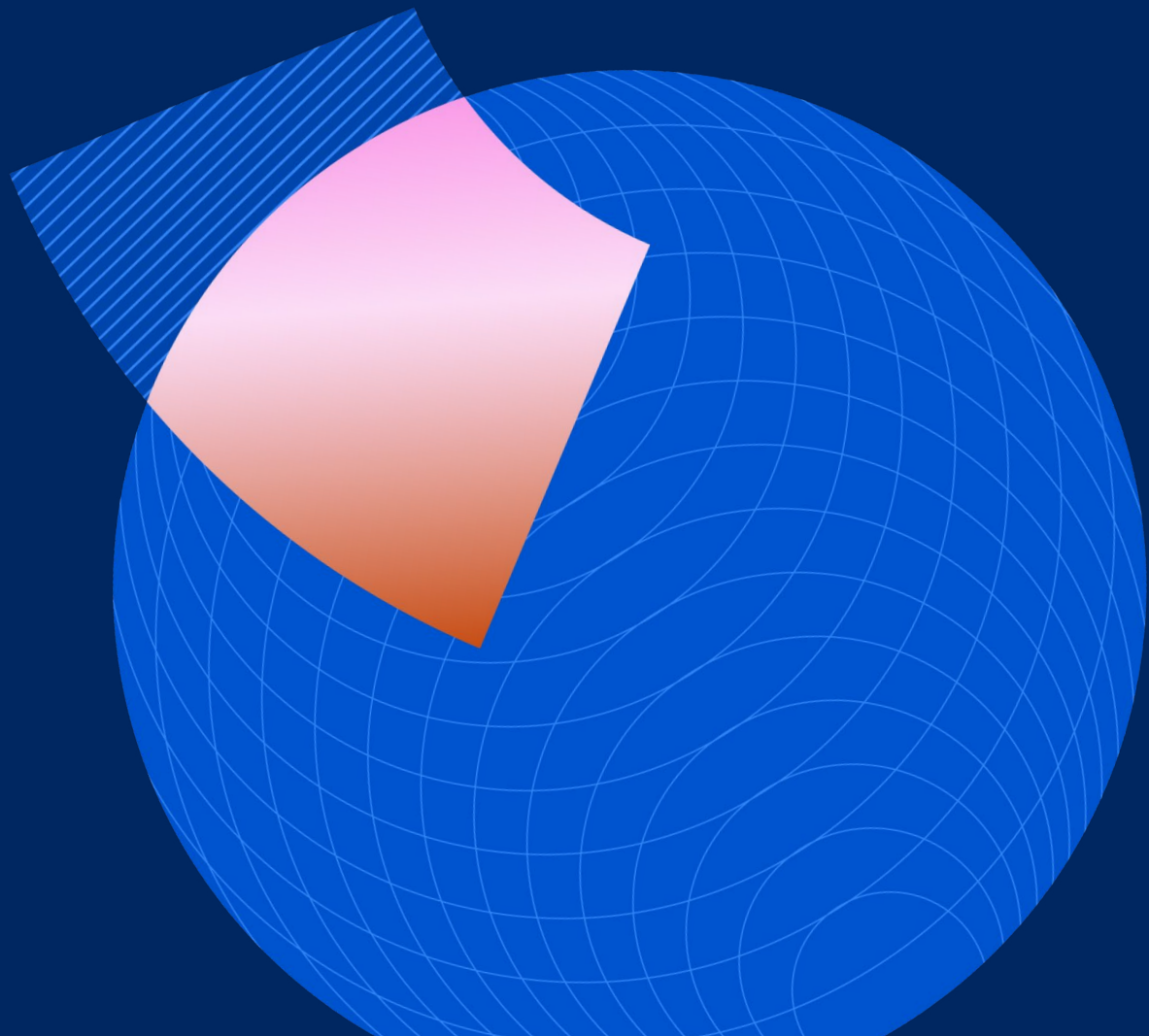


**coursera**

2025

# Global Skills Report

The Middle East and North Africa



# Foreword

More than 10.8 million people now study on Coursera across the Middle East and North Africa (MENA). In 2024, they boosted generative AI (GenAI) course enrollments by 128% year-over-year.

Governments are matching learner momentum with record investments: The UAE's [Artificial Intelligence Program](#), [Saudi Arabia's Vision 2030](#), [Qatar's National AI Strategy](#), and other national roadmaps are channeling billions into data centres,<sup>1</sup> research hubs,<sup>2</sup> and workforce programmes.<sup>3</sup> Learners are responding: over two in five Coursera users in MENA already hold at least one industry micro-credential.<sup>4</sup>

Two gaps, however, could slow progress. First, technology and data science proficiency still lags: Coursera data shows only three MENA countries sit above the global median for tech skills. Second, a persistent gender divide threatens

inclusion: Women make up 35% of Coursera learners but only 24% of GenAI enrollments.

A solution is within reach. Offering multilingual AI and cybersecurity courses, scholarships for women, and integrating micro-credentials into degrees and national upskilling programs can boost learner participation and benefit the overall workforce. These steps will help ensure MENA's large-scale digital initiatives deliver inclusive, sustainable growth.

This report highlights both the region's rapid advances and its unmet needs. By doubling down on GenAI literacy, increasing investments in women's access to online learning, and increasing access to flexible, job-aligned training, MENA can equip every learner, employer and institution to thrive in a knowledge-based economy.



**Kais Zribi**  
General Manager, Coursera

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# Overview

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*Things are changing faster than ever before, which means that our employees need to be reskilled now more than ever. If we don't have people with the right skills, then we can't grow our business. Everybody at Siemens is convinced that reskilling through L&D is extremely important.*



**Bas Puts**  
Global Head of Learning & Skill  
Architecture, Siemens

# The global skills landscape in 2025

## 1 GenAI adoption fuels global skill demands

In 2023, early adopters flocked to GenAI, with approximately one person per minute enrolling in a GenAI course on Coursera<sup>5</sup>—a rate that rose to eight per minute in 2024.<sup>6</sup> Since then, GenAI has continued to see exceptional growth, with global enrollment in GenAI courses surging 195% year-over-year—maintaining its position as one of the most rapidly growing skill domains on our platform. To date, Coursera has recorded over 8 million GenAI enrollments, with 12 learners per minute signing up for GenAI content in 2025 across our catalog of nearly 700 GenAI courses.<sup>7</sup>

Driving this surge, 94% of employers say they're likely to hire candidates with GenAI credentials, while 75% prefer hiring less-experienced candidates with GenAI skills over more

experienced ones without these capabilities.<sup>8</sup> Demand for roles such as AI and Machine Learning Specialists is projected to grow by up to 40% in the next four years.<sup>9</sup> Mastering AI fundamentals—from [prompt engineering](#) to [large language model \(LLM\) applications](#)—is essential to remaining competitive in today's rapidly evolving economy.

Countries leading our new AI Maturity Index—which highlights regions best equipped to harness AI innovation and translate skills into real-world applications—include global front-runners such as Singapore, Switzerland, and the United States.

### Insights in action

#### Businesses

Integrate role-specific GenAI modules into employee development programs, enabling teams to leverage AI for efficiency and innovation.

#### Governments

Scale GenAI literacy initiatives—especially in emerging economies—to address talent shortages and foster human-machine capabilities needed to future-proof digital jobs.

#### Higher education

Embed credit-eligible GenAI learning into curricula, ensuring graduates enter the workforce job-ready.

#### Learners

Focus on GenAI courses offering real-world projects (e.g., prompt engineering) that help build skills for in-demand roles.

