



Coursera, Inc.
381 E Evelyn Ave.
Mountain View CA 94041

Invoice

#16471

22-Mar-2023

Bill To
R. V. Institute of Management
CA 17, 36th Cross
26th Main, 4th 'T' Block,
Jayanagar,
Bangalore, Karnataka 560041
India

Ship To
R. V. Institute of Management
CA 17, 36th Cross
26th Main, 4th 'T' Block,
Jayanagar,
Bangalore, Karnataka 560041
India

Amount Remaining

\$27,000.00

Due Date: 21-Apr-2023

Terms	PO #	Currency	Memo
Net 30		USA	

Item	Description	Amount
Coursera for Organizations: User License	Coursera for Organizations User License: 20 Coursera User Licenses with <u>unlimited enrollments</u> at \$0.00 per User License. Term: Start Date March 15, 2022 to March 14, 2025 (Restricted only to faculty members of Organization)	\$0.00
Coursera for Organizations: User License	Coursera for Organizations User License: <u>180</u> Coursera User Licenses with <u>unlimited enrollments per license</u> at \$150.00 per User License. Term: Start Date March 15, 2023 to March 14, 2024	\$27,000.00

Respected Sir.
Discussed with Statutory Auditor
As per the 15CA & 15CB Provided. Amt of Rs. 22,11,030/-
Add: RCM IGST @18% Rs. 3,97,985/-
Total Rs. 26,09,015/-

Subtotal	\$27,000.00
Tax Total	\$0.00
Total	\$27,000.00

Payment Information:

Coursera Inc
Account Number: 1416817930
Bank Name: Bank of America, N.A.
Bank Address: 222 Broadway, New York, NY 10038
Routing (ACH): 121000358
Routing/ABA (Wire): 026009593
SWIFT: USD: BOFAUS3N
SWIFT: FX: BOFAUS6S

Siddhar
Pl. process it
Same as LY but converted to unlimited enrollment
01/04

Acknowledgement Receipt of Income Tax Forms (Other Than Income Tax Return)



e-Filing Acknowledgement Number / Quarterly Statement Receipt Number
112869980100423

Date of e-Filing
10-Apr-2023

Name	:	RASHTREEYA SIKSHANA SAMITHI TRUST
PAN/TAN	:	AAATR0758A
Address	:	R V TEACHERS COLLEGE BUILDING, Bangalore South, Jayangar III Block S.O, BANGALORE, Karnataka, INDIA - 560011
Form No.	:	Form 15CA [Part C]
Form Description	:	Information to be furnished for payments to a non-resident not being a company, or to a foreign company. This form is in compliance with rule 37BB.
Assessment Year	:	-
Financial Year	:	2023-24
Month	:	-
Quarter	:	-
Filing Type	:	Original
Capacity	:	SECRETARY
Verified By	:	AATPM9340C

(This is a computer generated Acknowledgement Receipt and needs no signature)

FORM NO. 15CA [See rule 37BB]

Information to be furnished for payments to a non-resident not being a company, or to a foreign company

Acknowledgement Number -112869980100423



Part C

To be filled up if the remittance is chargeable to tax under the provisions of the Income-tax Act, 1961 and the remittance or the aggregate of such remittances, as the case may be, exceeds five lakh rupees during the financial year and a certificate in Form No. 15CB from an accountant as defined in the Explanation below subsection (2) of section 288 has been obtained.

Section A - GENERAL INFORMATION

Remitter

Name of the remitter	RASHTREEYA SIKSHANA SAMITHI TRUST
PAN of the remitter	AAATR0758A
TAN of the remitter	-
Area Code	DLC
AO Type	CA
Range Code	502
AO No	1
Principal Place of Business	India
Complete Address of the remitter	R V TEACHERS COLLEGE BUILDING, , Bangalore South, Jayangar III Block S.O, BANGALORE, Karnataka, INDIA - 560011
Email of the remitter	rv@rvei.edu.in
Phone Number of the remitter	9845422991
Status	Trust
Residential status of remitter	Resident

Remittee

Name of recipient of remittance	COURSERA INC
PAN of the recipient of remittance	AAICC4141K
Status	Company

Address	381 E, Evelyn Avenue , Mountain View , California, California, UNITED STATES - 94041
Email address	-
Phone Number	-
Country to which remittance is made	United States Of America
Principal Place of Business	United States Of America

Accountant

a. Name of the Accountant signing the certificate	S BASAVARAJ
b. Name of the proprietorship/firm of the accountant	SANTHAPPA AND CO
c. Address	No. 201, House of Lords, St. Marks Road, Bangalore, Karnataka, INDIA - 560001
d. Registration no. of the accountant	018133
e. Date of certificate	10-Apr-2023
f. Certificate No.	112847601100423

Section B - PARTICULARS OF REMITTANCE AND TDS (as per certificate of the accountant)

Remittance

1. Country to which remittance is made	United States Of America
Currency	USD
2. Amount Payable	
In foreign currency	27,000
In Indian (₹)	₹ 22,11,030
3. IFSC Code	
Name of Bank	Canara Bank
Branch of the bank	4TH T BLOCK JAYANAGAR BRANCH
4. BSR Code of the bank branch (7 digit)	0240146
5. Name of Authorized Dealer	-
Branch Address of the authorized dealer	-

6	Proposed date of remittance	12-Apr-2023
7.	Nature of remittance as per agreement/document	Software Licences
8.	Relevant purpose code as per RBI	Charges for the use of intellectual property n.i.e S0902 - Payment for use, through licensing arrangements, of produced originals or prototypes (such as manuscripts and films), patents, copyrights, trademarks and industrial processes etc.
9.	In case the remittance is net of taxes, whether tax payable has been grossed up	No

I.T. Act

10.	Taxability under the provisions of the Income-tax Act (without considering DTAA)	
a.	The relevant section of the Act under which the remittance is covered	-
b.	The amount of income chargeable to tax	₹ 0
c.	The tax Liability	₹ 0
d.	Basis of determining taxable income and tax liability	-

DTAA

11.	If any relief is claimed under DTAA	
i.	Whether tax residency certificate is obtained from the recipient of remittance	Yes
ii.	Please specify relevant DTAA	UNITED STATES OF AMERICA
iii.	Please specify relevant article of DTAA (Nature of payment as per DTAA)	12
iv.	Taxable income as per DTAA	₹ 0
v.	Tax liability as per DTAA	₹ 0
A.	If the remittance is for royalties, fee for technical services, interest, dividend, etc,(not connected with permanent establishment), please indicate	No
a.	Article of DTAA	-
b.	Rate of TDS required to be deducted in terms of such article of the applicable DTAA (%)	0

B.	In case the remittance is on account of business income, please indicate	No
	a. The amount of income liable to tax in India	₹ 0
	b. The basis of arriving at the rate of deduction of tax	-
C.	In case the remittance is on account of capital gains, please indicate	No
	a. Amount of long term capital gains	₹ 0
	b. Amount of short-term capital gains	₹ 0
	c. basis of arriving at taxable income	-
D.	In case of other remittance not covered by sub-items A, B and C	Yes
	a. Please specify nature of remittance	SOFTWARE LICENSES
	b. Whether taxable in India as per DTAA	No
	c. If yes, rate of TDS required to be deducted in terms of such article of the applicable DTAA (%)	0
	d. If not, please furnish brief reasons thereof specifying relevant article of DTAA	THERE IS NO PERMANENT ESTABLISHMENT IN INDIA. THE AMOUNTS ARE NOT LIABLE FOR TAX IN INDIA.

TDS

12.	Amount of tax deducted at source	
	In foreign currency	0
	In Indian (₹)	₹ 0
13.	Rate of TDS as per Income-tax Act (%) or As per DTAA (%)	As per Income-tax Act
		-
14.	Actual amount of remittance after TDS (In foreign currency)	27,000
15.	TDS Date of deduction of tax at source, if any	-

Verification

I, **ALAMPALLI VENKATARAMANASANJEEV MURTHY**, son/daughter of **A VENKATARAMANA SETTY** in the capacity of **SECRETARY** (designation) solemnly declare that the information given above is true to the best of my knowledge and belief and no relevant information has been concealed.

I, certify that a certificate has been obtained from an accountant, particulars of which are given in this Form, certifying the amount, nature and correctness of deduction of tax at source.

