



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous
Institution Affiliated
to Bengaluru City
University

Approved by AICTE,
New Delhi, Accredited
by NAAC with 'A+' Grade
QS I-Gauge Diamond Rated

contact.rvim@rvei.edu.in
www.rvim.edu.in
Tel: 080 42540300
080 26547048

Ref: 540 /RVIM/MBA/2024-25

Date: 18-03-2025

The Hon. Secretary
RSST Trust
II block, Jayanagar
Bangalore - 560011



Respected Sir,

Subject: Seeking Approval for renewal of agreement with M/s Coursera for 400 licenses (360 students + 40 faculty).

Regarding the above subject, I have attached the renewal agreement submitted by M/s Coursera for your kind perusal and approval.
Salient Features of the Renewal Agreement include:

1. Unlimited access to the entire Coursera for campus catalogue for User Licenses and Faculty Licenses.

2. The per-license fee will be \$100 (Approx. Rs.8500 assuming forex of Rs.85 per \$) offered at a discount of 33% on the current license fee of \$150.

3. All licenses will start from **01.04.2025** and remain valid up to **31.03.2028**.

The licenses will remain active for the entire four semesters, enabling the students to take the credit courses as open electives from the Coursera Catalogue.

4. Coursera for Campus -Faculty Licenses – **40** are offered free of cost to RVIM faculty members. (This license includes the **Course Builder Feature**, which is an AI-assisted authoring tool that empowers faculty to easily produce custom courses using world-class content from participating partners. It guides through auto-generating a course outline, adding company-specific materials, blending modules from leading experts, and more.)

5. Guided Projects - Coursera Project Network – **120** Licenses are offered free of cost to RVIM which we can issue to PGDBA students and interested Alumni as well. (Coursera Project Network Licenses” or “Guided Projects User License” shall mean the right for a single User to access **Guided Projects for an unlimited number** of Enrolments. “Guided Projects” shall

*Swarna + AICTE
Pl. complete the
formality
18/3*

*JSR
18/3*



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mean a type of learning project hosted on the Platform incorporating hands-on follow-along learner functionality paired with simultaneous video instruction, and are generally labeled as "Guided Projects" on the Platform (as compared to a "Course" or "Specialization").

6. We need to execute the order and pay an amount of **\$36,000** (Rs.30.60 Lakhs, assuming forex of Rs.85 per \$) before 31/3/2025.
7. We have made the provision for this expense in the fees. (A copy of the approval is enclosed herewith).

We have negotiated with them, and these are the final prices they agreed to, which are at par with the RV University pricing. (Copy Enclosed)

For your kind consideration and approval. In the 1st agreement for 3 years [March-2022 to March-2025] we bought only 180 license + 20 free for faculty @ USD 150 and used to give the access to student only during 2nd and 3rd semesters.

Thanking you
Truly yours

Handwritten signature of Dr. Purushottam Bung
18.03.2024

(Dr. Purushottam Bung)
Professor and Director

Now we want to give an access for the entire 2 year (4 semesters) to all the student so that we can add many more courses from coursera into our curriculum or electives during our next revision. Even otherwise student find it difficult to do required course in the tight time frame of 2 years.

Enclosures:

1. A copy of the proposed renewal agreement.
2. A copy of the Original Agreement signed on 17/05/2021.
3. A copy of the First Amendment signed and executed on 13/03/2023.
4. A Copy of fee approval dated 10.20.2021.
5. A Copy of Pricing at RV University.

Post negotiations they have agreed to extend the same pricing of RVU to us, i.e. USD 100 per license.

They also are giving 120 free license for guided project which we can extend to our PGDPA student of administrative with course builder feature to faculty.

This extension from 180 to 360 license will cost us additional sum of 9000 USD amounting to Rs. 7.6 Lakhs app which is quite worthwhile as we can integrate our curriculum with coursera in total for the entire program (2 years)

For your kind consideration & approval.

Handwritten signature and date
19/3

Handwritten signature and date
18.03.2025





Quote: Q-21951

RENEWAL TO ORDER FORM

This Renewal to Order Form ("**Renewal Agreement**") is made effective as of the date signed by both Parties (the "**Effective Date**"), and is entered into by and between Coursera, Inc. ("**Coursera**") and R. V. Institute of Management ("**Organization**"). Each of Coursera and Organization may hereinafter be referred to as a "**Party**," and collectively as the "**Parties**."

BACKGROUND

WHEREAS, Coursera and Organization are parties to the Order Form dated May 17, 2021 (as amended, the "**Existing Agreement**"), pursuant to which Coursera provides access to the Platform to the Organization as set forth therein.

WHEREAS, the term of the Existing Agreement is scheduled to expire, and Coursera and Organization wish to renew and modify the Existing Agreement as set forth herein.

