, the Data Analyst uses his or her special knowledge of visualization and storytelling. The work is similar to that of a Data Scientist, although it is less technical and more focused on the tool-supported, SQL-based analysis of structured data sets.

Prerequisites: A very sound knowledge of relational and partially non-relational database systems, as well as very good visual reporting skills.

Learning targets:

- Software development (Python, R, SQL, etc.)
- Data management (Database Technology, Data, Machine Learning, Big Data)
- Data visualization (Information Design, Dashboarding, Visual Analytics)
- Theoretical basics (Statistics, Mathematics, Statistical & Machine Learning)



Data Curriculum FAQs for Bertelsmann Employees

The Data Steward

BERTELSMANN

Data Steward



TALENTS

- Profound Domain Know-how
- Quality Gate for Master, Meta or Transactional Data
- Data Warehousing, ERP, CRM

MINDSET

- Allrounder
- Versatile Generalist
- Ownership Mentality

TASKS

- Data Owner
- Data Governance
- Master of Data

Role description: The Data Steward is concerned with the quality of the master and transaction data for which he or she is responsible. This includes the underlying data model and its quality, as well as aspects of data consistency and completeness. He or she acts as an important contact person for the Data Engineer and the Data Scientist in questions of data quality and data integration.

Prerequisites: Distinct domain knowledge, for example, in an ERP or CRM context, as well as advanced expertise in classic data management, whereby he or she also feels confident in big data or cloud environments. The respective individual should also have a basic understanding of modern analysis methods.

Learning targets:

- Big Data
- Machine Learning
- Statistical & Machine Learning
- Database Technology



Data Curriculum

FAQs for Bertelsmann Employees

The Business Analyst

BERTELSMANN

Business Analyst



TALENTS

- Profound Business Know-how
- Business Intelligence Tools (e.g. Tableau, MS Power BI)
- Business Process Expert

MINDSET

- Business Aficionado
- Ideas Provider
- Opportunity Recognizer

TASKS

- Storytelling
- Self Service User
- Business Processes Optimization

Role description: The Business Analyst is, as a rule, not a proven technology expert, but rather works at the interface between business stakeholders and the more technically-orientated roles of the Data Analyst, Data Engineer or Data Scientist. In this context, he or she helps to identify and formulate business-relevant use-cases – this can involve improving existing data products, or developing new ones. In addition to the domain expertise, substantiated with business administration skills, his or her particular skills are, above all, in communication and creativity.

Prerequisites: Domain expertise, communication skills and creative energy. In addition, business know-how with application expertise in the area of business intelligence and/or data visualization tools, as well as a basic knowledge of data management and/or data analysis is also required.

Learning targets:

- Formulation of business-relevant use-cases
- Software development for beginners (SQL)
- Data management for beginners and with previous knowledge (Database Technology, Big Data)
- Advanced data visualization (Information Design, Dashboarding, Visual Analytics)
- Theoretical basics for beginners (Statistics, Mathematics)



Data Curriculum

FAQs for Bertelsmann Employees

The Business Partner

BERTELSMANN

Business Partner



TALENTS

- Specialist of Branch
- Natural Born Communicator
- Presentation Skills

MINDSET

- Leader Attitude
- Business-Value-Oriented
- Bound and Determined

TASKS

- Project & Change Management
- Information Design
- Decision Making

Role description: The Business Partner understands 'Data-to-Business' process and its domain-specific meaning. The Business Partner has in-depth business know-how and interest in the field of data visualization, information design and storytelling. Against this background, he or she makes direct recommendations for action to the management. His or her role is that of a communicator who convinces through targeted information design and storytelling and motivates action on the basis of use-case and analysis results.

Prerequisites: Very good data-driven business understanding with a strong interest in data visualization and story-telling, coupled with communication and project or change management skills.

Learning targets:

- Formulation of business-relevant use-cases
- Advanced information design
- Dashboarding



Data Curriculum

FAQs for Bertelsmann Employees

Is there also availability for managers?

For managers, and any interested Bertelsmann employees who would like to have an overview of this area, there is a learning path entitled 'Digital and Data for Executives' from the learning provider, Coursera. This comprises two course collections:

- **Data expertise:** An understanding of data terminology and functions
- **Supporting soft skills:** The building of skills to succeed in today's digital landscape, (e.g. change management, management of agile teams, etc.)

Further offerings for managers are in development.



Data Curriculum

FAQs for Bertelsmann Employees

Who are the learning providers?

Bertelsmann University works together with three learning providers: Coursera, Udacity and reportingimpulse.