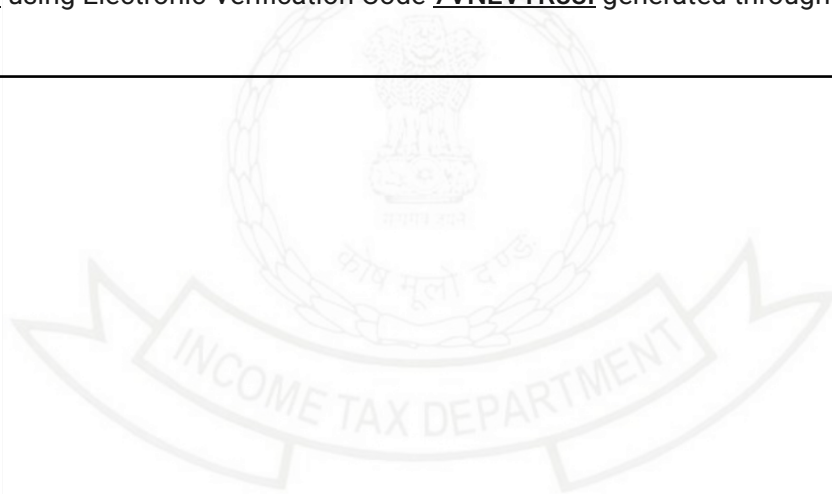
In case where it is found that the tax actually deductible on the amount of remittance has not been deducted or after deduction has not been paid or not paid in full, I undertake to pay the amount of tax not deducted or not paid, as the case may be, along with interest due. I shall also be subject to the provisions of penalty for the said default as per the provisions of the Income-tax Act, 1961.

I, further undertake to submit the requisite documents for enabling the Income-tax authorities to determine the nature and amount of income of the recipient of the above remittance as well as documents required for determining my liability under the Income-tax Act, 1961 as a person responsible for deduction of tax at source.

Name of the person responsible for paying to non-resident	ALAMPALLI VENKATARAMANASANJEEV MURTHY
Designation of the person responsible for paying to non-resident	SECRETARY
IP Address	202.21.38.64
Date	10-Apr-2023
Place	Bangalore

Acknowledgement Number - 112869980100423

Income Tax Form submitted electronically on 10-Apr-2023 08:44:30 PM from IP Address 202.21.38.64 and verified by ALAMPALLI VENKATARAMANASANJEEV MURTHY having PAN/TAN AATPM9340C on 10-Apr-2023 08:44:28 PM using Electronic Verification Code 7VNEVYR83I generated through Aadhaar OTP mode.



Acknowledgement Receipt of Income Tax Forms (Other Than Income Tax Return)



e-Filing Acknowledgement Number / Quarterly Statement Receipt Number
112847601100423

Date of e-Filing
10-Apr-2023

Name	:	R V INSTITUTE OF MANAGEMENT A UNIT OF RASHTREEYA SIKSHANA SAMITHI TRUST
PAN/TAN	:	AAATR0758A
Address	:	381 E,Evelyn Avenue ,Mountain View ,California,California,UNITED STATES,94041
Form No.	:	Form 15CB
Form Description	:	Certificate of an accountant. This form is in compliance with rule 37BB.
Assessment Year	:	-
Financial Year	:	2023-24
Month	:	-
Quarter	:	-
Filing Type	:	Original
Capacity	:	Chartered Accountant
Verified By	:	018133

(This is a computer generated Acknowledgement Receipt and needs no signature)

FORM NO. 15CB[See rule 37BB]

Certificate of an accountant

Acknowledgement Number -112847601100423



We, have examined the agreement (wherever applicable) between M/s. R V INSTITUTE OF MANAGEMENT A UNIT OF RASHTREEYA SIKSHANA SAMITHI TRUST with PAN AAATR0758A (Remitters) and M/s. COURSERA INC (Beneficiary) requiring the above remittance as well as the relevant documents and books of account required for ascertaining the nature of remittance and for determining the rate of deduction of tax at source as per provisions of Chapter- XVII-B.

We hereby certify the following :-

A.	Name and address of the beneficiary of the remittance	COURSERA INC 381 E, Evelyn Avenue , Mountain View , California, California, UNITED STATES - 94041
B.	1. Country to which remittance is made	United States Of America
	Currency	USD
	2. Amount payable	
	In foreign currency	27,000
	In Indian (₹)	₹ 22,11,030
	3. IFSC Code	-
	Name of Bank	Canara Bank
	Branch of the bank	4TH T BLOCK JAYANAGAR BRANCH
	4. BSR code of the bank branch (7 digit)	0240146
	5. Name of the Authorized Dealer	-
	Branch Address of the Authorized dealer	-
	6. Proposed date of remittance	12-Apr-2023
	7. Nature of remittance as per agreement/document	Software Licences
	8. Please furnish the relevant purpose code as per RBI	Charges for the use of intellectual property n.i.e S0902 - Payment for use, through licensing arrangements, of produced originals or prototypes (such as manuscripts and films), patents, copyrights,

		trademarks and industrial processes etc.
9.	In case the remittance is net of taxes, whether tax payable has been grossed up	No
10.	Taxability under the provisions of the Income-tax Act (without considering DTAA)	
	i. Is remittance chargeable to tax in India	No
	ii. If not reasons thereof	Section 10(50) of the Income Tax Act, 1961 the amounts are not liable to tax in India as Equalisation Levy is payable
	iii. If yes, (a) the relevant section of the Act under which the remittance is covered	-
	(b) The amount of income chargeable to tax	-
	(c) The tax Liability	-
	(d) Basis of determining taxable income and tax liability	-
11.	If income is chargeable to tax in India and any relief is claimed under DTAA	
	i. Whether tax residency certificate is obtained from the recipient of remittance	Yes
	ii. Please specify relevant DTAA	UNITED STATES OF AMERICA
	iii. Please specify relevant article of DTAA	12
	iv. Taxable income as per DTAA	₹ 0
	v. Tax liability as per DTAA	₹ 0
11.A	If the remittance is for royalties, fee for technical services, interest, dividend, etc,(not connected with permanent establishment) please indicate:-	No
	a. Article of DTAA	-
	b. Rate of TDS required to be deducted in terms of such article of the applicable DTAA (%)	-
11.B	In case the remittance is on account of business income, please indicate:-	No
	a. Whether such income is liable to tax in India	-
	b. If so, the basis of arriving at the rate of deduction of tax	-
	c. If not, then please furnish brief reasons thereof. specifying relevant article of DTAA	-

11.C	In case the remittance is on account of capital gains, please indicate :-	No
	a. Amount of long term capital gains	-
	b. Amount of short-term capital gains	-
	c. basis of arriving at taxable income	-
11.D	In case of other remittance not covered by sub-items A, B and C	Yes
	a. Please specify nature of remittance	SOFTWARE LICENSES
	b. Whether taxable in India as per DTAA	No
	c. If yes, rate of TDS required to be deducted in terms of such article of the applicable DTAA (%)	-
	d. If not, please furnish brief reasons thereof, specifying relevant article of DTAA	THERE IS NO PERMANENT ESTABLISHMENT IN INDIA.THE AMOUNTS ARE NOT LIABLE FOR TAX IN INDIA.
12.	Amount of TDS	
	In foreign currency	0
	In Indian (₹)	₹ 0
13.	Rate of TDS (%)	As per Income-tax Act 0
14.	Actual amount of remittance after TDS (In foreign currency)	27,000
15.	Date of deduction of tax at source, if any	-

Accountant Name	S BASAVARAJ
Name of the proprietorship/firm	SANTHAPPA AND CO
Membership Number	018133
Address	No. 201, House of Lords, St. Marks Road, Bangalore, Karnataka, INDIA - 560001
Registration Number	0003613S
IP Address	49.205.196.19
Date of Certificate	10-Apr-2023
Place	-

Acknowledgement Number - 112847601100423

This form has been digitally signed by **SHANTAPPA BASAVARAJ** having PAN **ABOPB9785E** from IP Address **49.205.196.19** on **10-Apr-2023 04:03:30 PM**
Dsc SI No and issuer **,C=IN,O=Pantagon Sign Securities Pvt. Ltd.,OU=Certifying Authority**

UDIN : 23018133BGXFLM3640





Rashtreeya Sikshana Samithi Trust
R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41
Ph: 080-26547048 Fax: 26654920; URL: rvim.edu.in; Email: contact@rvim.edu.in

Ref: 441 /RVIM/MBA/2020-21

Date: 23-3-2021

The Hon. Secretary,
RSS Trust,
II Block, Jayanagar,
Bangalore



Respected Sir,

Sub: Seeking approval of the proposal submitted by Coursera for 200 licenses (180 students + 20 faculty)

With regard to the above subject, please find enclosed herewith the detailed proposal submitted by Coursera for your kind perusal and approval.

Salient features of the proposal include;

1. Unlimited access to the entire Coursera for campus catalogue of 4500 Plus courses, 450 plus specializations & 1200 plus guided projects for one full year
2. Per license fee will be \$206.00 (app. Rs. 14832/- assuming forex rate of Rs. 72 per USD), offered additional discount of 20%
3. License will be active for one year i.e. from March 1st to 29th February (during 2nd & 3rd semester) and will be perpetual for 3 years. This is in line with our proposed autonomous curriculum where- in the students has to earn credits by taking interested open electives from the Coursera catalogue
4. In the first year they are giving us the free access for four more months i.e. November 2021- February 2022
5. We need to execute the order and pay a token advance of \$25000/- (Rs. 18.00 Lakhs) before 31/3/2023
6. We have made the provision for this expense in the fees itself. Copy of the approval is enclosed herewith
7. Other than these they are offering us special benefits like:
 - ❖ Announcement of partnership at Global Coursera Conference.
 - ❖ Coursera powered Campus marketing campaign to support admissions.
 - ❖ Invitations to attend exclusive workshops for faculty during the term of partnership.
 - ❖ Invitations to Coursera's global events.

