Google Career Certificates Coursera Learner Guide



Welcome to Coursera!

Congratulations on joining **Google Career Certificates Scholarship Program!** This guide is written to help you navigate the Coursera platform and start learning.

What is Coursera?

Coursera is the world's leading online learning platform. With Coursera, you can easily offer world-class content and credentials from the world's top universities and companies, drive skill development with with role-based learning, and track and benchmark skill proficiency against over 60 million learners.

Why learn on Coursera?

While learning on Coursera you will...

- ✓ Learn new skills to help you excel in your current role.
- ✓ Learn to prepare for your dream job.
- ✓ Refresh your education & keep your competitive edge.
- ✓ Become better informed on a variety of topics.
- \checkmark Be part of a community of over 90+ million global learners.

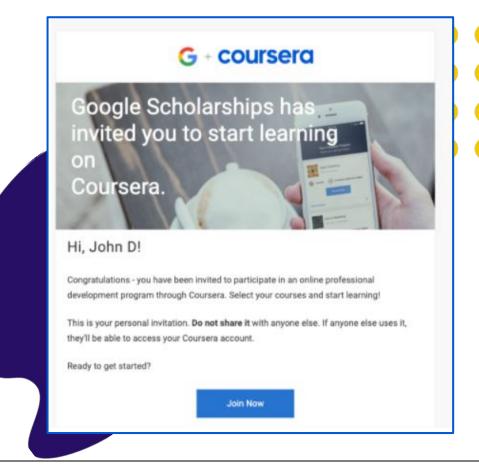
courserd

Joining your Organization's Learning Program on Coursera

Joining Your Organization's Learning Program

There are two different ways by which you can join your organization's Learning Program on Coursera and it depends on how the admin from your organization has invited you...

- ★ Clicking the link "Join Now" from the email invitation you have received or
- ★ Clicking through the Program URL (shared by the admin from your organization) and signing into Coursera using your official email address with which you are invited

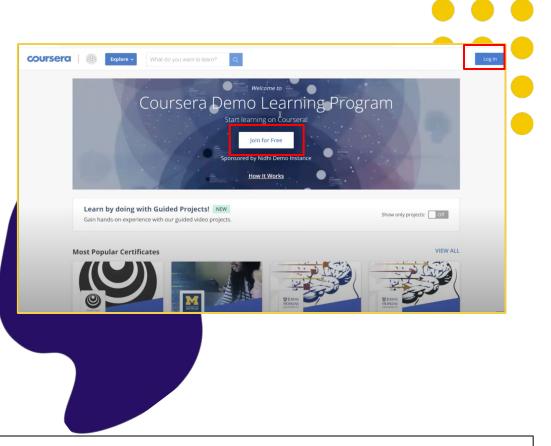


Note: Please note that this is different from visiting coursera.org and signing up as a new user. Doing so will mean that you are using Coursera's consumer site and not your organization's learning program, and hence you will not be able to enjoy the enterprise benefits.

Joining Your Organization's Learning Program

Once you click on **Join Now** or follow the **program URL**, you will be directed to your organization's learning program. In order to join, you need to first log in to the Coursera platform.

To do so, click on "**Join for Free**" or the "**Log In**" button in the top right corner.



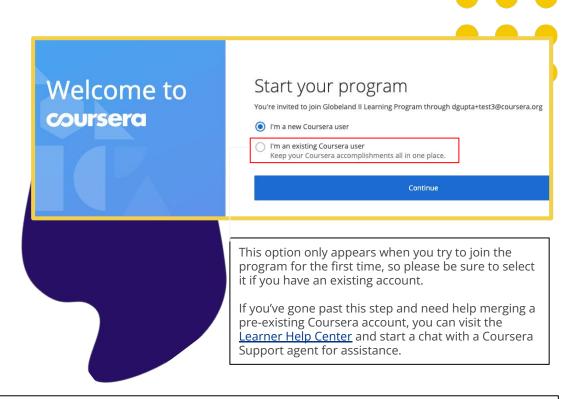
Note: Please note that if you are already logged into Coursera with the same email address on which you have been invited for this program, you will directly see "Join Program" button



Create Your Account

Once you click on "Join for Free", you'll be directed to **Welcome to Coursera** page where you will have 2 options for account setup:

- A) If you don't have an existing Coursera account, select "I'm a new Coursera user"
- B) If you do have an existing Coursera account (either with the same email to which you have been invited or a different personal email), select "I'm an existing Coursera user". This is critical to keeping all of your past/future accomplishments and progress in one place.