Cybersecurity enrollments on Coursera rose in 2025—up 106% in Latin America, 20% in Europe, and 14% in Asia Pacific year-over-year. This momentum follows heightened worries about data protection as GenAI accelerates the creation (and vulnerability) of sensitive data.<sup>10</sup>

Globally, nearly five million additional cybersecurity professionals are needed,<sup>11</sup> and two-thirds of employers cite skill gaps as a barrier to adopting emerging tech.<sup>12</sup> Security Management Specialist ranks among the top five fastest-growing roles, yet less than half of organizations feel “highly prepared” to defend against AI-driven cyber threats.<sup>13</sup> Filling the cybersecurity gap demands urgent, multifaceted upskilling.

## 2 Cybersecurity enrollments rise rapidly, but still lag behind demand

## Insights in action

### Businesses

Launch cybersecurity training aligned to specific roles to tackle skilled-professional shortages.

### Governments

Partner with educational institutions and industry to create micro-credential pathways that include artificial intelligence (AI)/machine learning (ML) applications, bolstering security and mitigating cyber threats.

### Higher education institutions

Offer expanded curricula in cloud security, threat management, and data governance to meet the projected 33% growth in information security analyst roles by 2033.<sup>14</sup>

### Learners

Earn specialized cyber certifications (e.g., [Foundations of Cybersecurity](#) by Google) to stand out, as 90%+ of employers value verified skills.<sup>15</sup>

# 3 Micro-credentials improve learner employability, signaling key skills to employers

By 2030, an estimated 92 million jobs will be displaced, while 170 million new ones will be created—a net gain of 78 million roles.<sup>16</sup> Eighty-five percent of employers say they need to upskill their workforce just to keep pace, and 70% plan to hire talent with new capabilities in areas like data science, cloud computing, and GenAI.<sup>17</sup> This transformation means micro-credentials are more vital than ever for establishing skills and career readiness.

Employers worldwide increasingly see micro-credentials as a key advantage for job seekers. Ninety-one percent believe employees with micro-credentials demonstrate higher proficiency in core competencies.<sup>18</sup> Students agree: 94% report micro-credentials accelerate career development, and nearly 9 in 10 say they bolster competitiveness in a changing

work environment.<sup>19</sup> Meanwhile, 94% of higher education leaders say micro-credentials improve graduates' long-term career outcomes.<sup>20</sup>

Coursera data confirms this rising demand, with positive growth in Professional Certificate enrollments across all regions, including 37% growth in North America—the highest of any region—and 36% in the Middle East and North Africa over the past year.

## Insights in action

### Businesses

Recognize industry-aligned micro-credentials in hiring and promotion. Encourage employees to earn specialized certificates.

### Governments

Embed micro-credentials into public upskilling programs to help job seekers transition faster into high-demand fields.

### Higher education

Offer credit-recommended Professional Certificates that can build toward degree programs, attracting learners who want job-relevant qualifications.

### Learners

Pursue [Professional Certificates](#) in growth areas (e.g., GenAI, cybersecurity, data analytics) to stand out to employers.



As employers and employees ramp up AI usage in hiring, micro-credentials grow even more valuable. Verified credentials give companies confidence that a candidate truly possesses the specialized skills listed on their résumé—particularly crucial in an era when GenAI can produce hundreds of “look-alike” applications.<sup>21</sup> Learn more in the [Micro-Credentials Impact Report 2025](#).



*Geoeconomic fragmentation is one of the primary factors driving the explosive demand for cybersecurity professionals. In this increasingly divided world, these skills are business-critical for securing networks and data.*



**Sam Grayling**  
Insights Lead,  
World Economic Forum

## 4 GenAI skill gaps persist despite women's rising participation in online learning

Women now represent 46% of Coursera's global learner base, with some countries demonstrating gender parity or higher. For instance, Kazakhstan

boasts 56% women learners across all courses, with women making up 43% of learners specifically in GenAI courses—the lowest gender gap in this report. Despite these bright spots, women globally still account for only about one-third of total GenAI enrollments.<sup>22</sup>

Our playbook [Closing the Gender Gap in GenAI Skills](#) highlights barriers like limited mentorship, confidence gaps, and uncertainty about AI's practical relevance—all of which can dissuade women from enrolling or persisting in advanced GenAI courses. Coursera data shows that women are six times more likely to enroll in beginner-level GenAI courses than intermediate ones, and average enrollment rises from 23% to 30% whenever a STEM course includes at least one woman instructor.<sup>23</sup>

Geography also matters. In parts of the Middle East, North Africa, and Sub-Saharan Africa—where women learners make up 30–35% of enrollments—ambitious national upskilling initiatives coexist with cultural and resource constraints. Excluding women from AI design risks reinforcing biases in large language models and hindering equal hiring practices. Providing flexible credentials, confidence-building resources, and more women role models is crucial to achieving inclusive, AI-driven growth.

### Insights in action

#### Businesses

Sponsor women-focused GenAI programs, highlight women AI leaders, and offer incentives, with additional support for working mothers and minority groups.

#### Governments

Prioritize funding for AI training for women and integrate “no-coding prerequisite” AI/ML boot camps into national training programs to widen opportunities and improve gender parity.

#### Higher education

Embed GenAI micro-credentials into degree pathways and recruit women instructors to expand role models in AI.

#### Learners

Seek communities and scholarships designed for women in AI; advance from beginner-friendly AI courses into higher-level tracks to build confidence and mastery.



### New Coursera playbook

#### Closing the Gender Gap in GenAI Skills

GenAI skill gaps persist despite women's rising participation in online learning. This guide breaks down the challenges women face and offers solutions to help them succeed.

[Read the playbook](#)

## 5 Skill gaps threaten global competitiveness, prompting employers to invest in upskilling

Two-thirds of employers regard skill shortages as a major barrier to business growth, and in countries like Germany, unfilled vacancies cost an estimated \$339 billion (1.3% of GDP).<sup>24</sup> Meanwhile, 85% of organizations plan to upskill and/or reskill employees—particularly in AI and data roles—as core skill sets may shift by 40% by 2030.<sup>25</sup>

Countries climbing Coursera’s global rankings show fewer skill gaps in GenAI and cybersecurity, better equipping them for AI’s impact on labor markets. Closing gaps elsewhere can help economies leverage emerging technologies like cloud computing and GenAI without leaving segments of the workforce behind.

### Insights in action

#### Businesses

Conduct skill audits and tie learning roadmaps to priority roles (e.g., Data Analysts, AI Engineers). Offer learning incentives for high-demand courses.

#### Governments

Offer tax breaks and grant funding for organizations leading workforce retraining programs that are aligned with national digital strategies.

#### Higher education

Form industry partnerships to ensure curricula stay aligned with job-market needs.

#### Learners

Focus on data literacy training (e.g., Excel, Python, basic ML) to remain competitive in a shifting, tech-driven economy.

## 6 Skills-first learning transforms talent pipelines, driving skills-based organizations

Ninety-seven percent of employers say they have adopted or are exploring skills-based hiring—a model that focuses on verified skills alongside traditional degrees.<sup>26</sup> This transition is accelerating as AI screening tools and mass résumé submissions—potentially AI-generated—raise concerns about hiring bias and inflated qualifications.<sup>27</sup>

Consequently, skills-first learning is driving a wave of skills-based organizations, where validated proficiencies (e.g., through the completion of Professional Certificates) guide everything from recruitment to advancement.