We have negotiated with them and these are the final prices that they have agreed for.

For your kind consideration and approval.

Thanking you
Truly yours

Dr. Purushottam Bung
24.03.2021

*Requestion
SPK to me
24/3.*

*(PTD)
16/4/21*

(Dr. Purushottam Bung)
Professor and Director

- Perused & negotiated in the presence of Hon. Jt. Secretary & the Director.
- Revised quote dated 14/4/21 submitted by the company is enclosed and the rates are as given below:
 - Price/limited enrolment license: US\$ 150/- per license/yr.
 - Minimum volume: 180 licenses (+ 20 free for faculty).
- All other terms & conditions as per their initial offer.
- If approved order can be placed with M/s Comvera for one year and renewable for two more years based on the wage and feedback from faculty and students.
- Submitted for approval please.

Approved

Hon. Secretary
RST

[Signature]
15/4/21

Director/RUIM: for SAP MM action please.

[Signature]
19/04/21



Atc

L

20/4 (22/4)



Rashtreeya Sikshana Samithi Trust

R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41

Ph: 080-26547048 Fax: 26654920; URL: rvim.edu.in; Email: contact@rvim.edu.in

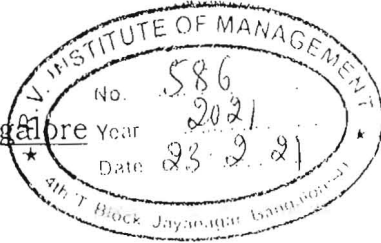
Ref No.387/RVIM/MBA/2020-21

Date: 10-02-2021

The Hon. Secretary

RSS Trust

II Block, Jayanagar, Bangalore



Respected Sir,

Sub:- Regarding MBA Admissions 2021 - 2023 batch.

With reference to the above, we wish to inform your goodself that, we are submitting the Proforma of documents (Management & Government quota) relating to Admissions for the MBA program 2021 - 2023 (23rd batch) for your perusal. The Government & Managment quota fee has been enhanced by Rs 20,000/- for the entire program as we want to give one paid license from online platforms like Coursera or Edx to every student so that they can do unlimited courses over a period of one year and also to offer experiential and immersive courses which are going to be part of our new autonomy curriculam. There are no changes in Admission Policy & Guidelines and they are as per the 2020 - 2022 batch.

We seek your approval to utilize Rs 10,000/- per student per year (Rs 2000/- under management activities head and Rs 8000/- under subscriptions head amounting to Rs 20,000/- per student for the entire programme) towards meeting expenses for the licencing fee for offering MOOCs courses (massive open online courses) which forms part of our curriculam once we become autonomus this year and also to offer experiential and immersive courses which are also part of the new autonomous curriculam. Copies of the following documents are enclosed herewith for your perusal;

- Admission Policy & Guidelines for the 2021 - 2023 batch
- Fee Structure for Government & Management Quota
- Management Quota Admission Offer letter
- Loan letter (Govt & Mgmt quota)
- Copy of the approved policy & fee structure for the 2019 - 21 batch

For your kind consideration & approval.

Thanking you

Truly yours

[Signature]
10.02.2021

(Dr. Purushottam Bung)

Professor and Director

Encl as above



Approved
Next year we will have to increase the FF for the next FY.
[Signature]
16/2
25/02



Director RVIM <director.rvim@rvei.edu.in>

Proposed RVIM Curriculum for 2021-23

Vaibhav Anand <vanand@coursera.org>
To: Director RVIM <director.rvim@rvei.edu.in>
Cc: sowmya ds <sowmyads.rvim@rvei.edu.in>

23 March 2021 at 12:27

Hello Dr. Bung,

It was a pleasure meeting you yesterday. Thank you for your inputs on how RVIM and Coursera can partner together.

Further to our discussion, I've taken the requisite internal approvals to offer 4 months of the partnership free, starting November 2021. On the basis of this, our revised (and final) proposal is attached for your approval. Highlighting a few points:

1. On the basis of building a long term partnership with RVIM and the Group, we have provided additional discounts (20% over and above our earlier discounted proposal) to the school
2. We have taken an exception to offer 4 months of the partnership free (November 2021 - Feb 2022), to get the students and faculty accustomed to the platform before Semester 2, when this will be leveraged in full swing
3. We are extending additional benefits and privileges in order to facilitate a contractual closure before March 31, 2021 (details are included in the proposal)

We are able to offer these extra benefits (4 months free + additional privileges) only till March 31, 2021, after which, they will become invalid. Therefore, requesting you to kindly secure the necessary approvals from the leaders of the Trust, so that we can expedite the process of signing the order form. Kindly get back to me in case you have any queries regarding the proposal.


We look forward to starting our formal partnership with RVIM!

Warm regards
Vaibhav

--

Vaibhav Anand
South India Lead - Coursera for Campus
+91 98802 15620

[Quoted text hidden]
[Quoted text hidden]

 Coursera for RVIM (Final Revised Proposal).pdf
952K

RVIM <> Coursera Partnership

Commercial Proposal
March 23, 2021



Rashtreeya Sikshana Samithi Trust
RV INSTITUTE OF MANAGEMENT
ACCREDITED BY NAAC WITH A+ GRADE

coursera
for campus

Executive Summary - RVIM <> Coursera Partnership for On Campus Students

- RVIM is exploring a strategic partnership with Coursera to **integrate Coursera's world-class content for-credit** for its MBA students
- Coursera has **worked with several leading business schools** (eg: TA Pai, NMIMS and Symbiosis) to integrate its content into their pedagogy and curriculum. Coursera proposes a **similar approach with RVIM** and will **work closely with its academic team** to build for-credit and interdisciplinary learning outcomes
- Coursera's strategic proposal for **200 licenses** aims for a long term strategic partnership with RVIM and reflects certain **additional benefits** for signing this partnership before March 31, 2021

Commercial Proposal : 200 Licenses Per Year ; 3 Year Partnership + 4 Months Free

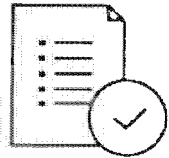
200 'Unlimited' Licenses Per Year, 3 Year Partnership		
Term	Standard Model	Exclusive for RVIM
License Fee	\$400 per license	\$260 \$206 per license
Additional Benefits	Nil	4 Months Free Access from November 2021 onwards

Period	Amount in US\$	~ Amount in INR
Year 1 (16 Months)	41,200 (16 Months)	30 Lakhs
Year 2	41,200	30 Lakhs
Year 3	41,200	30 Lakhs
Effective License Fee	\$189/license/year	INR 13,600/license/year

Notes

- With a view to building a long term partnership with RVIM and RSS Trust Managed institutions, Coursera is offering an **additional discount (20%)** over and above the previously offered volume discount, exclusively for RVIM
- In addition to the discount, Coursera is **offering 4 months unlimited access** (starting November 2021) entirely free for RVIM
- INR Fee is for reference only, based on current market rates. Billing will happen in US\$ from Coursera's US entity
- License provides full access to the **entire Coursera for Campus catalogue** of ~4,500+ courses, 450+ specializations and 1200+ Guided Projects
- RVIM will be invoiced a token amount of **US\$25,000** on execution of the partnership (signing of Order Form)
- Proposal validity to avail these exclusive benefits is **March 31, 2021**

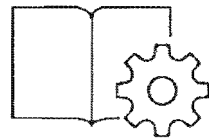
College and faculty support services (included in the partnership fee)



Curriculum Guidance

Recommend courses mapped by skill, role, and industry

Pedagogical and platform guidance: upskill your team to develop high-impact content



Implementation & Support

Launch guidance, platform onboarding, custom program configuration plan for seamless access

24x7 top-tier support to learners and program managers via email and chat



Customer Success

Executive Business Reviews to monitor success and drive learner engagement

Measure program impact to transform your business in new ways

Additional Benefits to RVIM for signing partnership before March 31, 2021

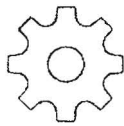
- Invitation to be a part of Coursera's APAC Advisory Board and shape our Product Roadmap
- Announcement of partnership at Global Coursera Conference (April 19 - 21, 2021)
- Coursera Powered Campus marketing campaign to support university enrollments
- Invitations to attend exclusive Workshops for Faculty during the tenure of the partnership
- Invitations to Coursera's Global events during the tenure of the partnership

Note: To avail these exclusive benefits, RVIM will need to sign off on the Coursera contractual order form before **March 31, 2021**

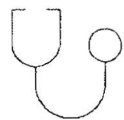
Appendix

Graduates face unprecedented “double disruption” in today’s job market

Automation



COVID-19



85M **jobs displaced** by 2025

[WEF]