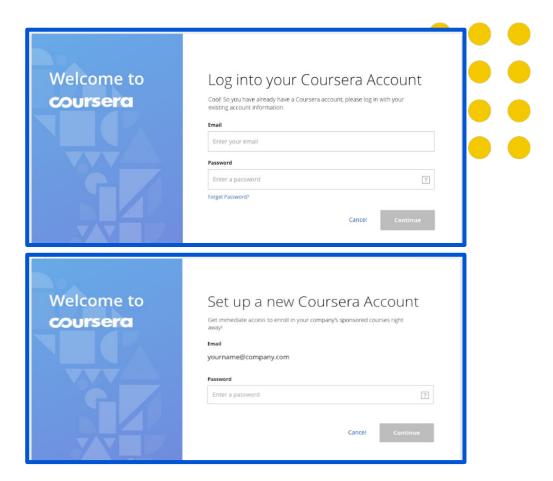


Note - Please note that if you have accessed the program link before you will not see the "Welcome to Coursera" page - you will directly see the pop up to login with your account or sign up for a new account to access the learning program.



Create Your Account

- A. If you select "I am an existing Coursera user", you will land on the first screen where you will be asked to enter your existing set of username and password. Once done, your existing account will be linked to your new email.
- B. If you select "I am a new Coursera user", you will land on the second screen where you will be asked to create a password for your new account



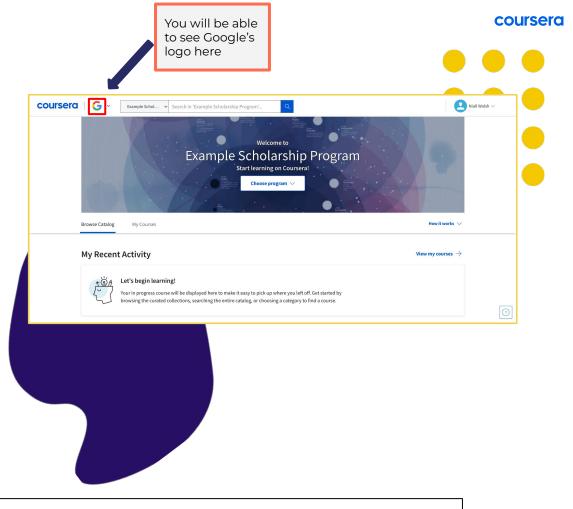
Enrolling in a Certificate



Begin Learning by Enrolling in Your First Certificate

Once you have created your account, you will land on the learning program page where you will see two tabs:

- Browse Catalog Here you will be able to see the recommended courses by your organization.
- 2. **My Courses** Once you have enrolled in your first course, they will start appearing here.



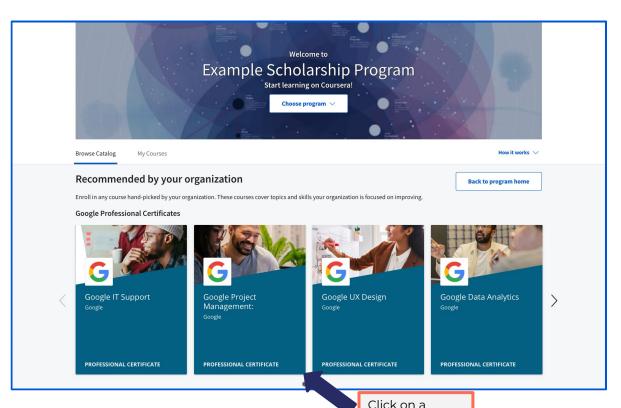


Note: Refer to the next section to understand how you can enroll in your first course and begin learning in detail

Choose Your Certificate

After you create a new Coursera account or log in with an existing Coursera account, you'll be taken to the program home page.