Meanwhile, more than half of CEOs expect labor and skills shortages to significantly affect profitability over the next decade.<sup>28</sup> By centering hiring on documented competencies, businesses can more accurately identify job-ready talent, reduce turnover, and streamline career pathways.

Competency-based assessments further bolster recruiters’ confidence that they’re bringing in high-quality candidates, bridging education and employment gaps more seamlessly.

### Insights in action

#### Businesses

Evolve into skills-based organizations by emphasizing robust skill tests, validated micro-credentials, and job postings built around key proficiencies instead of blanket experience.

#### Governments

Offer incentives for companies to implement skills-first learning programs, enabling unemployed or transitioning workers to earn high-value credentials.

#### Higher education

Infuse degree curricula with real-world projects to produce graduates with proven, verifiable skill sets—particularly in AI-driven domains.

#### Learners

Seek credentials with capstone components (e.g., Professional Certificates) to demonstrate proficiency in an evolving, skills-first hiring landscape.

# How to read this report

The *Global Skills Report* presents comprehensive skill and credential trends at country, regional, and global levels, leveraging insights from Coursera’s 170M+ learners.

## Understanding Coursera’s skills taxonomy

Coursera organizes skills into three hierarchical categories, from broadest to most specific: domains, competencies, and skills. Within our regional and country spotlights, the term “top skills” specifically refers to the most granular category.

**Domains** represent broad skill categories, limited in this report to business, technology, and data science.

**Competencies** represent skill areas within each domain, more specific than domains but broader than individual skills. For example, accounting and communication are competencies within the business domain.

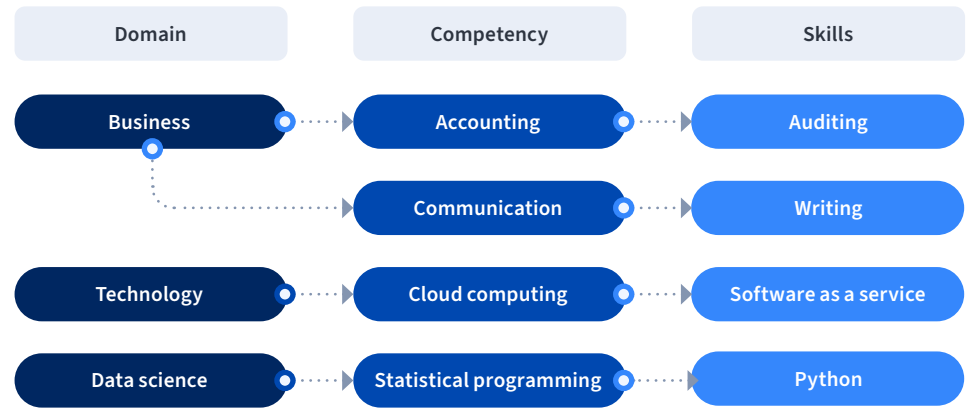
**Skills** represent the most granular and specific skill areas—for example, auditing (under accounting) and writing (under communication).

## How to read skill rankings

Our skill rankings demonstrate how learners from 109 countries perform across business, technology, and data science. The report includes rankings at the global, regional, and country levels.

To offer a holistic view of skill proficiency, our ranking methodology balances Coursera learner proficiency scores with robust third-party data, detailed below. This year, we increased the emphasis on critical third-party metrics to ensure a more comprehensive assessment, complementing the insights provided by Coursera data.

## Skills taxonomy example



📌 Explore the [methodology](#) section for the complete list of skills featured in this report.

### Example (Skills ranking components)

Global rank	Country	Coursera skill proficiency	Global Innovation Index (GII)	Labor force participation rate	Human Capital Index (HCI)	GDP per capita
89	India	25%	38.10	57.92%	0.49	\$2,480.79

Combined, these scores produce the final proficiency index, which informs our global, regional, and country rankings.

A country's overall rank indicates its combined performance across all three domains: business, technology, and data science. Domain proficiency scores are expressed as percentiles (0–100%), where a higher percentile indicates greater skill proficiency.

### Example (Global skill rankings)

Regional rank	Global rank	Quartile	Country	Business	Technology	Data science
1	1	Cutting-edge	Switzerland	100%	99%	100%
1	4	Cutting-edge	Singapore	98%	100%	96%
1	45	Competitive	Peru	51%	59%	66%

### Skill ranking formula

A country's skill proficiency score is calculated as:

**25%**

learner skill proficiency on Coursera

+

**75%**

third-party skill indicators

- **Global Innovation Index (GII)**<sup>29</sup>—assesses innovation capabilities
- **Labor force participation**<sup>30</sup>—measures labor market alignment
- **Human Capital Index (HCI)**<sup>31</sup> and **GDP per capita**<sup>32</sup>—reflects economic skill application

All third-party metrics are equally weighted.

### Quartile definitions

A country's on-platform skill percentile and third-party data are weighted 25/75 to calculate the final country rankings overall and by domain. The percentile rankings are then divided into four quartiles:

- **Cutting-edge** (Ranks 1–28): 75–100 percentile
- **Competitive** (Ranks 29–55): 50–74 percentile
- **Emerging** (Ranks 56–82): 25–49 percentile
- **Lagging** (Ranks 83–109): 0–24 percentile

## How to read enrollment trends

Enrollment trends analyze learner engagement with competencies, skills, and targeted roles globally, regionally, and by country, comparing data from March 2024–February 2025 against the prior year.

Trends are categorized as follows:

- **Year-over-year (YoY) enrollment growth:** Tracks enrollment changes for high-demand skills like cybersecurity, GenAI, critical thinking, employer-priority skills, and Professional Certificates.
- **Women learners on Coursera:** Represents the percentage of women among all learners on Coursera. Subcategories—women enrolled in GenAI courses, Professional Certificates, and STEM courses—include the share of women enrolled in these specific courses out of all learners in those respective categories.
- **Top employer skills:** Captures growth in Coursera enrollments for skills emphasized in the [World Economic Forum's Future of Jobs Report 2025](#), including artificial intelligence and machine learning (AI/ML), curiosity, creative thinking, customer service, self-motivation, resilience, self-awareness, talent management, and systems thinking.

- **Top learner skills (over-indexing skills):** Highlights competencies, skills, or roles that learners in specific countries or regions disproportionately enroll in compared to the global average.
- **Most popular content:** Identifies courses, Guided Projects, and Professional Certificates with the highest enrollments.

## Interpreting recommended content by country

Country spotlights also feature curated content recommendations aligning with the country's top skills and target roles. These recommendations, selected by Coursera's content curation experts, serve as a guide for developing large-scale learning programs.

We begin by over-indexing the skills that appear most frequently (and at disproportionately higher rates) among learners in a given market. We then cross-reference these skill insights with employer-prioritized trends. This dual approach ensures that each recommendation set (1) reinforces areas of current strength while (2) addressing emerging skill gaps.

## Labor force on Coursera

The labor force percentage on Coursera for a country is calculated by dividing the number of active learners on Coursera—part of the working-age population—by the total labor force of that country. According to the International Labour Organization, the labor force includes individuals between the ages of 15 and 64.<sup>33</sup> Active learners are individuals who have engaged with at least one Coursera course item within the past year.

This metric shows a country's commitment to ongoing learning and skill-building. High participation rates suggest strong growth potential, adaptability to change, and attractiveness to businesses, boosting a country's readiness for future development.

### New AI Maturity Index

Introducing our new AI Maturity Index—a powerful tool for understanding and advancing global AI innovation. Leaders can use this Index to:

- See the rankings of 109 countries in AI innovation and advancement.
- Track GenAI skills growth and identify where learning, innovation, and expertise are thriving.
- Equip institutions and individuals with crucial AI capabilities to close skills gaps.