40%

of **core skills** will change for workers by 2025

[WEF]

44%

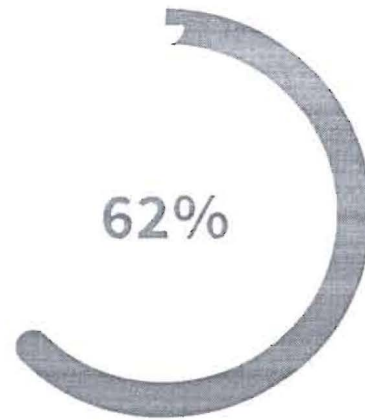
of workforce to **operate remotely**

91%

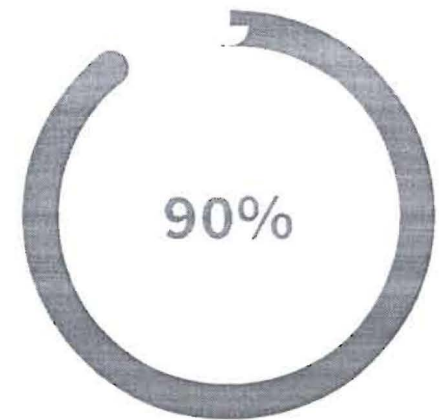
of US businesses will **accelerate digitalization**

[WEF]

Meanwhile,
employers are
focusing
more on skills
and
less on degrees



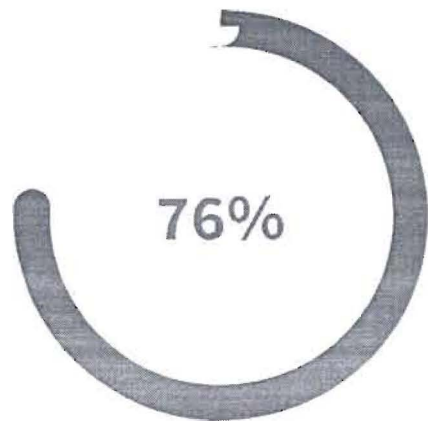
are considering **skills-first hiring as a priority**,
deprioritizing degrees



would hire candidates who
have validated their knowledge
using **a certification, digital badge, or coursework** instead
of a degree

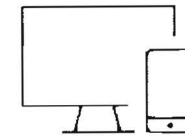
Digital adoption alone is not the answer

Successful online education requires proactive planning and partnership



of students were taught online
in 2020¹, yet **significant**
challenges remain for faculty

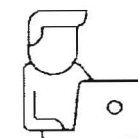
Persistent Digital Divide



Poor Student Engagement



Gap in Online Teaching Skills



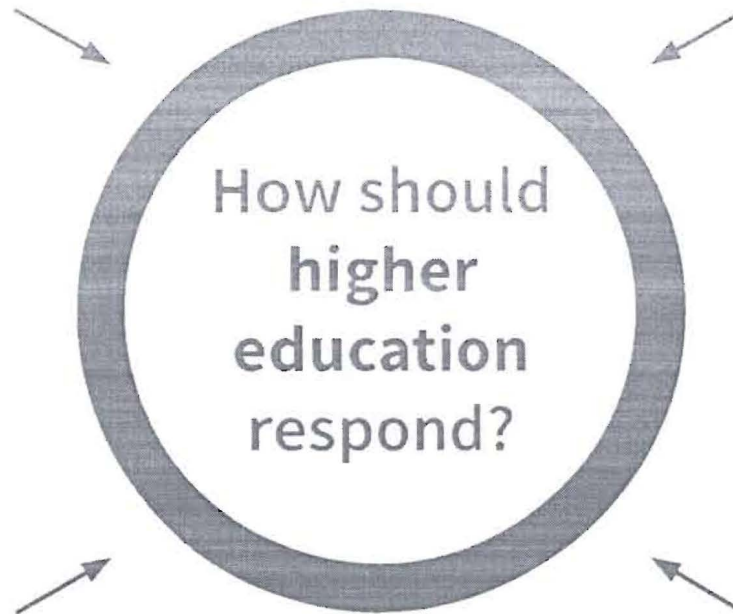
¹QS Global Survey, December 2020

Challenging Market

-6.4% decline
in redundant job roles

Lifetime Impact of Underemployment

10+ years of unfavorable
impact on lifetime career and
economic mobility when
unemployed at graduation



Skills-First Hiring

62% of employers considering
or moving to skills-first hiring

Work Readiness Gap

60% said new grads
lacked critical thinking skills
and attention to detail

What if there were a way to equip your students with the latest skills for emerging career paths ?

Digital Product Management

Digital Product Management:
Modern Fundamentals
Agile Meets Design Thinking

Entrepreneurship

Entrepreneurship I: Laying the
Foundation
How to Finance and Grow
Your Startup - Without VC

Data Analytics

Business Analytics for Decision Making
Foundations for Big Data Analysis with
SQL

FinTech

Blockchain Transformations
of Financial Services
FinTech: Finance Industry
Transformation and Regulation

Remote Sales

How to Manage a Remote Team
Sales Pitch and Closing

Digital Marketing

Marketing in a Digital World
Marketing Analysis

Modern Supply Chain

Supply Chain Analytics
Operations Management: Strategy and
Quality Management for the Digital Age

AI & Machine Learning

Machine Learning for Business
Professionals
Machine Learning Foundations:
A Case Study Approach

Digital Transformation

Digital Transformation
Strategic Innovation: Building and
Sustaining Innovative Organizations

McKinsey estimates that, the US will have a dearth of nearly 200,000 people with deep analytical skills, and 1.5 million managers and analysts with the know-how to use big data to make effective decisions

Coursera for Campus

A learning platform to prepare students for jobs of the future, with cutting edge skills

Content

Access **world-class, job-relevant content** and credentials from top universities and companies with confidence of academic integrity

Authoring

Allow faculty to **create projects, assessments and courses** for your students

Hands-on learning

Master skills via flexible, hands-on learning with Guided Projects, programming assignments and Coursera Labs

Job-ready Skills

Develop job-ready skills using Essential Skills Maps and Skills Development Dashboards

Scalable Platform

Deliver online learning at scale with an admin platform that seamlessly integrates with your university's infrastructure

Offer world-class content and credentials from top universities and companies from Yale to Duke, HEC to ISB, and Google to IBM.

“The content from the universities was **applicable instantly.**”

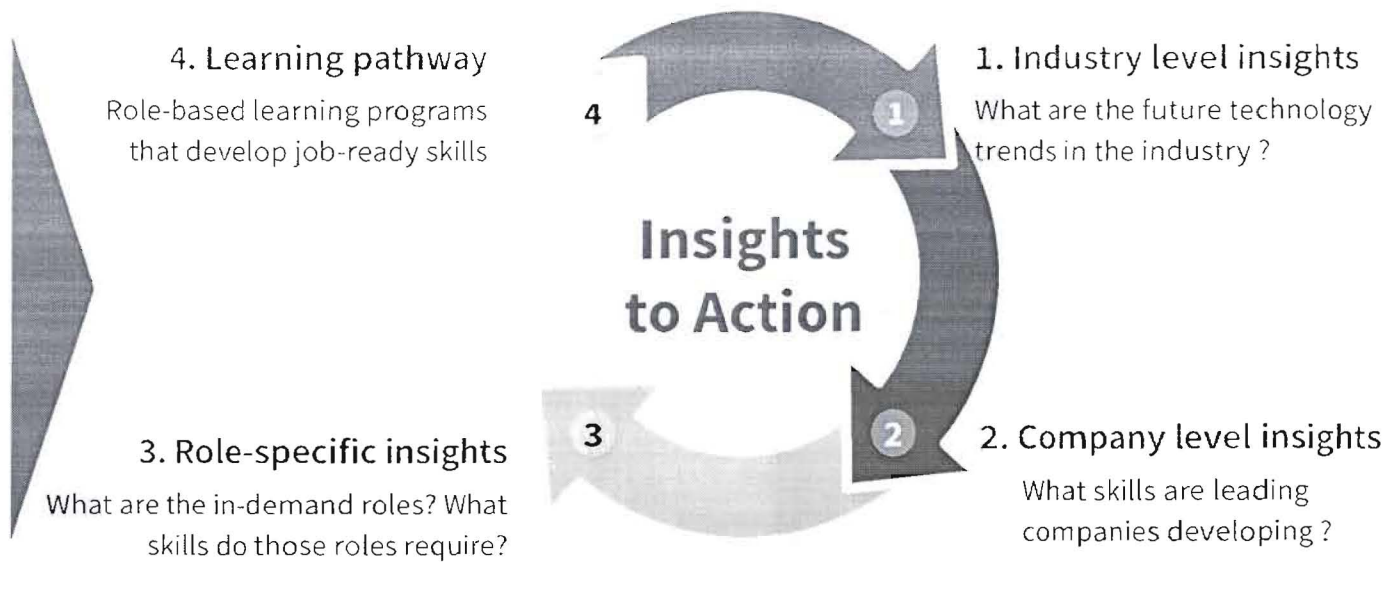


We have a strong understanding of what the working world needs and can help you translate those insights into action

Many industry leaders choose Coursera as their preferred learning partner

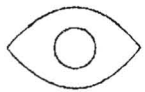


Coursera can help you translate the industry needs into learning programs



You can partner with Coursera for Campus to....