The criteria for the selection of these particular learning providers were the content quality, the didactics of E-learning, the scope of the offer and the user-friendliness of the learning platform itself.

Learning with Coursera

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
- Become better informed on a variety of topics
- Academically-orientated: Receive certificates from renowned top universities
- Make consistently flexible use of your time
- Use of Coursera certificates e.g. on your LinkedIn profile for personal qualification

Can I complete the course at my own pace?

Yes, Coursera offers on-demand learning. Most Coursera courses have personalized deadlines that begin when you enroll on a course. There is no grade penalty for a missed deadline, so you can work at your own pace if you cannot, or do not want to, meet the suggested deadlines. Some courses have sessions, which means everyone has the same deadlines to help ensure there are enough peer review assignments for you to review and have reviewed. If you fall behind, you will need to switch sessions in order to change your deadlines.



Data Curriculum

FAQs for Bertelsmann Employees

What is a Coursera course like?

Coursera courses include recorded auto-graded and peer-reviewed assignments, video lectures, and community discussion forums. When participants complete a course, they will be eligible to receive a shareable electronic course certificate.

What is the difference between a course and a specialization?

A Coursera specialization is a series of related courses designed to help you master a specific topic. Some shorter specializations include as few as three courses and only take a few months to finish. Longer specializations can include ten or more courses and take up to a year. When you finish a specialization, you get a specialization certificate. You will also get course certificates for each course you complete in a specialization.

Do I have contacts to other learners?

Taking a course will make you part of a community of over 46+ million global learners who want to refresh their education and keep their competitive edge. Discussion forums form part of your course, but whilst participation is encouraged, it is voluntary. You will have the opportunity to exchange feedback on assignments and discuss ideas in your course discussion forums as you work together to master new concepts and best practices.

How long will each course take?

Coursera courses have been designed to allow you to work at your own pace with bite-sized sessions and a self-paced learning model. The time varies by each course and when you click into a course it has a very detailed description to help you better choose the course that fits you. Coursera keeps lectures and lessons short - with only a few minutes each - so learners can make meaningful progress in just a few minutes a day.

Generally courses can take between 1-6 weeks to complete. The average length of a course is 20 hours and is designed to fit around your schedule.

Can I also learn mobile?

You can learn at any time on your computer or on the Coursera app (available in Android and iOS app stores). 95% of the courses on Coursera can be taken from beginning to end on your mobile phone, laptop or tablet.



Data Curriculum

FAQs for Bertelsmann Employees

What is the program language?

The program language of all courses is English. For 95% of the courses, subtitles are available in a multitude of languages.

How can I earn a course certificate?

To earn a course certificate, you need to pass all the assessments included in the course. If the course includes peer review assignments, you will need to review other assignments, as well as have your own assignments reviewed and passed.



Data Curriculum

FAQs for Bertelsmann Employees

Learning with Udacity

What is Udacity?

Udacity is a private online education provider. The Udacity online education platform provides practical tech-focused online courses in collaboration with leading tech companies. Udacity's Nanodegree programs are co-created with industry leaders and are designed for lifelong learners. Udacity Nanodegree programs focus on jobs related to Software Development, Data Science, Cloud Computing, Artificial Intelligence and more.

Why learn with Udacity?

- Benefit from the exchange with the community
- Job-related projects by industry experts
- Focus on business-relevant skills
- Get useful help from mentors

Can I complete the course at my own pace?

There are two start-dates per year. Participants begin and end the course together. In between, your time is at your own disposal and you can work independently and at your own pace.

What is an Udacity course like?

Udacity courses are highly interactive with activities, such as quizzes and exercises, interspersed between short videos and interviews with instructors and industry experts. The quizzes are a tool to help you learn, and an ongoing resource, so you can watch the videos and try the quizzes as many times as you like.

After a lesson there will usually be a problem set with exercises for you to reaffirm that you have learned the material. Just as with the quizzes, you can try them as many times as you like.

Udacity courses also include project(s) which you can add to your portfolio. Whether it is a blog, search engine, game or app.



Data Curriculum

FAQs for Bertelsmann Employees

Can I also learn mobile?

You can learn at any time on your computer. The Nanodegree learning content is extensive and requires a desktop computer. However, individual videos can be downloaded and watched on a mobile device.

What is the program language?

The program language of all Udacity Nanodegree programs is English. All Udacity course videos have English subtitles.

What is a Nanodegree respectively a Nanodegree program?