- Identify the world's leading AI talent hubs.

The AI Maturity Index uses Coursera data combined with third-party metrics on AI preparedness and academic publications to highlight the strength of AI research, innovation, and learning worldwide. **Here's how it's calculated:**

### AI maturity formula

**Coursera AI data** (1/6 of total score)

- AI Enrollments (.5)
- AI Proficiency (.5)

+

**Publications in AI per million of working population, OECD** (1/6 of total score)<sup>34</sup>

+

**AI Preparedness Index, IMF** (2/3 of total score)<sup>35</sup>

- Digital Infrastructure (1/6 of total score)
- Innovation & Economic Integration (1/6 of total score)
- Human Capital & Labor Market Policies (1/6 of total score)
- Regulation & Ethics (1/6 of total score)

This composite score evaluates how prepared a country is for leveraging AI effectively.

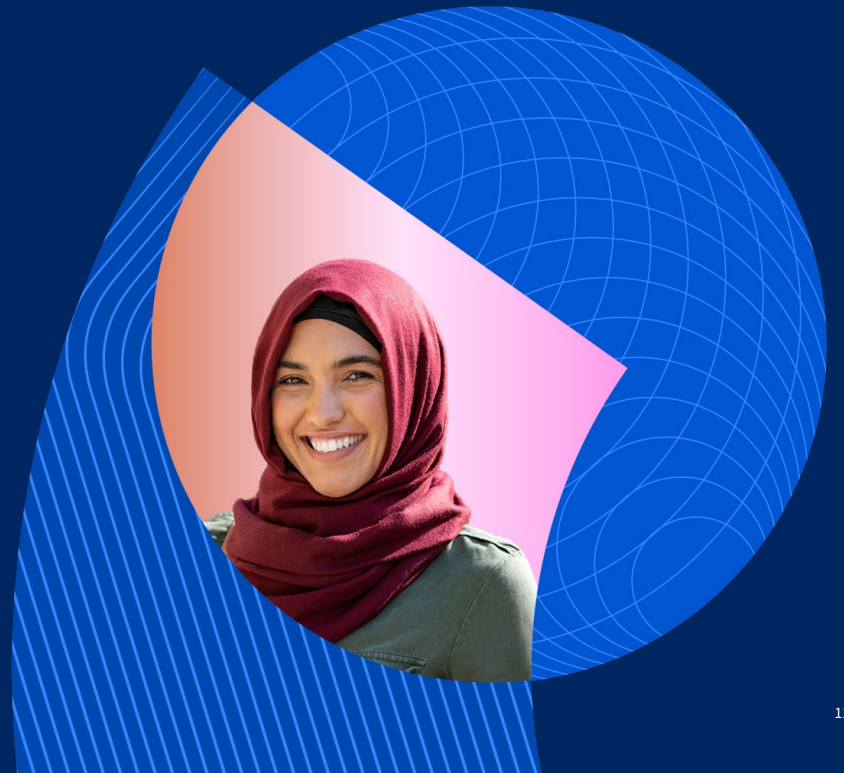
# Global skill rankings

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*We're proud that the Google Career Certificates and Google AI Essentials programs are helping people at all experience levels learn new skills and expand their opportunities.*

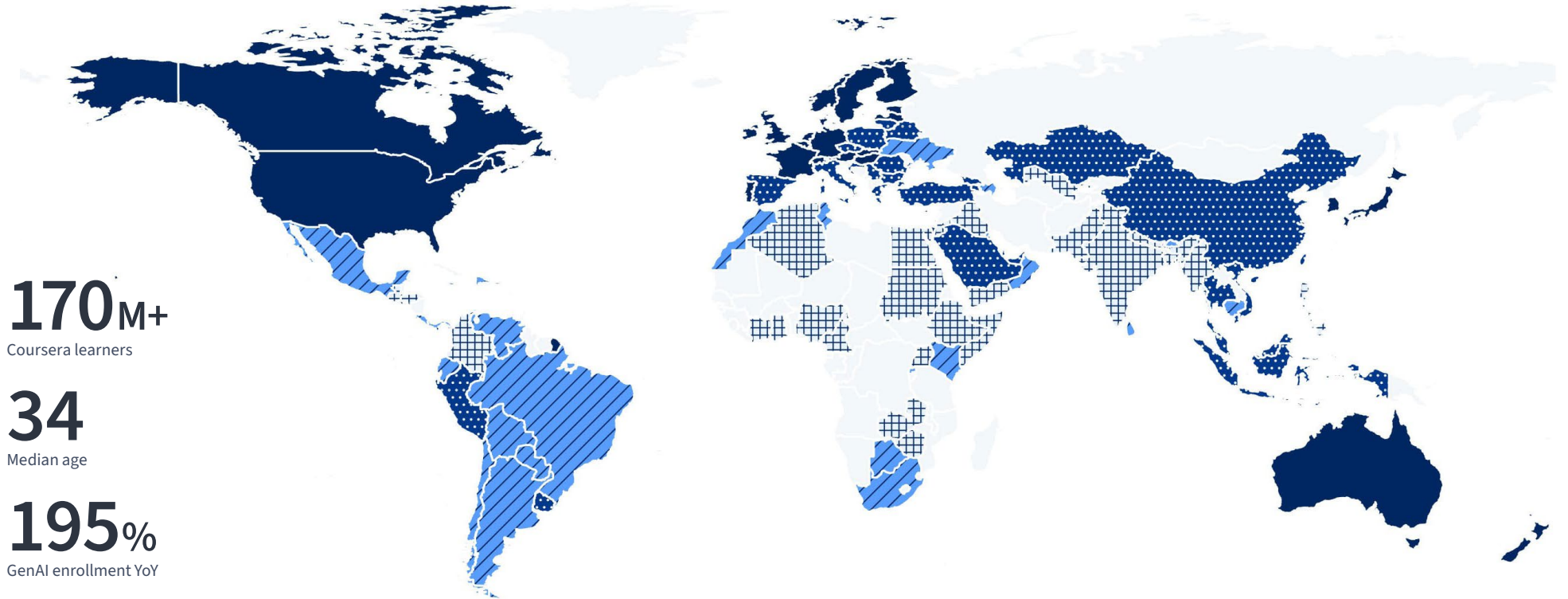


Lisa Gevelber  
Founder, Grow with Google



# Global overview

- Cutting-edge Rankings 1–28
- Competitive Rankings 29–55
- Emerging Rankings 56–82
- ⊕ Lagging Rankings 83–109



**170M+**  
Coursera learners

**34**  
Median age

**195%**  
GenAI enrollment YoY

## Global skill ranking categories

Global skills rankings are calculated using a 25/75 blend of Coursera skill proficiency and third-party data.