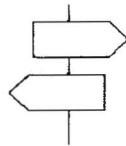
1



Build a powerful, cutting edge curriculum

Infuse cutting-edge skilling in your university curriculum through content from leading global companies and universities

2



Boost student employability

Equip students with an industry relevant education

3



Track development of new skills

Equip faculty with real time data-backed insights on the skill development of their students

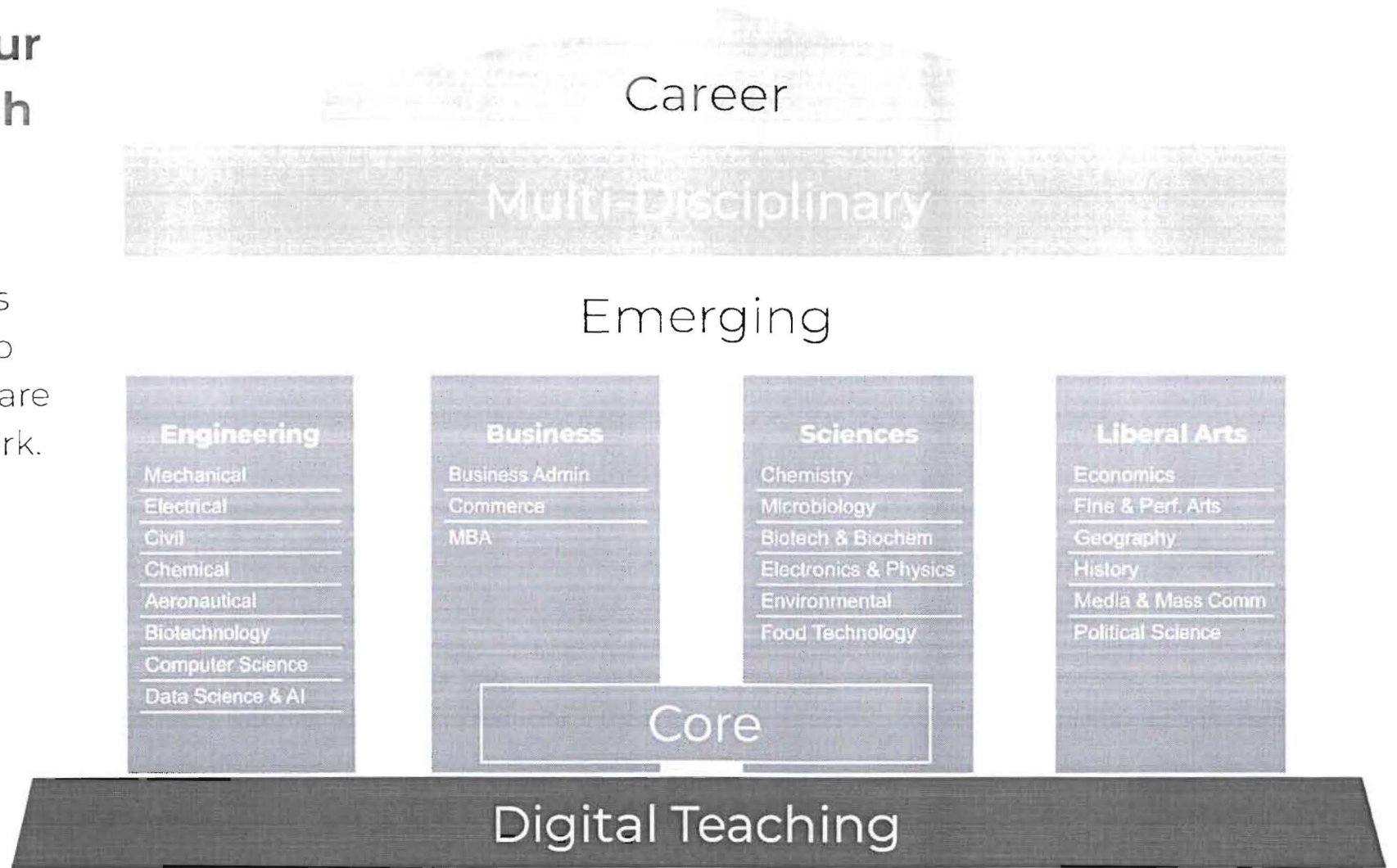
Share these skill insights with your recruiters

DID YOU KNOW?

Improving student employability and **upgrading curriculum content** are 2 of the top most common goals that drive higher ed institutions to adopt Coursera for Campus

Transform your university with Coursera.

World-class courses and projects to help your students prepare for the future of work.



BUSINESS

Top Business Schools on Coursera



coursera

1

Build a powerful cutting edge curriculum with Coursera...