A Nanodegree program is an innovative online curriculum path. 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 experts on the respective subjects. While progressing through a Nanodegree, students benefit from personalized mentoring for technical support, as well as detailed project reviews and feedback. Graduates earn an industry-recognized certificate.

How long will the Nanodegree program take?

The duration and time commitment for completing our Nanodegree programs varies depending on the requirements for the specific program. In order to receive the Nanodegree, the program must be completed within a certain period of time (usually 6 months). The amount of time required varies depending on the complexity of the program and individual previous knowledge.

All the Nanodegree programs include:

- **Real-world projects form industry experts**
With real-world projects and immersive content built in partnership with top-tier companies, you will master the tech skills which companies want.
- **1-on-1 technical mentor**
You will be allocated a knowledgeable mentor who guides your learning and is focused on answering your questions, motivating you, and keeping you on track.
- **Flexible learning program**
You will get a custom learning plan tailored to fit in with your busy life. Learn at your own pace and reach your personal goals on a schedule that works best for you.



Data Curriculum

FAQs for Bertelsmann Employees

Do I need to take each course in the Nanodegree program in order to receive a Nanodegree credential?

No. All you need to do to earn a Nanodegree credential is to submit completed projects that pass required specifications. If you already have the skills you need to complete a project, you can submit it immediately and move on to the next project in your Nanodegree program portfolio.

How can I earn a Nanodegree certificate?

Udacity credentials will be awarded based on the successful completion of all the required components of a program. After successfully completing your projects, your identity will be verified and you may be asked to do an exit interview. Upon successful completion of this process, you will receive an official Udacity Nanodegree certificate of achievement. You will then be able to view, print, and share your certificate/badge through your Udacity account.



Data Curriculum

FAQs for Bertelsmann Employees

Learning with reportingimpulse

What is reportingimpulse?

reportingimpulse is a management consultancy and offers a modern learning platform with the aim of establishing the subjects of information design, dashboard design and visual analytics in companies in a practical and sustainable way.

Why learn with reportingimpulse?

- State-of-the-art dashboard know-how
- Practical tasks and best practice solutions in 5 BI-tools (Board, Power BI, Qlik Sense, SAP Analytics Cloud, Tableau)
- How-to videos for the realization in 5 BI-tools (Board, Power BI, Qlik Sense, SAP Analytics Cloud, Tableau)
- Personal feedback on your key tasks

Can I complete the course at my own pace?

Yes, the learning plan, and all the content, can be found on the learning platform and can be used at any time. Furthermore, there are no set start and finishing dates. In addition, reportingimpulse offers feedback to the answers or solutions by experts.

What is a reportingimpulse course like?

Each course consists of four parts which are geared towards a key task; these are typical tasks from practical work based on project experiences. The key tasks can be solved using the impulses from the chapters.

How long will each course take?

The duration of the course depends on individual factors, such as previous knowledge and the respective learning speed. To work through all three modules requires a time investment of about 20 to 25 hours. Completion of the training in 30 days is recommended.

Can I also learn mobile?

Yes, you can not only download an app, but also access the content offline. However, the learning provider does recommend that the key tasks are solved on a laptop. Nevertheless, the content impulses can be viewed in advance on a mobile device.



Data Curriculum

FAQs for Bertelsmann Employees

What is the program language?

reportingimpulse offers all the content on its platform in both German and English.

How can I earn a course certificate?

After completion of all three modules, reportingimpulse will award you a Visual Data Analytics Expert certificate.

Is this a classical BI-Tool training?

This depends on the objective. reportingimpulse offers special how-to 'tool tutorial' videos, which show how best-practice solutions are developed. With these 'how-to' videos (for Power BI, Tableau, Qlik Sense, SAP Analytics Cloud, partially for Excel and PowerPoint and, in future, also for Board), participants can develop great results for the key tasks. Not all the functionalities of the mentioned tools are necessary for these key tasks. In addition, participants using other tools can also benefit from proven, tool-independent methods, frameworks and recommendations from a wide variety of training courses. Currently, the solutions are shown in Power BI, Tableau, Qlik Sense, SAP Analytics Cloud, and also partially in Excel und PowerPoint. During the next few months, reportingimpulse is planning to provide solutions in Board, too. All the solutions are presented and described in a video by reportingimpulse. For the practical implementation, participants can watch the how-to 'tool tutorial' videos.

What other offers does reportingimpulse have?