Click on the **Catalog** tab to browse the courses curated for your program. Once you have chosen a course that interests you, click on the Certificate tile to access the course details.



Certificate tile to access the course details



coursera







In seven high-demand fields

Product agnostic

Completed in 3 - 6 months

No previous degree or experience required

Hands-on, practice-based approach

Available on Coursera.org

UX Design

IT Support Project
Management

Digital IT Automation
Marketing with Python

Analytics

Data

Cybersecurity Advanced
Data
Analytics

Business Intelligence

Grow with Google

Google Cybersecurity Certificate

You will will learn how to identify common cybersecurity risks, threats, and vulnerabilities, as well as the techniques to mitigate them. You will gain hands-on experience with Python, Linux, and SQL.

Learn how to protect networks, devices, people, and data from unauthorized access and cyber attacks.



Certificate Summary

8 Courses Total Within Certificate
3-6 Month Completion Time
Suggested pace of 10 hrs/week

Topics Covered:

- Introduction to the exciting world of cybersecurity.
- The evolution of cybersecurity.
- Protect against threats, risks, and vulnerabilities.
- Cybersecurity tools and programming languages.

Skills Acquired:

- Python, Linux, SQL
- Security Information Event Management (SIEM) tools
- Intrusion Detection Systems (IDS)
- Network protocol analyzers (packet sniffing)

For more information on Google Data Analytics:

Cybersecurity - Key Competencies & Job Mapping

coursera

Google Data Analytics Certificate

You will cover foundational data analytics terminology and gain a deeper understanding of the role and responsibilities of a data analyst.

Learn about key analytical skills (data cleaning, data analysis, data visualization) and tools (spreadsheets, SQL, Tableau, R programming).

Evaluate the role of analytics in the data ecosystem.



Certificate Summary

8 Courses Total Within Certificate

3 - 6 Month Completion Time

Suggested pace of 10 hrs/week

Topics Covered:

- Introducing data analytics
- Thinking analytically
- Exploring the wonderful world of data
- Setting up a data toolbox
- Discovering data career possibilities

Skills Acquired:

- Spreadsheet basics
- Metadata
- Data visualization (DataViz)
- R Programming
- SQL
- Data ethics

For more information on Google Data Analytics:

Data Analytics - Key Competencies & Job Mapping

Google Advanced Data Analytics Certificate

The Google Advanced Data Analytics Certificate is designed to help you build on the skills gained through the Google Data Analytics Certificate. You will begin your journey by exploring the role of data professionals in the workplace.

Learn about the project workflow PACE (Plan, Analyze, Construct, Execute) and how it can help you organize data projects.

You will identify tools used by data professionals (Jupyter Notebook, Python, and Tableau)



Certificate Summary

7 Courses Total Within Certificate6 Month Completion TimeSuggested pace of 10 hrs/week

Topics Covered:

- Introduction to data science concepts
- The impact of data today
- Your career as a data professional
- Data applications and workflow
- Thinking like a data professional

Skills Acquired:

- Data Science
- Regression Models
- Predictive Modelling
- Exploratory data analysis
- Statistical Analysis
- Machine Learning

For more information on Google Data Analytics:

Advanced Data Analytics - Key Competencies & Job Mapping

Google Business Intelligence Certificate

You will discover the role of BI professionals within an organization and explore BI tools used on the job. You will explore how data is used in business processes and decision making.

You will identify the uses and benefits of BI tools, including data models, pipelines, data visualizations, and dashboards.

You will develop and execute a BI project by working with stakeholders to determine project requirements, execute tasks, and deliver insights that guide decision making.



Certificate Summary

3 Courses Total Within Certificate

3 Month Completion Time

Suggested pace of 10 hrs/week

Topics Covered:

- Data-driven results through business intelligence
- Business intelligence tools and techniques
- Context is crucial for purposeful insights

Skills Acquired:

- Data modeling
- Business Analysis
- Bigquery
- Tableau Software
- Data Visualization (DataViz)

For more information on Google Data Analytics:

Business Intelligence - Key Competencies & Job Mapping

Google Digital Marketing & E-commerce Certificate

You will be able to define the fields of digital marketing and e-commerce and explore entry-level jobs in both fields, identifying the roles and functions those jobs play in an organisation.