60-80% University faculty-led

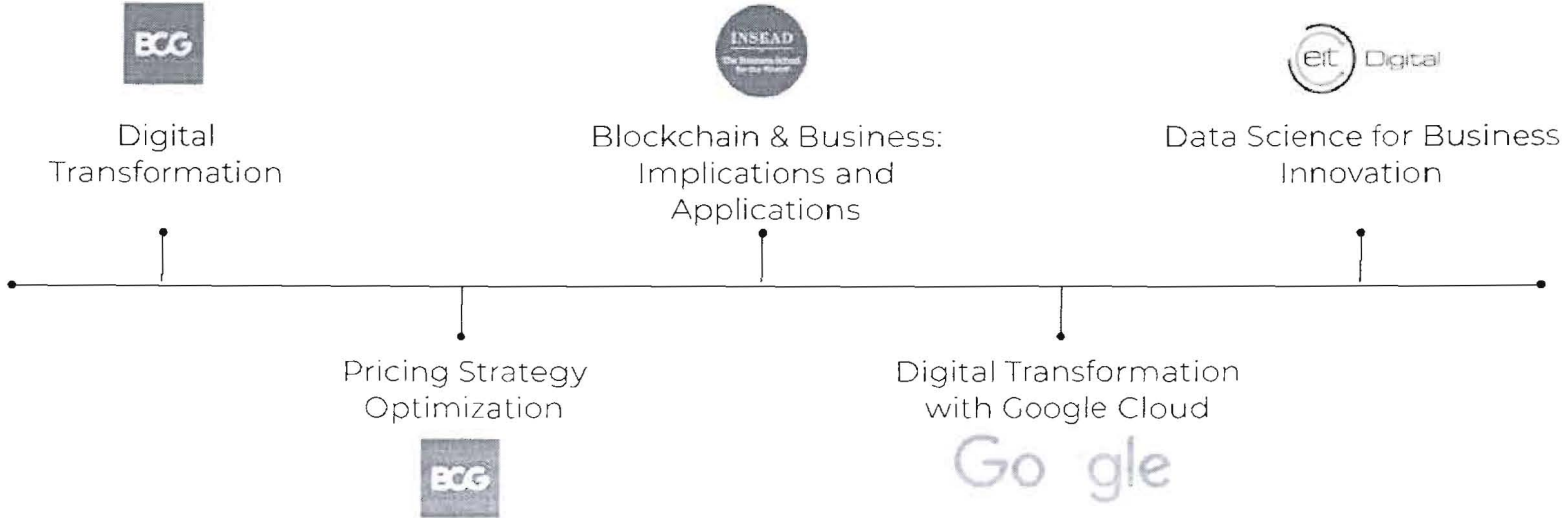
20-40% coursera

MBA with a specialization in Digital Marketing

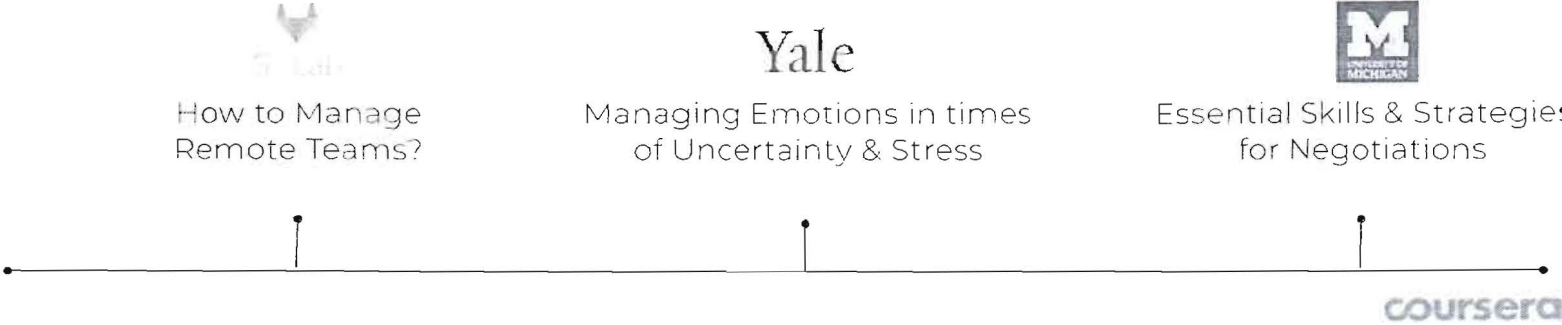
	Core Subjects				Emerging Skills		
Semester 1	Marketing Foundations	Business Statistics & Analysis <i>Rice University</i>	Managerial Economics	Organizational Behavior	Financial Management	Social Media Marketing	
Semester 2	Consumer Behavior	Human Resource Management	Business Strategy	Marketing Strategy <i>IE Business School</i>	Marketing Research	Marketing Analytics	
Semester 3	Brand Management	International Marketing & Cross Industry Growth <i>Yonsei University</i>	Advanced Topics in Marketing	Project Management	Applied Psychology	AI in Marketing	
Semester 4	Internet enabled Businesses	Data Analytics & Reporting	The Strategy of Content Marketing <i>University of California</i>	Topics in Business Leadership	Digital Marketing	Digital Marketing tools	 

Build job-specific learning pathways as a part of your career services initiatives

Management Consulting



Career Success



2 Empower your students with Industry credentials

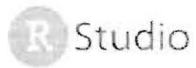
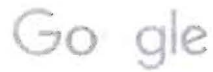
Get students job ready with **Industry recognised Professional Certificates**

IBM Data Science Professional Certificate

Google IT Support Professional Certificate

IBM Full Stack Cloud Developer Professional Certificate

...



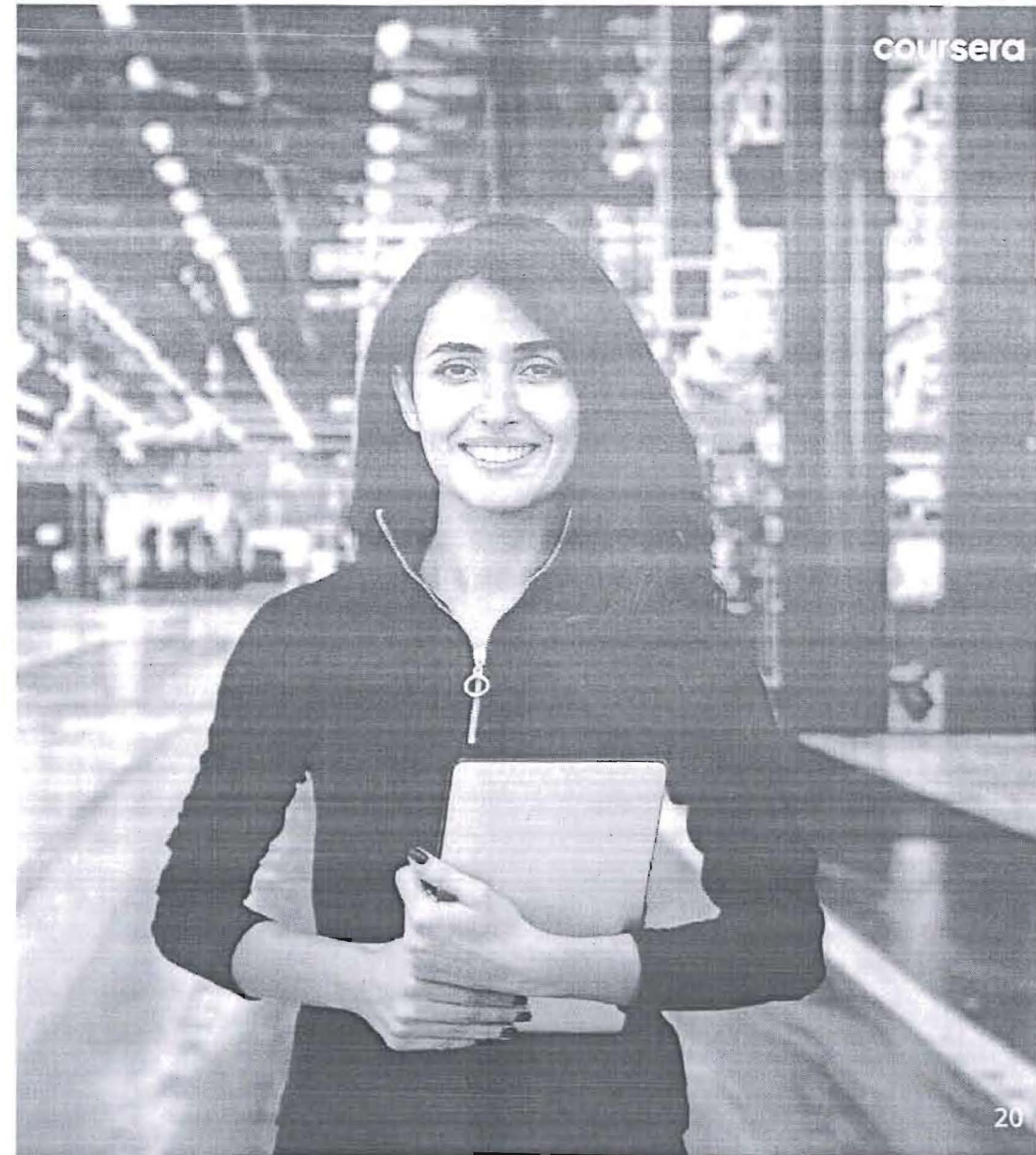
Get students proficient with job-relevant tools with **Coursera Labs and Guided Projects**

Getting started RStudio

Build a Full Website with WordPress

Postman - Intro to APIs

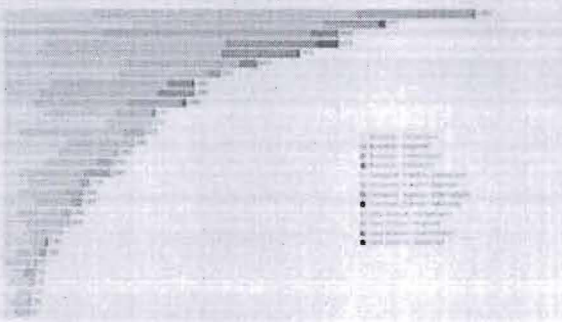
...



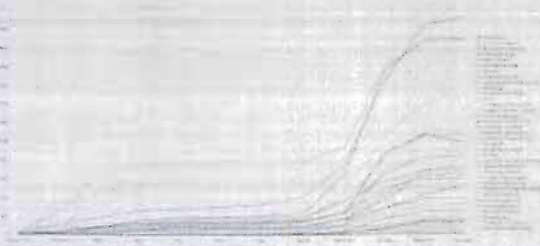
3

Coursera can help you develop a strong skills-first approach to drive student employability

Advanced metrics



PROFICIENCY BY SKILL



SKILL MASTERY OVER TIME



INDUSTRY BENCHMARK

Classic metrics

Other metrics available on Coursera

Invitations sent; invitations accepted; learners enrolled; learner activity on platform; courses completed; learner reviews; course ratings