NOW, THEREFORE, in consideration of the mutual promises set forth herein, the sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

AGREEMENT

1. **Term.** The term of the Existing Agreement shall be renewed for the period(s) set forth in Exhibit A (the "**Renewal Term**"), and during the Renewal Term, Coursera shall provide the Services set forth in Exhibit A (the "**Renewal Licenses**").
2. **Fees and Billing.** Renewal Fees (defined in Exhibit A) shall be invoiced and paid as set forth in Exhibit A. All Fees hereunder are non-cancelable and non-refundable upon execution of this Renewal Agreement.
3. **Reset.** All existing Services under the Existing Agreement shall expire pursuant to their terms, and Organization shall forfeit any unused Enrollments, User Licenses and uncompleted Courses upon such expiration. In the case of Users of Organization who have enrolled in a Course but failed to complete such Course at the expiration of the relevant term, Organization may choose to utilize a Renewal License to continue their progress.
4. **Miscellaneous.**
 - a. **Capitalized Terms.** Capitalized terms used but not otherwise defined herein shall have the same meaning ascribed to them in the Existing Agreement.
 - b. **Conflicts.** In the event of a conflict or inconsistency between the provisions of this Renewal Agreement and any provisions of the Existing Agreement, the provisions of this Renewal Agreement shall govern.
 - c. **Amendment.** Except as set forth in this Renewal Agreement, all of the terms and conditions of the Existing Agreement shall continue in full force and effect throughout the Renewal Term.
 - d. **Counterparts.** The Parties may enter into this Renewal Agreement in counterparts, including facsimile, PDF, or other electronic copies, which taken together will constitute one instrument.



IN WITNESS WHEREOF, the Parties have executed this Renewal Agreement by persons duly authorized as of the Effective Date. The individual signatories to this Amendment each certify that they have full power and authority to enter into the Amendment on behalf of their respective organizations and bind their respective organizations to the terms and conditions herein.

COURSERA, INC.

R. V. Institute of Management

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:



[Signature]

Dr. Rungthotthaus Bung

Professor & Director

21.03.2025



EXHIBIT A

Renewal Licenses

Billing Address: CA 17, 36th Cross Rd, 4th T Block East, Jayanagara 9th Block, Jayanagar, Bangalore, KARNATAKA 560041 India Primary Billing Contact Name: Purushottam Bung Primary Billing Email: director.rvim@rvel.edu.in	Ship To Name: R. V. Institute of Management Ship To Address*: CA 17, 36th Cross Rd, 4th T Block East, Jayanagara 9th Block, Jayanagar, Bangalore, KARNATAKA 560041 India **"Ship To Address" is the location where the majority of Products will be consumed.
	Coursera Permanent Account Number in India (PAN): AAICC4141K Organization PAN: Organization TAN: Organization GST: Coursera GST 9919USA29027QSZ

Product	Quantity	Order Term (months)	Start Date	End Date	Annual Unit Price (USD) ¹	Total Price (USD)
Coursera User License	360	36	April 1, 2025	March 31, 2028	\$100.00	\$108,000.00
Coursera for Campus Faculty License	40	36	April 1, 2025	March 31, 2028	\$0.00	\$0.00
Guided Projects - Coursera Project Network	120	36	April 1, 2025	March 31, 2028	\$0.00	\$0.00

Total (USD): \$108,000.00

1. Payment and Invoicing:

Payment Terms: Net 30
Invoice Schedule (USD):

Invoice Timing (Month YYYY)	Invoice Amount
March 2025	\$36,000.00
March 2026	\$36,000.00
March 2027	\$36,000.00

2. License Start Date. "License Start Date" shall mean the date that Coursera gives "super administrator" access to Organization, which shall give Organization the ability to invite Users to access Content Services. The License Start Date shall be evidenced by an e-mail notification to Organization. The Term shall begin as soon as Organization's super administrator has access to the ability to send invitations to Users.
3. Upon expiration of the Renewal Licenses, Users holding a User License shall lose paid access to the Platform (including any uncompleted Courses), unless such User is given a new User License and/or Enrollment pursuant to another purchase.

¹ For internal accounting purposes, Coursera will allocate 70% of these fees for Content Services and 30% for User Services.

coursera

4. Enterprise Wide Guided Projects - Coursera Project Network.² As a special benefit, Coursera has agreed not to charge Organization for the Enterprise Wide Guided Projects - Coursera Project Network Licenses. Both Parties acknowledge that where Organization has access to paid-for User Licenses, notwithstanding that such paid-for User License has only been used to enroll in Guided Projects, Organization shall not be able to convert such paid-for User License to a Guided Projects User License for a refund. The Parties further acknowledge that it is Organization's sole responsibility to allocate paid-for User Licenses and Guided Projects User License appropriately to its Users. "Enterprise Wide Guided Projects - Coursera Project Network Licenses" or "Guided Projects User License" shall mean the right for a single User to access Guided Projects for an unlimited number of Enrollments. "Guided Projects" shall mean a type of learning project hosted on the Platform incorporating hands-on follow-along learner functionality paired with simultaneous video instruction, and are generally labeled as "Guided Projects" on the Platform (as compared to a "Course" or "Specialization").

² The Parties agree that Enterprise Wide Guided Projects - Coursera Project Network is being offered as a limited time incentive. The parties acknowledge that the Enterprise Wide Guided Projects - Coursera Project Network offer may be revised or rescinded at any time prior to this Order Form being fully executed by both Parties.