Every two weeks, reportingimpulse offers a webinar, in which all the questions can be answered, whether put up during the webinar (Live Q&As), or put up beforehand. Furthermore, there are practical tasks in Power BI, Tableau, Qlik Sense, SAP Analytics Cloud, partially in Excel and PowerPoint and in future, also in Board. In addition to the sample solutions for these tasks, participants can upload their own solutions to the selected tasks onto the platform, and receive personal feedback. For all the solutions shown on the platform (Power BI, Tableau, Qlik Sense, SAP Analytics Cloud, partially for Excel and PowerPoint and, in future, also for Board), there are short how-to 'tool tutorial' videos, which explain in the tool, how the individual aspects of the solutions were built – for example, a tile, a visual table or visual drills. The presented methods, frameworks and recommendations are tool-independent; their implementation is possible on all modern BI tools. Via reportingimpulse, participants can also get a test-license of a common BI-tool in order to gain initial experience. Due to the methods used, the solutions are always very similar, despite the various tools.



Data Curriculum

FAQs for Bertelsmann Employees

How do the learning providers differ from one another?

All three providers – Coursera, Udacity and reportingimpulse – have constructed learning paths, which differ with respects to the time needed, the costs, the scope of the subject offer and the degrees/qualifications.

Whoever is the correct provider is determined by the learner's individual needs.

Who provides the content?

- **Coursera:** The content is provided by top universities and leading technology companies.
- **Udacity:** The content is provided by leading technology companies and Udacity experts.
- **reportingimpulse:** The content is provided by reportingimpulse experts.

How can I book an offer and how much does it cost?

Coursera, Udacity or reportingimpulse user-licenses can be acquired through peoplenet.

The costs of the licenses are:

- **Coursera:** 339 euros per annual license
- **Udacity:** 1.950 euros per 6-month license
- **reportingimpulse:** 700€ per annual license XL / 190€ per annual license L (without personal feedback and live coaching)

How long is the time period for a license?

- **Coursera:** The license on the Coursera platform is valid for one year from the date of activation on peoplenet.
- **Udacity:** The license is valid for six months, commencing from the start of the course.
- **reportingimpulse:** The license on the reportingimpulse platform is valid for one year after registration.



Data Curriculum

FAQs for Bertelsmann Employees

To which content do the participants have access?

- **Coursera:** The participants have access to all the curated learning paths for all the data roles and, furthermore, to the entire Coursera catalog.
- **Udacity:** Participants have access to the booked Nanodegree program.
- **reportingimpulse:** Participants have access to the entire learning platform.

When can I start to learn?

- **Coursera:** There are four start dates per year. The dates can be found on the [Bertelsmann University](#) website.
- **Udacity:** There are two start dates per year. The dates can be found on the [Bertelsmann University](#) website.
- **reportingimpulse:** You can start to learn as soon as they have acquired the license via peoplenet.

Do I have to take all the courses on a learning path?

- **Coursera:** No, however one course, or a specialization (= a series of courses), must be completed in order to gain a certificate.
- **Udacity:** No, however all the projects in the respective Nanodegree must be completed in order to be awarded a Nanodegree.
- **reportingimpulse:** Yes. A reportingimpulse certificate is awarded upon completion of all three modules.

Do the courses within a learning path build upon each other?

- **Coursera:** No. The learning paths are a curated collection of courses which do not build upon one another. Basically, the individual online courses can be taken independently of each other.
- **Udacity:** No, the Nanodegrees do not build on each other. A Udacity learning path consists of various Nanodegree programs which also do not build upon one another. Basically, the individual Nanodegree programs can be taken independently of each other.
- **reportingimpulse:** Yes, reportingimpulse offers three modules with which one can train to become a Visual Data Analytics expert. Contentwise, these three modules build upon each other.



Data Curriculum

FAQs for Bertelsmann Employees

How do I ensure that the course is appropriate for my skill level?

Each of the learning providers lists the prerequisites for successful participation in the respective course description.

Which certificates can be gained?

- **Coursera:** Upon completion of a course, participants will receive a certificate from the university/company which offered the course. In the case of a specialization, all the included courses must be completed.
- **Udacity:** Participants will be awarded an Udacity Nanodegree upon completion of all the courses and projects.
- **reportingimpulse:** Upon completion of all three modules, participants will receive a Visual Data Analytics Expert certificate.

Do I have to complete a course within a specific time period in order to gain a certificate?

- **Coursera:** No.
- **Udacity:** Yes. A Nanodegree program should be completed within six months in order to gain the Nanodegree. It is, however, possible to purchase the license and extend it after the six months have expired.
- **reportingimpulse:** No.