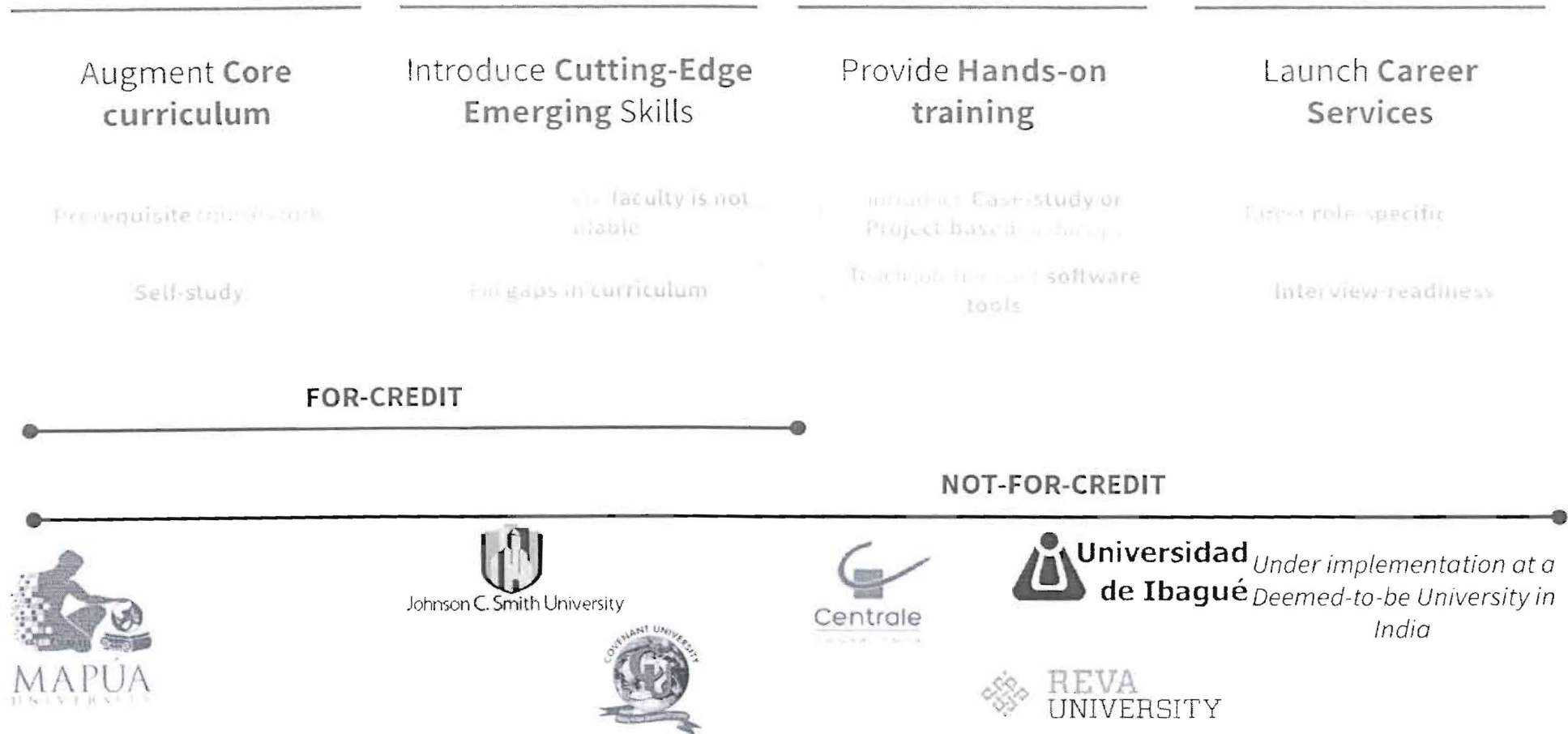


LEARNING HOURS

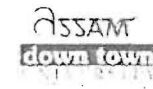
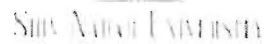


ASSESSMENTS TAKEN

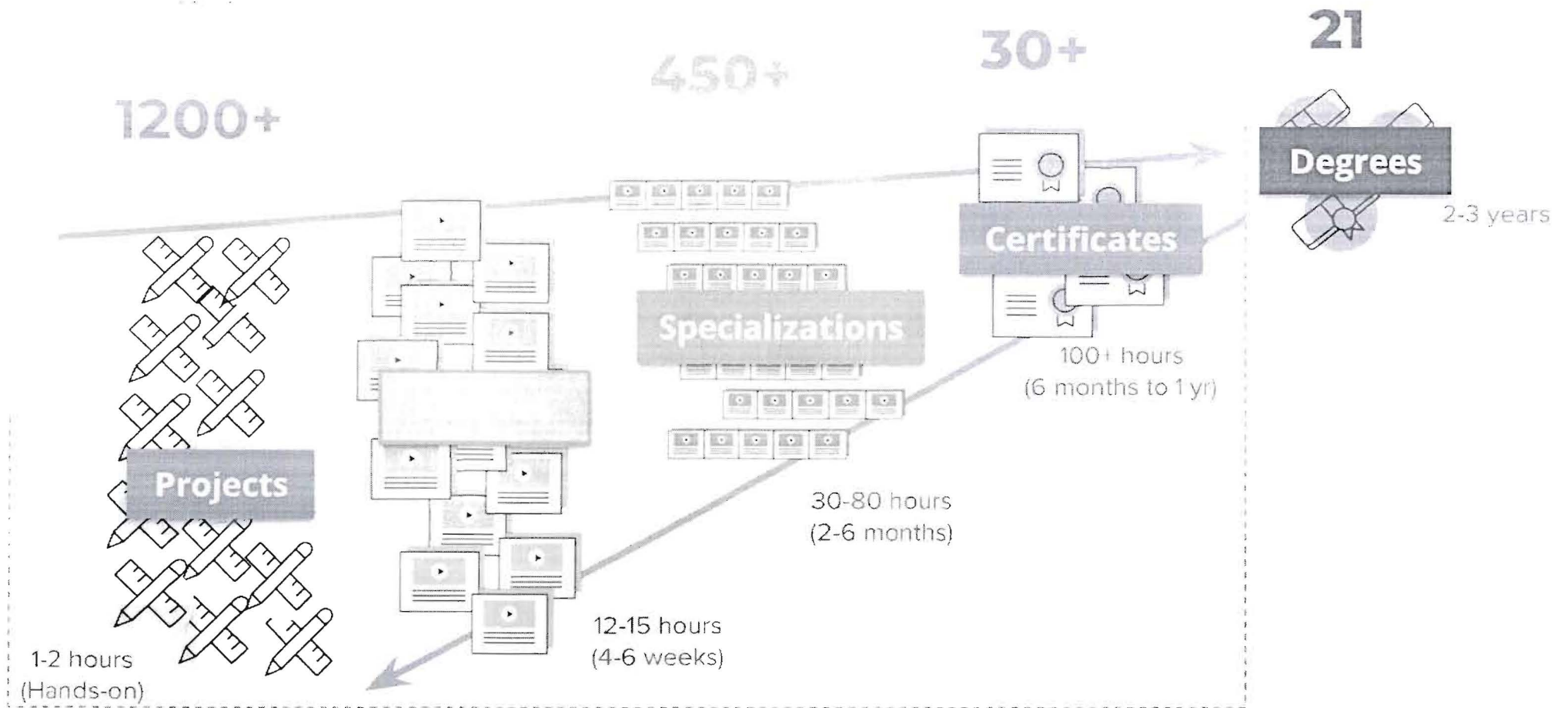
HEI's are adopting Coursera in a multitude of use-cases



Indian HEI's currently leveraging Coursera for Campus



Stackable content for blended learning



Career paths for **jobs MBA** students want

Digital Product Management

Digital Product Management:
Modern Fundamentals
Agile Meets Design Thinking

Entrepreneurship

Entrepreneurship I: Laying the
Foundation
How to Finance and Grow
Your Startup - Without VC

Data Analytics

Business Analytics for Decision Making
Foundations for Big Data Analysis with
SQL

FinTech

Blockchain Transformations
of Financial Services
FinTech: Finance Industry
Transformation and Regulation

Sales & Business Dev.

Sales Training: Building Your Sales
Career
Sales Pitch and Closing

Digital Marketing

Marketing in a Digital World
Marketing Analysis

Operations & Supply Chain

Supply Chain Analytics
Operations Management: Strategy and
Quality Management for the Digital Age

AI & Machine Learning

Machine Learning for Business
Professionals
Machine Learning Foundations:
A Case Study Approach

Digital Transformation

Digital Transformation
Strategic Innovation: Building and
Sustaining Innovative Organizations

Digital Marketing

Foundation

Digital Marketing Specialization

Marketing in a Digital World

Digital Analytics for Marketing
Professionals: Marketing Analytics in Theory

Digital Analytics for Marketing
Professionals: Marketing Analytics in
Practice

Digital Media and Marketing Principles

Digital Media and Marketing Strategies

Marketing in an Analog World

Digital Marketing Capstone

Key skills:

Promotion, digital strategy, marketing mix, product placement; marketing strategy, analytics, market analysis, data visualization, management.

Electives

Search Engine Optimization (SEO)

Introduction to Search Engine Optimization

Optimizing a Website for Search

Advanced Content and Social Tactics to
Optimize SEO

Social Media Marketing

What is Social?

Engagement & Nurture Marketing
Strategies

The Business of Social

Marketing Analytics

Managing Uncertainty in Marketing
Analytics

Forecasting Models for Marketing
Decisions

Survey analysis to Gain Marketing Insights

Industry Experience



Building Custom Regional Reports with Google Analytics

Use Canva to Create an Interactive Mind Map

Create Infographics using Piktochart

Develop a Company Website with Wix

Use Canva to Create Social Media Marketing Designs

Create a Business Marketing Brand Kit Using Canva

Use Mailchimp to Build an E-mail Marketing Campaign

Google Ads for Beginners

Transform your university with Coursera



Deliver job-relevant skills to increase employability



Reduce cost of delivering credit-hours



Save faculty time to deploy elsewhere



Increase student capacity with same infra



Ensure your faculty and staff have cutting-edge skills, and invest in ongoing education

Expect a high return on investment from Coursera

3.5-4x ROI

Students say Coursera helped them to:

80%

Explore new areas of interest they could not before

52%

Build confidence for their future

43%

Prepare to be successful in a job*

Coursera is strongly differentiated from other content providers.