You will gain knowledge on how to attract and engage customers through digital marketing channels like search and email.

You'll be able to measure marketing performance through analytics and present insights.

You will get hands-on practice using popular digital marketing and E-commerce tools, such as Shopify and Canva.



Certificate Summary

7 Courses Total Within Certificate

3-6 Month Completion Time

Suggested pace of 10 hrs/week

Topics Covered:

- Embarking on a career in digital marketing and e-commerce
- Understanding the marketing funnel
- Identifying the role of advertisements, advertising goals and advertising channels
- Exploring marketing goals, business goa and measuring success

Skills Acquired:

- Marketing
- E-commerce
- Display Advertising
- Email Marketing
- Search Engine Optimization (SEO)

For more information on Google Data Analytics:

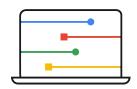
<u>Digital Marketing & E-commerce - Key Competencies & Job Mapping</u>

Google IT Support Certificate

You will be introduced to the world of Information
Technology, or IT, and cover the different facets of
Information Technology like computer hardware, the internet,
software, troubleshooting and customer service.

You will learn computer assembly, wireless networking, installing programs, customer service, identifying problems to troubleshoot and debug systems.

Gain experience with systems including Linux, Domain Name Systems, Command-Line Interface, and Binary Code.



Certificate Summary

5 Courses Total Within Certificate3 - 6 Month Completion TimeSuggested pace of 10 hrs/week

Topics Covered:

- Introduction to IT
- Hardware & Software
- Operating system
- Networking
- Troubleshooting

Skills Acquired:

- Debugging
- Encryption Algorithms and Techniques
- Customer Service
- Network Protocols
- Cloud Computing

For more information on Google IT Support:

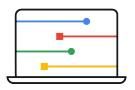
IT Support - Key Competencies & Job Mapping

Google IT Automation with Python Certificate

The Google IT Automation with Python Certificate is designed to help you build on the skills gained through the Google IT Support Certificate to advance to technical paths like Systems Administrators.

You will learn how to program with Python with no previous knowledge of coding required and you'll use Python to automate common system administration tasks.

This stackable credential helps IT professionals build in-demand skills including Python, Git, and IT automation.



Certificate Summary

6 Courses Total Within Certificate
3 - 6 Month Completion Time
Suggested pace of 10 hrs/week

Topics Covered:

- Managing Files with Python
- Troubleshooting Concepts
- Introduction to Version Control
- Object Oriented Programming
- Automation in the Cloud

Skills Acquired:

- Using Version Control
- Troubleshooting & Debugging
- Python Programming
- Configuration Management
- Automation

For more information on Google Data Analytics:

IT Automation with Python - Key Competencies & Job Mapping

Google Project Management Certificate

You will learn foundational project management terminology and gain a deeper understanding of the role and responsibilities of a project manager.

You will be introduced to the kinds of jobs to pursue after completing this program.

By the end of this course, you will be able to: Define project management, Explore project management roles and responsibilities across a variety of industries, Detail the core skills that help a project manager be successful, Describe the life cycle of a project and explain the significance of each phase.



Certificate Summary

6 Courses Total Within Certificate3 - 6 Month Completion TimeSuggested pace of 10 hrs/week

Topics Covered:

- A career in project management
- Effective project management
- The project management life cycle
- Organizational structure and culture

Skills Acquired:

- Agile Project management
- Organizational culture
- Career development
- Strategic thinking
- Change management
- Risk Management

For more information on Google Project Management:

Project Management - Key Competencies & Job Mapping

Google UX Design Certificate

You will explore the field of user experience (UX) and grasp the foundations of UX design and research.

You will be involved in creating low-fidelity designs and wireframes, designing high-fidelity prototypes, and understanding how to iterate designs by testing.

By the end of the certificate, you will create a professional UX portfolio that includes three projects: a mobile app, a responsive website, and a cross-platform experience.