### Cutting-edge

Rankings 1–28

#### Where they are

Primarily Europe and Asia Pacific countries, plus North America

<b>77%</b>	Average skill proficiency percentile on Coursera
<b>53.64</b>	Average Global Innovation Index score
<b>78.06</b>	Average Labor Force Participation rate
<b>0.76</b>	Average Human Capital Index
<b>\$56,714</b>	Average GDP per capita



### Competitive

Rankings 29–55

#### Where they are

Primarily Europe and Asia Pacific, with notable Middle East and Latin America representation

<b>63%</b>	Average skill proficiency percentile on Coursera
<b>36.38</b>	Average Global Innovation Index score
<b>73.45</b>	Average Labor Force Participation rate
<b>0.65</b>	Average Human Capital Index
<b>\$21,444</b>	Average GDP per capita



### Emerging

Rankings 56–82

#### Where they are

Predominantly Latin America, Sub-Saharan Africa, Middle East, and select countries from Asia Pacific and Europe

<b>38%</b>	Average skill proficiency percentile on Coursera
<b>25.97</b>	Average Global Innovation Index score
<b>66.93</b>	Average Labor Force Participation rate
<b>0.55</b>	Average Human Capital Index
<b>\$10,918</b>	Average GDP per capita



### Lagging

Rankings 83–109

#### Where they are

Mainly Sub-Saharan Africa, Asia Pacific, and Middle East and North Africa, with some Latin American countries

<b>22%</b>	Average skill proficiency percentile on Coursera
<b>21.39</b>	Average Global Innovation Index score
<b>57.39</b>	Average Labor Force Participation rate
<b>0.47</b>	Average Human Capital Index
<b>\$2,838</b>	Average GDP per capita

## Global trends at a glance

Coursera's latest data drawn from 170 million learners captures the growing impact of global learning.

Forty-six percent of learners engage via mobile devices, with an average age of 34. Women are making significant strides, representing 46% of the learner base, with presence in critical fields such as GenAI (30%), Professional Certificates (25%), and STEM (34%).

Enrollment trends reveal demand for skills in key areas: Courses in critical thinking surged by 28%, cybersecurity by 11%, and GenAI by 195%. Professional Certificate enrollments also grew by 32%, highlighting the growing global demand for industry-recognized micro-credentials.

These trends show a strong shift toward agile learning, with Coursera providing education access to learners everywhere.











### Enrollment trends

GenAI enrollment	↑ 195%
Critical Thinking enrollment	↑ 28%
Cybersecurity enrollment	↑ 11%
Professional Certificate enrollment	↑ 32%

### Women learners on Coursera 46%

Women enrolled in GenAI courses	30%
Women enrolled in Professional Certificates	25%
Women enrolled in STEM courses	34%

### Top courses

	Google AI Essentials
	Foundations: Data, Data, Everywhere
	Foundations of Project Management
	Foundations of Cybersecurity
	AI For Everyone
	Foundations of Digital Marketing and E-commerce
	Introduction to Generative AI
	Python for Data Science, AI & Development
	Financial Markets
	English for Career Development

## Global skill rankings

Global skill proficiency rankings across business, technology, and data science for 109 countries, based on the performance of learners on Coursera and key economic indices.

Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country
1	Switzerland	20	Estonia	39	China	59	Trinidad and Tobago	77	Costa Rica	97	Honduras
2	Netherlands	21	France	40	Qatar	60	Rwanda	78	Venezuela	98	Cote d'Ivoire
3	Sweden	22	United Kingdom	41	Serbia	61	Jamaica	79	Mexico	99	Myanmar
4	Singapore	23	Australia	42	Thailand	62	Brazil	80	Panama	100	El Salvador
5	Finland	24	Latvia	43	Belarus	63	Paraguay	81	South Africa	101	Ethiopia
6	Denmark	25	Portugal	44	Bulgaria	64	Dominican Republic	82	Ecuador	102	Guatemala
7	Norway	26	Slovakia	45	Peru	65	Cambodia	83	Jordan	103	Iraq
8	Luxembourg	27	United States	46	Armenia	66	Bolivia	84	Lebanon	104	Somalia
9	Germany	28	Hungary	47	Indonesia	67	Sri Lanka	85	Colombia	105	Pakistan
10	Austria	29	Lithuania	48	Taiwan	68	Azerbaijan	86	Zimbabwe	106	Algeria
11	Canada	30	Czech Republic	49	Uruguay	69	Kuwait	87	Egypt	107	Nepal
12	New Zealand	31	Italy	50	Malaysia	70	Ukraine	88	Philippines	108	Sudan
13	Hong Kong	32	Croatia	51	Bahrain	71	Morocco	89	India	109	Yemen
14	Korea, Republic of	33	Vietnam	52	Romania	72	Argentina	90	Ghana		
15	Cyprus	34	Poland	53	Georgia	73	Tunisia	91	Nigeria		
16	Ireland	35	Spain	54	Saudi Arabia	74	Bhutan	92	Cameroon		
17	Japan	36	Greece	55	Turkey	75	Oman	93	Zambia		
18	Israel	37	Kazakhstan	56	Botswana	76	Kenya	94	Uzbekistan		
19	Belgium	38	United Arab Emirates	57	Chile			95	Uganda		
				58	Puerto Rico			96	Bangladesh		

## New AI Maturity Index

Discover how countries stack up in AI learning, research, and innovation with our new AI Maturity Index—a comparative analysis of global AI readiness.

Global rank	Country
1	Singapore
2	Denmark
3	Switzerland
4	United States
5	Finland
6	Luxembourg
7	Netherlands
8	Sweden
9	Norway
10	Australia
11	Estonia
12	New Zealand
13	United Kingdom
14	Germany
15	Austria
16	Canada
17	Israel
18	Korea, Republic of
19	Ireland
20	Japan

Global rank	Country
21	Hong Kong
22	Cyprus
23	France
24	Belgium
25	Portugal
26	Lithuania
27	Czech Republic
28	Spain
29	Italy
30	Latvia
31	Malaysia
32	United Arab Emirates
33	China
34	Slovakia
35	Greece
36	Poland
37	Saudi Arabia
38	Croatia
39	Chile
40	Romania

Global rank	Country
41	Taiwan
42	Bulgaria
43	Indonesia
44	Hungary
45	Qatar
46	India
47	Serbia
48	Thailand
49	Uruguay
50	Turkey
51	Kazakhstan
52	Costa Rica
53	Uzbekistan
54	Mexico
55	Oman
56	Bahrain
57	Georgia
58	Ukraine
59	Brazil
60	Philippines

Global rank	Country
61	South Africa
62	Jordan
63	Colombia
64	Armenia
65	Panama
66	Peru
67	Vietnam
68	Tunisia
69	Argentina
70	Azerbaijan
71	Belarus
72	Kuwait
73	Dominican Republic
74	Lebanon
75	Puerto Rico
76	Trinidad and Tobago
77	Ecuador
78	Kenya
79	Sri Lanka
80	Morocco

Global rank	Country
81	Ghana
82	Bhutan
83	Jamaica
84	Rwanda
85	Botswana
86	Egypt
87	Paraguay
88	Zambia
89	Guatemala
90	El Salvador
91	Pakistan
92	Bangladesh
93	Algeria
94	Cambodia
95	Somalia
96	Bolivia
97	Cote d'Ivoire
98	Uganda
99	Nepal
100	Cameroon
101	Nigeria
102	Honduras

Global rank	Country
103	Myanmar
104	Zimbabwe
105	Iraq
106	Venezuela
107	Yemen
108	Ethiopia
109	Sudan

“

*Generative AI will be integral to the future of education, but its adoption demands careful consideration. Instead of letting AI replace creativity and critical thinking, we must guide people to use it as a tool to enhance these skills.*



**Dr. Jules White**

Senior Advisor to the Chancellor on Generative AI, Vanderbilt University

# Regional skill trends

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*In the context of globalization and digitalization, it is imperative to establish a flexible and open national education system that fosters continuous learning and enhances professional skills.*