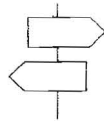
A comprehensive skill development platform, that offers a lot more than just learning content



Not just content

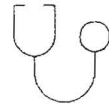
Best-in-class **insights dashboard and analytics** for full control and tracking of learning outcomes

Complete enterprise stack including **skills transformation, customer success and implementation**



High learner engagement

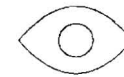
High-quality content
Bite-sized modules
Anytime anywhere learning
job-specific learning paths
 Superior **user experience**



World-class content

More than half of the world's **top-50 global engineering schools** offer content on Coursera.

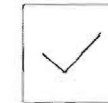
Companies such as **IBM, Google, Facebook** offer **professional certifications** for most in-demand jobs.



Hands-on learning

Coursera Labs & Guided Projects allow learners to practice and sharpen their the skills learnt through courses.

These Hands-on projects can also be offered as proof of proficiency to potential employers.



Courses mapped to industry needs

Coursera content mapped to the **most critical skills** that professionals and organisations will need to succeed in the future.

Incorporated from **Coursera's Skill Graph**, based on insights from global learners across industries and companies

Our Standard Coursera Enterprise plan

Licensing model for unlimited, in-depth transformative learning

\$400
per
learner
per year

3 year
partner-
ship

Unlimited access to over 4,500+ courses, 1,200+ Guided Projects, and 450+ specializations developed by top universities and companies ✓

Access to assessments, quizzes, peer reviews, and capstone projects ✓

University-branded Course Certificates ✓

Fast-pass to learner tech support ✓

Co-branded homepage ✓

Track learner progress ✓

Skill Transformation services:

Customer success manager ✓

Implementation manager ✓

Basic content curation assistance ✓

Advanced analytics:

Skill Development Dashboards ✓

Industry Benchmarking ✓

Utilization reports ✓

Learner feedback summary ✓

Business APIs, LMS, SSO integrations*

Robust data analytics for program managers



registrar rvei <registrar@rvei.edu.in>

Fwd: Proposed RVIM Curriculum for 2021-23

Vaibhav Anand <vanand@coursera.org>

14 April 2021 at 20:17

To: registrar@rvei.edu.in, Director RVIM <director.rvim@rvei.edu.in>

Hello Mr. Shahameer and Dr. Bung

Trust you are both doing well. Warm Ugadi greetings to you and the entire team at RV Group of Institutions!

Further to my conversation with both of you on the phone, I am pleased to share again that we have received approvals to offer RVIM Faculty members free licenses as part of this proposed partnership. Our revised proposal therefore is as follows:

- Minimum Subscription Volume: 180 licenses (+20 Free Licenses for Faculty)
- Price per limited Enrollment license: US\$150 per license per year (~INR 10,500 per license per year)
- Total Investment per year for a 3 year partnership: US\$27,000 per year (~INR 20.29 Lakhs per year)

Kindly note that we can only hold this proposal for the next 2 weeks and would request for the order form process to be completed by then, to enable the approvals of additional discounts to be valid. I can share the order form in the subsequent mail.

We look forward to making an impactful beginning with RVIM and to expanding this partnership with the rest of RV Group of Institutions!

Thank you for your support and collaboration!

Warm regards

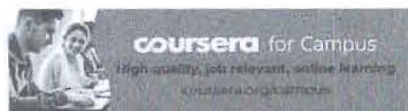
Vaibhav

--

Vaibhav Anand

South India Lead - Coursera for Campus

+91 98802 15620



[Quoted text hidden]



registrar rvei <registrar@rvei.edu.in>

Fwd: Proposed RVIM Curriculum for 2021-23

1 message

Director RVIM <director.rvim@rvei.edu.in>
To: registrar rvei <registrar@rvei.edu.in>

30 March 2021 at 19:44

Sir, GE!

Had a discussion with Mr. Vaibhav Anand, the South India Lead - Coursera for campus on the alternate proposals. After lot of persuasion, he gave another proposal, where-in limited access to only **three courses** will be given to each student over a period of one full year. This will reduce our financial obligation from 30.00 lakhs a year to around 21.00 lakhs a year for 200 licences. (USD 206 per license to USD 150 per license - Rs. 14500 to Rs.10500 per license approximately).

Forwarding his email for your reference. I request you to pl have a meeting with him and help us in closing on it. All premier Institutions including NMIMS, TAPMI, MIT, SIMS,.. have an active partnership with Coursera and it is going to add lot of value in terms of giving an option to choose their dream electives from around 4500 plus courses, developed from world class Institutions. Thanks!

----- Forwarded message -----

From: **Vaibhav Anand** <vanand@coursera.org>
Date: Mon, 29 Mar 2021 at 18:13
Subject: Re: Proposed RVIM Curriculum for 2021-23
To: Director RVIM <director.rvim@rvei.edu.in>

Hello Dr. Bung,

Thank you for our conversation a short while ago.

As discussed, we can propose an alternate model for RVIM to keep the overall investment lower for the college. This is a Limited Enrollment License Model, where a learner is allowed to pursue and complete 3 courses on the platform. The pricing for this limited enrollment license is as follows:

- Minimum Subscription Volume: 200 licenses
- Price per limited Enrollment license: US\$150 per license per year (~INR 10,500 per license per year)
- Total Investment per year for a 3 year partnership: US\$30,000 per year (~INR 21.8 Lakhs per year)

Please feel free to share this option with the Management Team to reduce the overall investment in the partnership. Trust this helps.

Warm regards
Vaibhav

--
Vaibhav Anand
South India Lead - Coursera for Campus
+91 98802 15620



On Tue, Mar 23, 2021 at 12:27 PM Vaibhav Anand <vanand@coursera.org> wrote:

Hello Dr. Bung,

It was a pleasure meeting you yesterday. Thank you for your inputs on how RVIM and Coursera can partner together.

Further to our discussion, I've taken the requisite internal approvals to offer 4 months of the partnership free, starting November 2021. On the basis of this, our revised (and final) proposal is attached for your approval. Highlighting a few points:

1. On the basis of building a long term partnership with RVIM and the Group, we have provided additional discounts (20% over and above our earlier discounted proposal) to the school
2. We have taken an exception to offer 4 months of the partnership free (November 2021 - Feb 2022), to get the students and faculty accustomed to the platform before Semester 2, when this will be leveraged in full swing
3. We are extending additional benefits and privileges in order to facilitate a contractual closure before March 31, 2021 (details are included in the proposal)

We are able to offer these extra benefits (4 months free + additional privileges) only till March 31, 2021, after which, they will become invalid. Therefore, requesting you to kindly secure the necessary approvals from the leaders of the Trust, so that we can expedite the process of signing the order form. Kindly get back to me in case you have any queries regarding the proposal.

We look forward to starting our formal partnership with RVIM!

Warm regards

Vaibhav

--

Vaibhav Anand

South India Lead - Coursera for Campus

+91 98802 15620

On Mon, Mar 22, 2021 at 5:57 PM Director RVIM <director.rvim@rvei.edu.in> wrote:

Dear Sir,

As discussed during virtual meeting, I herewith attaching the proposed new RVIM curriculum (post autonomy) for the critical review by your good self. I request your good self to PI go through the same and give your ideas, inputs and suggestions. PI share it with your other friends in the organization and ask them to give their inputs.

Thanking you,

With regards,

Dr. Purushottam Bung

B.E., PGDM(Aust), MBA(Aust), Ph.D in management

Professor and Director

R. V. Institute of Management

CA-17, 36th Cross, 26th Main

4th 'T' Block, Jayanagar

[Bangalore: 560041](tel:560041)

Tel: 080-26547048 / 42540300 .

MOB: 07411339344

Email: director.rvim@rvei.edu.in

Institution URL: <https://rvim.edu.in/>

Alternate Email: bunguas@gmail.com

LinkedIn: <https://www.linkedin.com/company/rv-institute-of-management>

FaceBook: <https://www.facebook.com/rvimEdu>

Twitter: https://twitter.com/RVIM_Official

InstaGram: https://www.instagram.com/rvim_official/

YouTube: <https://www.youtube.com/channel/UC2y9ryBbzGa6Qc7ukEsoZxA>

--

With warm regards

Dr. Purushottam Bung

B.E., PGDM(Aust), MBA(Aust), Ph.D in management

Professor and Director

R. V. Institute of Management
CA-17, 36th Cross, 26th Main
4th 'T' Block, Jayanagar
[Bangalore: 560041](https://www.google.com/maps/place/560041)

Tel: 080-26547048 / 42540300

MOB: 07411339344

Email: director.rvim@rvei.edu.in

Institution URL: <https://rvim.edu.in/>

Alternate Email: bunguas@gmail.com

LinkdIn: <https://www.linkedin.com/company/rv-institute-of-management>

FaceBook: <https://www.facebook.com/rvimEdu>

Twitter: https://twitter.com/RVIM_Official

InstaGram: https://www.instagram.com/rvim_official/

YouTube: <https://www.youtube.com/channel/UC2y9ryBbzGa6Qc7ukEsoZxA>