7 Courses Total Within Certificate 3 - 6 Month Completion Time

Suggested pace of 10 hrs/week

Topics Covered:

- Introducing user experience design
- Getting to know common terms, tools, and frameworks in UX design
- Joining design sprints
- Building a professional presence

Skills Acquired:

- User Experience Design (UXD)
- UX Research
- Wireframe
- Prototype
- Usability testing

For more information on Google UX Design:

UX Design - Key Competencies & Job Mapping

Enroll in a Certificate



Enrolling in a course



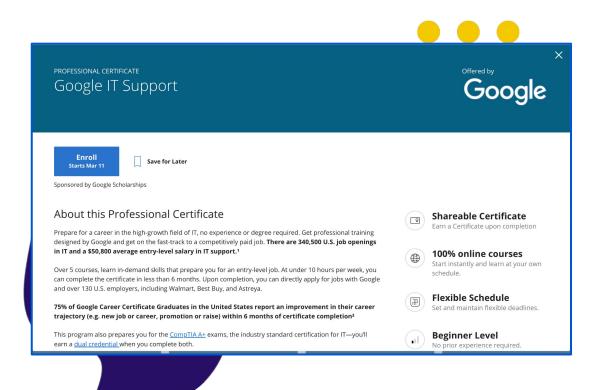
Enroll in a Certificate

The course description page has detailed information to help your enrollment decision.

The description includes:

- ✓ Skills that you will gain
- ✓ Level
- ✓ Workload
- ✓ Rating
- ✓ Detailed syllabus

If you decide to enroll, click on the "Enroll" button – it will then change to "Go To Course". Once you enter the certificate, you can start watching videos and taking quizzes immediately.

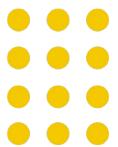


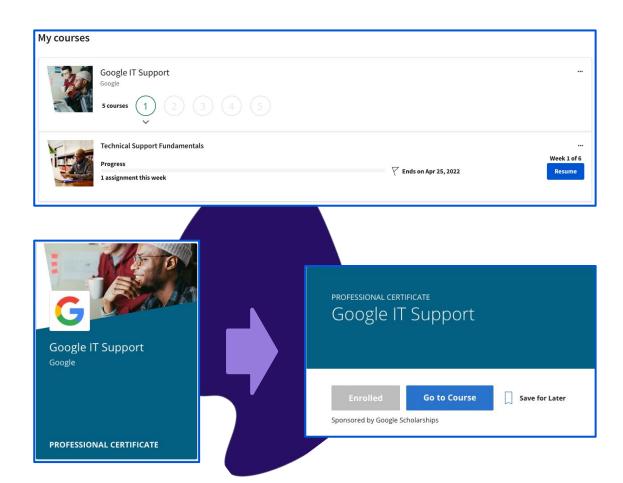
Note: While most courses are on-demand and learner can start learning immediately, there are a few courses that have a specific start date. While you can enroll in these courses at any time, you will have to wait for the session to begin learning.

Go to Your Course

After you enroll in a course, it will show under the **My Courses** tab on your program home page. Click on **Resume** or **Preview** on the right to enter the course.

You can also get to your course under the **Catalog** tab on your program page. Navigate to the class tile, click into it, and then click on **Go to Course**.





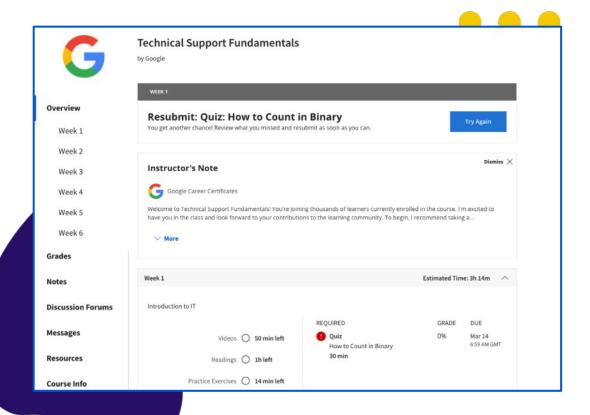
coursera

Access Course Materials

When you enroll in a course, you will be taken to the Course Page. The course will be broken down by weeks in the left navigation bar, and links to assignments, videos, and readings will appear in the right fields.

Click on **Start** to access the first module in the course.

Click on **Resume** to return to a course to start where you last left off.