**Sayasat Nurbek**  
Minister of Science and  
Higher Education, Kazakhstan



# The Middle East and North Africa

**10.8M**  
Coursera learners

**53%**  
Learning on mobile

**32**  
Median age

**128%**  
GenAI enrollment YoY

“

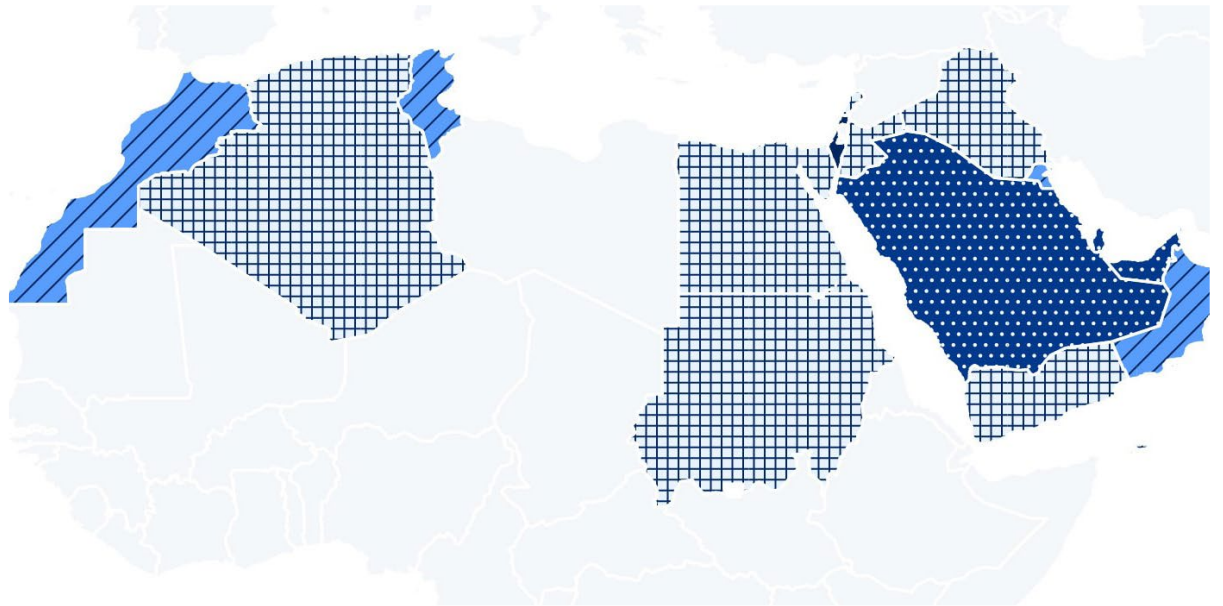
*By investing in continuous learning, we're building an agile ADNOC, ready to adapt and thrive in the age of AI.*



**Sophie Hildebrand**

Chief Technology Officer, the Abu Dhabi National Oil Company (ADNOC)

● Cutting-edge Rankings 1–28    ● Competitive Rankings 29–55  
 ● Emerging Rankings 56–82    ● Lagging Rankings 83–109



## The Middle East and North Africa

# Enrollment trends

The Middle East and North Africa (MENA) is decisively scaling its digital transformation, powered by extensive investments in AI and technology. Countries like the United Arab Emirates (#38 globally) prioritize AI, big data, and technological literacy, with 87% of UAE employers stressing these skills.<sup>36</sup> Saudi Arabia leads substantial AI-driven projects aligned with Vision 2030, investing billions into initiatives such as Project Transcendence and Neom's AI infrastructure.<sup>37,38</sup>

Coursera data reflects rapid adoption: GenAI enrollments spiked 344% in the UAE and 165% in Saudi Arabia, signifying a region-wide embrace of digital upskilling. Additionally, over two in five learners in MENA have earned at least one micro-credential—among the highest globally.<sup>39</sup> Such credentials significantly boost learners' confidence, with 94% believing micro-credentials directly enhance job success.<sup>40</sup>

Despite these advances, skill gaps persist, cited by 72% of UAE firms and widely recognized across the region.<sup>41</sup> Increasing women's participation remains critical, with representation at 32% in the UAE and 35% in Qatar. By expanding targeted, employer-endorsed micro-credential pathways, MENA can address cybersecurity and AI readiness, and workforce inclusivity—transforming regional economies into competitive markets.

## Women learners on Coursera 35%

Women enrolled in GenAI courses	24%
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Women enrolled in Professional Certificates	22%
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Women enrolled in STEM courses	31%
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## Regional enrollment trends

GenAI enrollment	↑ 128%
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



Critical Thinking enrollment	↓ 19%
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Cybersecurity enrollment	↑ 16%
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Professional Certificate enrollment	↑ 36%
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## Recommended content

### Top GenAI courses

-  Google AI Essentials
-  Introduction to Artificial Intelligence (AI)
-  Generative AI for Everyone
-  Introduction to Generative AI
-  Prompt Engineering for ChatGPT

### Top Professional Certificate

-  Google Data Analytics Professional Certificate 
-  Google Project Management: Professional Certificate 
-  Google Digital Marketing & E-commerce Professional Certificate 
-  Microsoft Power BI Data Analyst 
-  Google Cybersecurity Professional Certificate 

The Middle East and North Africa

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	18	Israel	75%	87%	93%	17
2	38	United Arab Emirates	85%	52%	59%	32
3	40	Qatar	72%	64%	64%	45
4	51	Bahrain	62%	38%	54%	56
5	54	Saudi Arabia	60%	40%	52%	37
6	69	Kuwait	55%	30%	40%	72
7	71	Morocco	31%	39%	26%	80
8	73	Tunisia	17%	37%	46%	68
9	75	Oman	50%	20%	25%	55
10	83	Jordan	36%	12%	29%	62
11	84	Lebanon	32%	16%	24%	74
12	87	Egypt	6%	27%	31%	86
13	103	Iraq	8%	9%	6%	105
14	106	Algeria	1%	6%	13%	93
15	108	Sudan	3%	2%	3%	109
16	109	Yemen	4%	1%	1%	107

## Country spotlight

# United Arab Emirates

The UAE is positioning itself for a tech-driven future, with 87% of employers emphasizing technological literacy, AI, and big data as their top priorities.<sup>42</sup> Notably, 13% of UAE's labor force actively trains on Coursera—the highest in the region among spotlight countries—showing widespread enthusiasm for digital upskilling. This aligns with national initiatives like “We the UAE 2031,” which targets a sustainable, knowledge-based economy driven by skilled Emirati talent.<sup>43</sup>

On Coursera, GenAI enrollments surged 344% year-over-year, while Professional Certificate enrollments grew 41%, outpacing regional averages. While 72% of organizations cite skill gaps as a major barrier—above global average—the UAE's workforce development programs like Nafis are exceeding private-sector employment targets.<sup>44,45</sup> Enhancing women's participation in emerging technologies—currently 21% of GenAI learners—remains essential for economic transformation.



