coursera

Welcome to

Harnessing AI to Accelerate Course Creation

We'll start momentarily!

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Learning & Development Manager
The Vertex Companies LLC

JESSICA VLASICA
Learning Environment Design Manager
Universidad Peruana de Ciencias Aplicadas

JENNY WOLOCHOW
Sr. Product Manager
Coursera

ALEKSANDRA SMIALKOWSKA
Sr. Implementation Manager
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Don't Stop Me Now
Queen

A little housekeeping before we get started

- This webinar is being recorded and will be emailed to all attendees within 48 hours.

- If you have trouble accessing this webinar, please reach out to our tech support team in the Q&A.

- Select "CC" to turn on subtitles or select translated subtitles in your language preference.

Agenda

5 minutes   Course Builder overview with Aleksandra Smialkowska, Coursera Implementation Manager

30 minutes   Panel discussion with Coursera customers:
Jessica Vlasica, Learning Environment Design Manager at Universidad Peruana de Ciencias Aplicadas
Lauri Fern Glinsky Learning & Development Manager at Vertex LLC

Moderated by Aleksandra Smialkowska, Coursera Implementation Manager

10 minutes   Course Builder Product Demonstration with Jenny Wolochow, Coursera

15 minutes   Live Q & A with Aleksandra Smialkowska, Coursera Implementation Manager
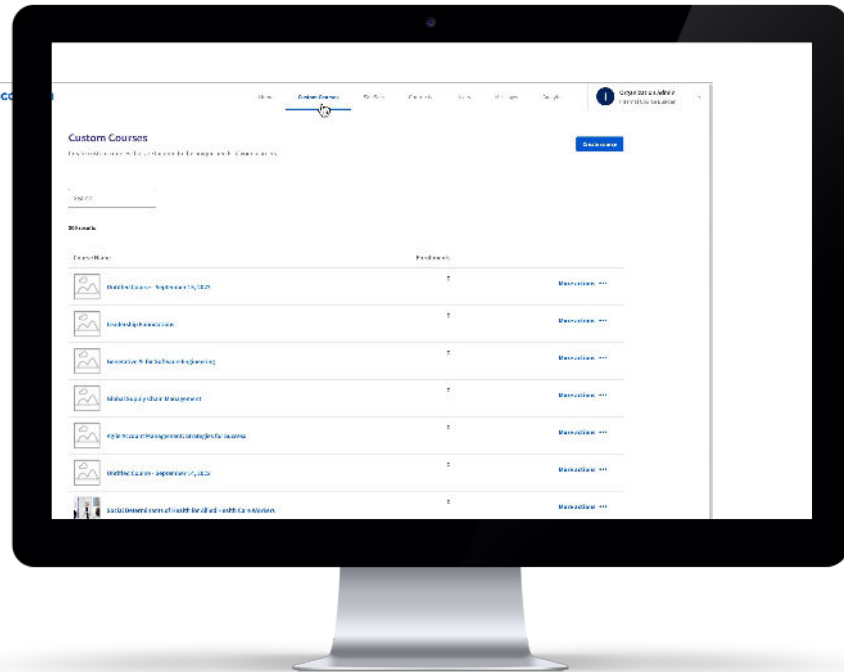
Redefining Course Authoring

Status Quo

✗   High investment of time and effort

✗   Challenging to find the right content

✗   Inflexible learning materials

Custom learning at scale

✓   Streamlined by AI assistance

✓   Easy-to-use discovery experience

✓   Customizable content

Coursera Course Builder

Coursera Course Builder is an **AI-assisted authoring tool** that empowers you to easily produce custom courses using content from world-class experts from participating industry and academic partners.

POLL

When you think about creating custom learning experiences, which of these challenges resonate most?

- High investment of time and effort
- Difficult to find the right content
- Inflexible learning materials (e.g., having to use an entire textbook, rather than just the relevant chapters)

How Customers are Using Course Builder Today

Business

- Onboarding courses
- Compliance courses
- Project Management courses

Campus

- Build new courses and assessments
- Include global guest experts
- Find relevant content

Government

- Healthcare & Medical courses
- AI courses
- Engineering Courses

Customer Panel Discussion

LAURI FERN GLINSKY
Learning & Development Manager
The Vertex Companies LLC

JESSICA VLASICA
Learning Environment Design Manager
Universidad Peruana de Ciencias Aplicadas

LAURI FERN GLINSKY

Learning & Development Manager

The Vertex Companies LLC

VERTEX®

Industry:
Business Services, Consulting

Location:
Florida, USA

Size:
500+ employees

Custom Courses Created:
7+

Use Case:
Project Management training

JESSICA VLASICA

Learning Environment Design Manager

Universidad Peruana de Ciencias Aplicadas (UPC)

Industry:
Academia, higher education

Location:
Peru

Size:
70,000+ students (under and postgraduate)

Custom Courses Created:
32+

Use Case:
Developing blended Master's program

Harnessing AI to Accelerate Course Creation

Course Builder Live Product Demonstration

JENNY WOLOCHOW
Sr. Product Manager
Coursera

POLL

What aspects of Course Builder are you most excited about?

- Developing new private courses with your own content
- Reviewing AI-assisted content recommendations
- Blending expert items or modules into a custom course
- Building assessments with editable AI-generated questions

Live Q&A

ALEKSANDRA SMIALKOWSKA
Sr. Implementation Manager
Coursera

POLL

When thinking about next steps, how are you likely to use Course Builder?

- To create new custom courses
- To embed guest experts into existing courses
- To contextualize learning to my institution or business needs

Harnessing AI to Accelerate Course Creation

Thank you for attending!