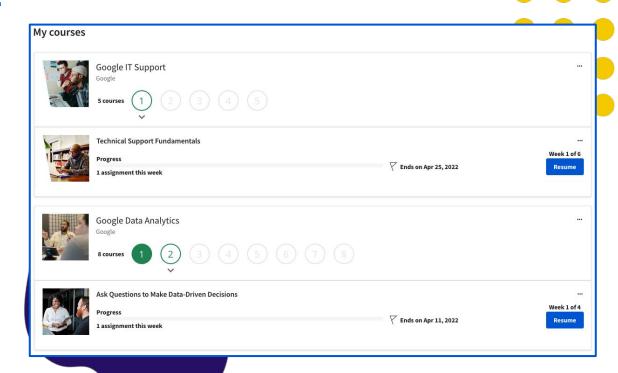


coursera

View Your Course Progress

Every course page has a timeline to help you easily see how you are progressing through a course. You can see what you have completed, and what you need to do next.

The **Resume** button takes you back to where you last left off—even if it was in the middle of a watching a video.



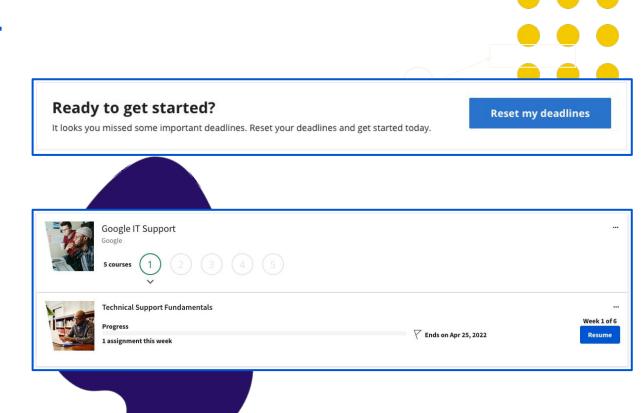
Resetting Deadlines

Reset Deadlines: Start/due dates are suggested to keep you on track—you can reset if things get busy (you will be prompted to do so).

You can do so by clicking on the Reset Deadlines option either from:

1) In-course page

2) Program home page

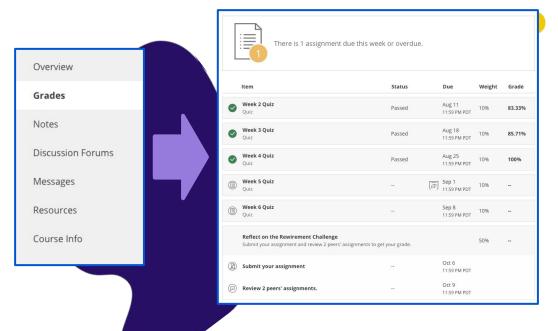




Keep track of Grades and Completed Assignments

On the **Grades** tab, you can:

- ✓ View all the quizzes and assignments in the course.
- ✓ See which assignments are due or overdue
- See all your graded quizzes, and completed assignments.
- Retake quizzes and assignments from this page if you need to improve a score or if you did not pass the first time.

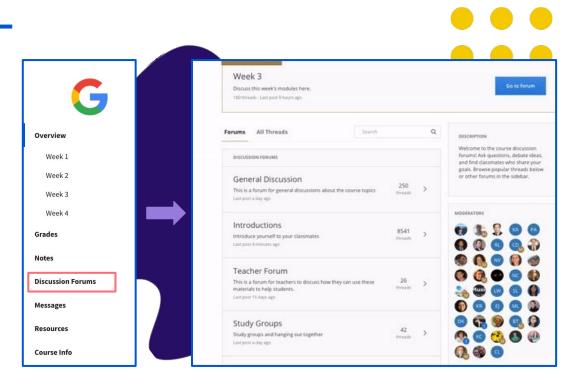




Discussion Forums for Your Course

You'll 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.

Discussion forums are accessed through the left-hand menu on your course page. These are available for most courses.