## Key stats

Coursera learners	1.3M
Labor force on Coursera	13%
Learning on mobile	41%
Median age	36

## Women learners on Coursera 32%

Women enrolled in GenAI courses	21%
Women enrolled in Professional Certificates	23%
Women enrolled in STEM courses	24%


## Enrollment trends

GenAI enrollment	↑ 344%
Critical Thinking enrollment	↓ 24%
Cybersecurity enrollment	↑ 14%
Professional Certificate enrollment	↑ 41%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 139%
2. Customer Service	↑ 96%
3. Curiosity	↓ 8%
4. Talent Management	↓ 8%
5. Systems Thinking	↓ 11%

## Top GenAI course

 Google AI Essentials
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## Top Professional Certificate

 Google Project Management: Professional Certificate 
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## Top learner skills

1. Corporate Accounting
2. Predictive Analytics
3. Emerging Technologies
4. Leadership Development
5. Competitive Intelligence
6. Team Leadership
7. Management Training and Development
8. Organizational Leadership
9. Training and Development
10. Leadership and Management

## Recommended content

-  Accounting for Mergers and Acquisitions: Advanced Topics
-  Predictive Modeling, Model Fitting, and Regression Analysis
-  Innovation and emerging technology: Be disruptive
-  Leadership in 21st Century Organizations
-  Interpretable Machine Learning

## Country spotlight

# Qatar

Qatar is decisively shifting toward a diversified, knowledge-based economy. With 41% of employees viewing AI as a crucial pathway for skill development,<sup>46</sup> and organizations ranking coding as their primary AI use case,<sup>47</sup> Qatar is firmly aligning workforce capabilities with its economic ambitions. On Coursera, this proactive approach is evident: GenAI course enrollments jumped 194% year-over-year, while Professional Certificate enrollments rose 55%, driven by growing demand for high-value digital and analytical skills.

Sustaining this momentum requires targeted workforce development. As Qatar transitions from infrastructure-driven growth to innovation-led productivity, it faces an acute shortage of AI and tech talent—more pronounced than regional peers such as the UAE and Saudi Arabia.<sup>48</sup> Continued emphasis on skills-focused education, inclusive training programs, and private-sector participation is critical, particularly to increase women's representation, which currently stands at just 35% of learners.



## Key stats

Coursera learners	208.6K
Labor force on Coursera	9%
Learning on mobile	49%
Median age	36

## Women learners on Coursera 35%

Women enrolled in GenAI courses	23%
Women enrolled in Professional Certificates	16%
Women enrolled in STEM courses	28%


## Enrollment trends

GenAI enrollment	↑ 194%
Critical Thinking enrollment	↑ 44%
Cybersecurity enrollment	↑ 15%
Professional Certificate enrollment	↑ 55%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 145%
2. Customer Service	↑ 124%
3. Creative Thinking	↑ 87%
4. Resilience	↑ 46%
5. Talent Management	↑ 76%

## Top GenAI course

 Google AI Essentials
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## Top Professional Certificate

 Google Project Management: Professional Certificate 
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## Top learner skills

1. Management Training and Development
2. Corporate Accounting
3. Process Management
4. Leadership and Management
5. Leadership Development
6. Enterprise Risk Management (ERM)
7. Environment Health and Safety
8. Employee Performance Management
9. Business Writing
10. Strategic Leadership

## Recommended content

-  Creating a Team Culture of Continuous Learning
-  Financial Accounting: Foundations
-  Business Analysis: Process Modeling & Requirements Gathering
-  Leading and Developing Top Talent
-  Advanced Machine Learning and Deep Learning

# Saudi Arabia

Saudi Arabia is making bold strides toward AI-driven transformation, aligning closely with the goals of Vision 2030.<sup>49</sup> Through landmark initiatives like the \$100 billion Project Transcendence—partnering with global tech leaders including Alphabet—and major infrastructure investments such as Neom’s \$5 billion AI data center, the Kingdom is positioning itself as a regional powerhouse in advanced technology adoption.<sup>50,51</sup>

While 73% of Saudi organizations run AI programs—slightly below the global average—82% are committed to large-scale workforce upskilling, underscoring an aggressive push toward innovation.<sup>52</sup>

Coursera data reinforces this ambitious momentum: GenAI course enrollments climbed 165% year-over-year, Professional Certificate enrollments grew 73%, and cybersecurity enrollments rose 61%, reflecting the strategic national focus on building technological literacy, a top priority for 75% of Saudi companies.<sup>53</sup>



## Key stats

Coursera learners	1.5M
Labor force on Coursera	6%
Learning on mobile	55%
Median age	36

## Women learners on Coursera 29%

Women enrolled in GenAI courses	25%
Women enrolled in Professional Certificates	24%
Women enrolled in STEM courses	39%


## Enrollment trends

GenAI enrollment	↑ 165%
Critical Thinking enrollment	↓ 49%
Cybersecurity enrollment	↑ 61%
Professional Certificate enrollment	↑ 73%



## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 140%
2. Customer Service	↑ 15%
3. Systems Thinking	↓ 7%
4. Talent Management	↓ 19%
5. Curiosity	↓ 32%

## Top GenAI course

 Google AI Essentials
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## Top Professional Certificate

 Microsoft Power BI Data Analyst 
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## Top learner skills

1. Business Planning
2. Business Development
3. Object Oriented Design
4. Machine Learning Algorithms
5. Enterprise Risk Management (ERM)
6. Leadership Development
7. Leadership and Management
8. Competitive Intelligence
9. Data Manipulation
10. Organizational Leadership

## Recommended content

 Duke	Business Metrics for Data-Driven Companies
 MARSHALL UNIVERSITY	Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship
 UNIVERSITY OF ALBERTA	Object-Oriented Design
 KHALID BIN ABDULAZIZ UNIVERSITY	Operational Risk Management: Frameworks & Strategies
 Duke	Explainable Machine Learning (XAI)

## Country spotlight

# Egypt

Egypt's talent landscape is evolving, with nearly half (48%) of job skills expected to shift by 2030—markedly above the global average.<sup>54</sup> While 78% of organizations now run AI programs, national policy emphasizes augmenting human labor, using AI to expand job opportunities rather than replace workers.<sup>55</sup>

Coursera enrollment data reflects this increasing awareness: GenAI course enrollments rose by 57% year-over-year, indicating proactive reskilling in emerging digital competencies. Yet the overall labor market faces structural challenges, including declining participation rates—especially among young men and educated women—and job creation that lags behind workforce growth.<sup>56</sup>

By aligning reskilling programs with high-growth sectors and increasing women's participation—35% of total learners but 22% in GenAI—Egypt can strengthen its digital resilience.



## Key stats

Coursera learners	3.3M
Labor force on Coursera	5%
Learning on mobile	61%
Median age	30

## Women learners on Coursera 35%

Women enrolled in GenAI courses	22%
Women enrolled in Professional Certificates	18%
Women enrolled in STEM courses	22%


## Enrollment trends

GenAI enrollment	↑ 57%
Critical Thinking enrollment	- stable
Cybersecurity enrollment	↓ 9%
Professional Certificate enrollment	↑ 28%

## Top employer skills

1. Curiosity	↑ 14%
2. Customer Service	↑ 13%
3. Creative Thinking	↑ 8%
4. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 2%
5. Talent Management	↓ 6%

## Top GenAI course

 Google AI Essentials
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## Top Professional Certificate

 Google Data Analytics Professional Certificate 
--

## Top learner skills

1. Grammar
2. Digital Content
3. Management Training and Development
4. Business Writing
5. Marketing Psychology
6. Marketing Planning
7. Verbal Communication Skills
8. Corporate Accounting
9. Graphic Design
10. Peer Review

## Recommended content

-  Business English for Cross-cultural Communication
-  Content, Advertising & Social IMC
-  Conversations That Inspire: Coaching Learning, Leadership and Change
-  The Marketing Plan
-  Critical Thinking Skills for the Professional

# Appendix

“

*My Coursera journey has improved my skills and knowledge. Each course has provided valuable insights, shaped my perspective on industry trends, and fostered continuous growth.*



**Afeef Nuqman Bin 'Arash**  
Diploma in IT Cybersecurity,  
BAC Education Group



# Methodology

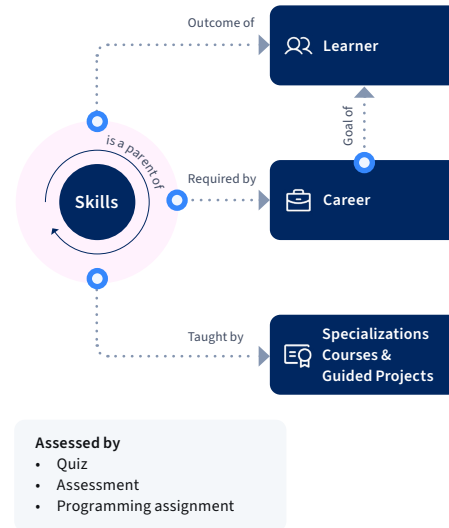
Coursera's *Global Skills Report* assesses learner skill proficiency, identifies trending global skills, and highlights roles aligned to future workforce needs. The 2025 report covers the top 109 countries, representing over 95% of Coursera's learners, analyzing data from March 2024 through February 2025.