How much time do employees need to plan-in?

The learning effort depends on the individual's study speed, previous knowledge and the personal course choice:

- **Coursera:** Each course and each specialization has an individual duration. Basically, it takes between one to six weeks to complete a course. Each course takes about 20 hours.
- **Udacity:** Each Nanodegree has an individual duration. Participants have a maximum of six months to complete the program. On average, an investment of between five and ten hours per week is necessary.
- **reportingimpulse:** It is recommended to complete the modular training to become a Visual Data Analytics Expert in 30 days. Basically, the program is available for one year. In order to complete all three modules, approx. 20-25 hours needs to be invested.



Data Curriculum

FAQs for Bertelsmann Employees

Are the providers accredited educational institutions?

- **Coursera:** Coursera has a mix of accredited and non-accredited courses, and works with certain colleges and universities to offer specializations in trending subjects. Many of the on-demand courses on Coursera are not accredited, but Coursera's content comes from prestigious universities that are accredited.
- **Udacity:** No, Udacity is not an accredited educational institution. It is a private online education provider and does not confer any degrees.
- **reportingimpulse:** No, reportingimpulse is not an accredited educational institution. It is a private online education provider and does not confer any degrees.

What is the program language?

- **Coursera:** Each course is offered in English. For 95% of the courses, subtitles in a number of other languages are available.
- **Udacity:** Each course is offered in English and has English subtitles.
- **reportingimpulse:** Every course is offered in English and German.

What are the technical requirements for using the offers?

Participants must have access to a computer or a mobile device.:

- **Coursera:** The learning content is available on an app.
- **Udacity:** The learning content is not available on an app.
- **reportingimpulse:** The learning content is available on an app.

Is there an overview of the learning providers with more information?

On Bertelsmann University's website, you will find a learning provider comparison, so that the differences can be seen at a glance: <https://bertelsmann-university.com/function-campus/program-information/data-curriculum.html>



Data Curriculum

FAQs for Bertelsmann Employees

Organizational

Legal

Is the time spent learning the lesson content seen as working time?

Arrangements with regards to working hours will need to be individually agreed on-site with the respective supervisor. Thus, the regulation is made in consultation with the local human resources department.

Data Protection

What rights do employees have in connection with data protection?

As data subjects, participants have a right of access, rectification, deletion, restriction of processing, data transferability and a right of objection. Participants also have the right to lodge a complaint with the applicable data protection authority.

The contact partners for data protection can be found here:

- **Udacity:** <https://eu.udacity.com/legal/gdpr-compliance>
- **Coursera:** privacy@coursera.org.
- **reportingimpulse:** datenschutz@reportingimpulse.com

The contact partner for data protection at Bertelsmann can be reached at the following address:
datenschutz@bertelsmann.de

Which personal data are transmitted by Bertelsmann and vice-versa?

The first and last name, postal address and peoplenet-ID are automatically transmitted from Bertelsmann to the Data Curriculum providers. The data transfer between Bertelsmann and the providers exceeds the European regulations on data security, as some of the providers are localized in the USA. In order to make the transfer of personal data secure and legal, Bertelsmann has signed a data protection agreement with each of the providers.



Data Curriculum

FAQs for Bertelsmann Employees

How secure is the data?

The data protection corresponds to the European data protection regulations and the strict German standards. As with all the other training course offers, supervisors and managers can see which courses are on the respective employee's training plan and have been completed. However, they are not given any information about the courses or the progress in those courses which have not been completed.

peoplenet & Reporting

Will the participation be uploaded to the employee's peoplenet learning plan/learning history?

Bertelsmann University will assign the courses to the learning record of all the employees who have provided their peoplenet-ID in the application process.

- **Coursera:** Upon registration, the license is added to the training plan. After the courses are completed, they are entered into the training record.
- **Udacity:** Upon registration, the license is added to the training plan. After completion of the Nanodegree, this will then be entered into the training record.
- **reportingimpulse:** After registration, the courses will be entered into the training record.

Contact

Who can I turn to if I have any questions?

- For **Bertelsmann-specific questions** (e.g. working time, peoplenet), please contact your local human resource department.
- For **general questions** on the course program, and for user support, please contact: university@bertelsmann.com
- **Coursera:** Visit <https://learner.coursera.help> and make sure you are logged into your account to start a live chat with one of the Coursera Learner Support agents, or contact clientsupport@coursera.org.
- **Udacity:** Visit <https://www.udacity.com/contact>
- **reportingimpulse:** Visit <https://www.reportingimpulse.com>