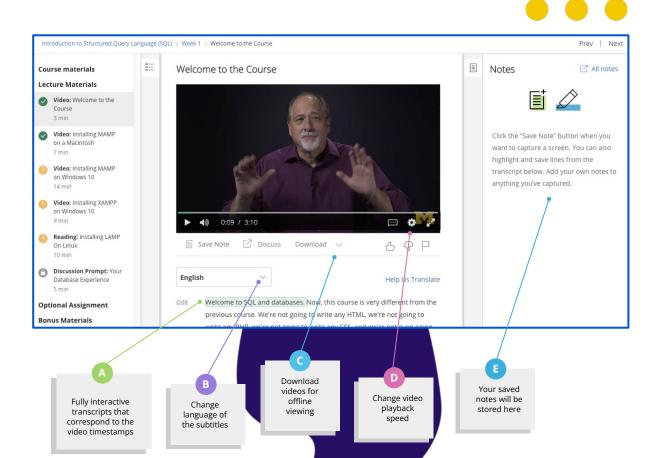




Finding video segments with Coursera's interactive & searchable

The full transcript of each video can be clicked and jump to the corresponding point in the video. Search the transcript if you're looking for a particular lesson concept.

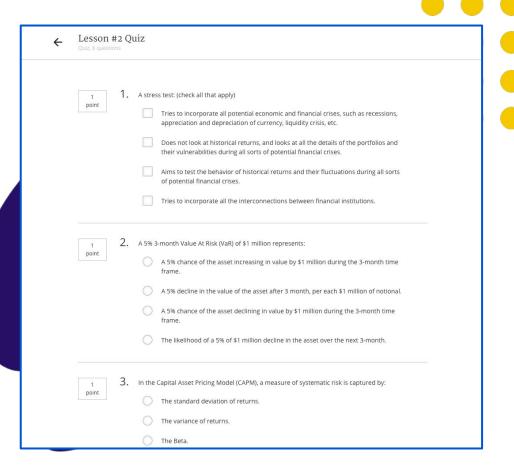
transcript



Graded Quizzes to Reinforce Core Concepts

Quizzes include multiple question types from the instructor to test learners through the course.

You can retake quizzes and assignments if you need to improve a score or if you did not pass the first time.



Learner Tips and Tricks



rsera

Download our Mobile App!

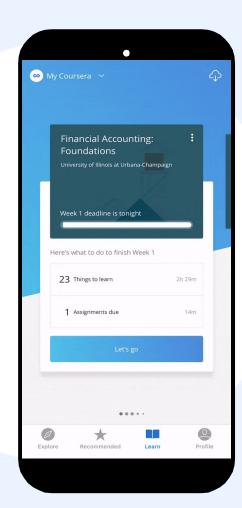
Learn on the go if you have some free time!

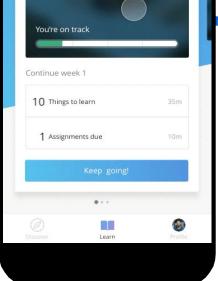
Take short lessons and lectures.

Fully **mobile-optimized** app; learn anytime, anywhere.

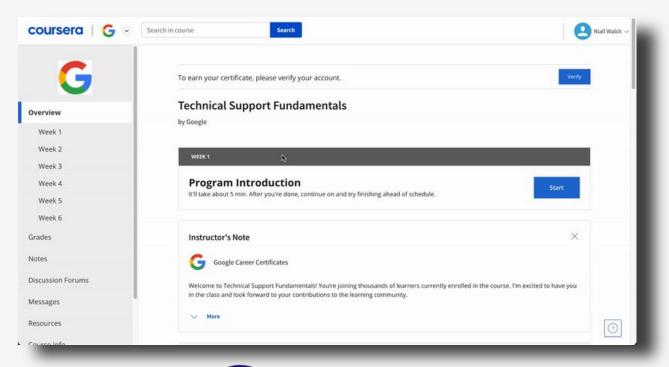
Download courses for offline access.

Lecture transcripts and interactive notetaking.









Socialize with Classmates from Across the Globe

Work together and discuss coursework to achieve the best results

You can meet fellow learners and discuss course content together.

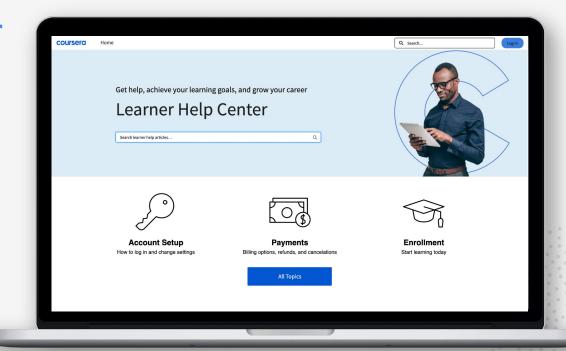
You can talk to learners in the same course and week as you through the discussion forum.

Bookmark the Learner Help Center

Provides both self-help and real-time chat support.

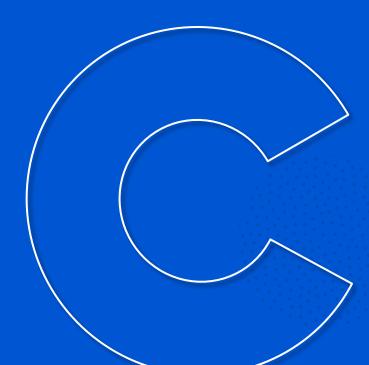
Learners can find:

- Self-help content and real time support 24/7.
- Contact our Learner Services team through chat and email.
- FAQ's





Sharing Your Accomplishments

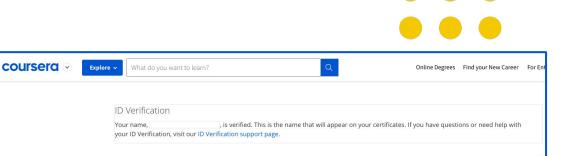


Access and Share Certificates of Completion

You will receive a certificate of completion for each course you complete, and also an additional certificate once you've completed all courses of your full certification!

You can access your certificates of completion under the **Accomplishments** option from the dropdown in top-right corner, displaying your name.

Once here, you will be able to view and download the certificate, as well as share it directly on LinkedIn.



Add to LinkedIn >

Liked these courses? Say thanks to your instructors!

Grade Achieved: 93,28%

Foundations: Data, Data, Everywhere

Foundations: Data, Data, Everywhere

My Courses



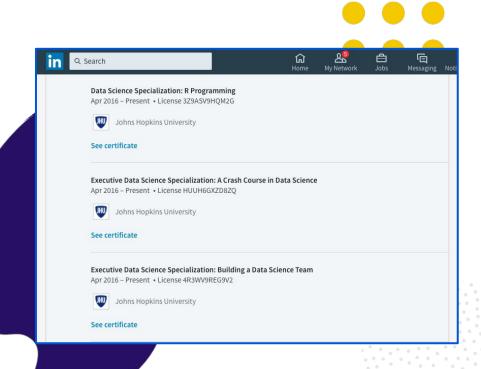
Coursera Credentials are the Second **Most Popular** on LinkedIn

Coursera certificates are the second most popular credential on LinkedIn.

When you complete a course, you have the option to upload your certificate to LinkedIn where it will appear in your profile.

How to Add Your Certificate to Your LinkedIn Profile

How to Add Your Certificate to Your CV





Getting Help





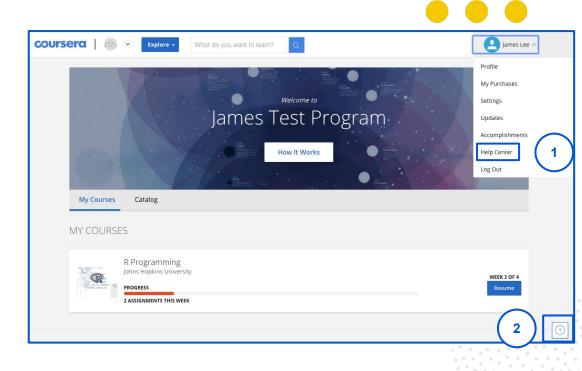
Learner Support

You are supported 24 hours, 7 days a week by our support team through chat and email.

We provide support through our <u>Learner</u> <u>Help Center</u>. This is a great place to learn about how Coursera works and get answers to your specific questions & issues.

You can access the Help Center from:

- 1) Top menu of your Coursera account
- 2) Bottom of the Program Home page and in-course pages





Happy Learning!