The report integrates key data components:

1. Coursera Skills Graph
2. Skill proficiency scores and benchmarking by country
3. Third-party metrics in our global skills index
4. Over-indexing skill trends
5. New AI Maturity Index

## The Coursera Skills Graph

This graph visualizes relationships among skills, content, and learners.



For the *Global Skills Report*, we utilize:

- **Skill-to-skill:** Links broad competencies to granular skills
- **Skill-to-content:** Matches skills with relevant Coursera content
- **Skill-to-learner:** Measures skill proficiency through learner assessments using a Glicko-based algorithm

## Set of skill levels related to the *Global Skills Report*

This report evaluates learner proficiency across 274 specific skills, grouped into three domains: business, technology, and data science. The table below defines and provides examples of skills referenced throughout this report.

Business	Technology	Data science
<p>Soft skills and those for managing organizations (e.g., Accounting, Communication)</p> <p><b>Brand Marketing:</b> Promoting a brand effectively to target audiences.</p> <p>Sample skills: Branding Strategies, Advertising</p>	<p>Creation and maintenance of computer systems and software (e.g., Cloud Computing, Cybersecurity)</p> <p><b>Algorithms:</b> Set of instructions for solving specific computational problems.</p> <p>Sample skills: Sorting, Searching</p>	<p>Capturing and utilizing business data (e.g., Data Visualization, Machine Learning)</p> <p><b>Advanced Analytics:</b> Complex data analysis techniques to predict future trends.</p> <p>Sample skills: Predictive Modeling, Forecasting</p>
<p><b>Business Development:</b> Identifying and securing new business opportunities.</p> <p>Sample skills: Sales Growth, Strategic Partnerships</p>	<p><b>Application Development:</b> Creating software applications tailored to specific user needs.</p> <p>Sample skills: Java, Python</p>	<p><b>Data Ethics:</b> Ethical considerations in data management and usage.</p> <p>Sample skills: Privacy, Transparency</p>
<p><b>Business Planning:</b> Structuring goals and strategies for business growth.</p> <p>Sample skills: Business Models, Financial Forecasting</p>	<p><b>Application Lifecycle Management:</b> Overseeing the entire lifecycle of software applications from design to deployment and maintenance.</p> <p>Sample skills: Agile, Scrum</p>	<p><b>R Programming:</b> Statistical computing and graphics programming language.</p> <p>Sample skills: Data Visualization, Statistical Analysis</p>

Business	Technology	Data science
<p><b>Business Process Management:</b> Analyzing and optimizing organizational processes.</p> <p>Sample skills: Workflow Automation, Process Improvement</p>	<p><b>Applied Machine Learning:</b> Practical application of machine learning techniques in real-world scenarios.</p> <p>Sample skills: Predictive Analytics, Recommendation Engines</p>	<p><b>Statistical Machine Learning:</b> Using statistical models to enable machines to learn from data.</p> <p>Sample skills: Regression, Classification</p>
<p><b>Business Relationship Management:</b> Building and maintaining positive business relationships.</p> <p>Sample skills: Client Relations, Stakeholder Engagement</p>	<p><b>Back-End Web Development:</b> Developing server-side logic and integration for websites.</p> <p>Sample skills: Ruby, SQL</p>	<p><b>Statistical Programming:</b> Programming languages and software for statistical analysis.</p> <p>Sample skills: R, SAS</p>
<p><b>Campaign Management:</b> Planning and executing marketing campaigns.</p> <p>Sample skills: Marketing Strategy, Analytics</p>	<p><b>CI/CD:</b> Continuous integration and continuous deployment in software development.</p> <p>Sample skills: Jenkins, GitLab</p>	
<p><b>Capital Markets:</b> Markets for buying and selling equity and debt instruments.</p> <p>Sample skills: Stocks, Bonds</p>	<p><b>Containerization:</b> Virtualizing application environments for efficiency.</p> <p>Sample skills: Docker, Kubernetes</p>	
<p><b>Competitive Intelligence:</b> Gathering and analyzing information about competitors.</p> <p>Sample skills: Market Research, Competitive Analysis</p>	<p><b>Database Theory:</b> Principles behind database management systems.</p> <p>Sample skills: SQL, Normalization</p>	
<p><b>Compliance Management:</b> Ensuring adherence to laws, regulations, and policies.</p> <p>Sample skills: Regulatory Audits, Policy Implementation</p>	<p><b>Deep Learning:</b> Subset of machine learning using neural networks for complex pattern recognition.</p> <p>Sample skills: Convolutional Networks, TensorFlow</p>	

## Business

**Corporate Accounting:** Managing financial records and compliance within corporations.

Sample skills: Financial Statements, Auditing

**Corporate Strategy:** Setting overall scope and direction for a company.

Sample skills: Strategic Analysis, Goal Setting

**Data Governance:** Ensuring proper management and security of data assets.

Sample skills: Data Quality, Regulatory Compliance

**Digital Content:** Creating and managing online digital media.

Sample skills: Content Creation, Digital Marketing

**Diversity and Inclusion:** Fostering a workplace culture respecting diversity.

Sample skills: Equity Training, Inclusion Policies

**Employee Onboarding:** Effectively integrating new hires into an organization.

Sample skills: Orientation, Training Programs

## Technology

**DevOps Tools:** Tools designed to streamline software development and operations.

Sample skills: Jenkins, Docker

**Front-End Web Development:** Developing the visual and interactive aspects of websites.

Sample skills: JavaScript, HTML

**Graphic Design:** Visual communication and problem-solving using typography, photography, and illustration.

Sample skills: Adobe Photoshop, Illustrator

**Google Workspace:** Suite of cloud computing and productivity tools.

Sample skills: Gmail, Google Docs

**Human-Centered Design:** Design methodology placing human needs at the forefront.

Sample skills: User Interviews, Prototyping

**Interaction Design:** Creating engaging interfaces between users and digital products.

Sample skills: Wireframing, Prototyping

## Business

**Employee Performance Management:** Evaluating and improving employee performance.

Sample skills: Performance Reviews, Goal Setting

**Enterprise Risk Management (ERM):** Identifying and managing organizational risks.

Sample skills: Risk Assessment, Risk Mitigation

**Environment Health and Safety:** Ensuring workplace safety, environmental protection, and regulatory compliance.

Sample skills: OSHA Compliance, Safety Audits

**Financial Planning:** Managing finances to achieve business goals.

Sample skills: Budgeting, Forecasting

**Financial Systems:** Systems managing financial transactions and operations.

Sample skills: ERP, Financial Software

**Grammar:** Rules for language structure and writing.

Sample skills: Writing

## Technology

**IT Infrastructure:** Managing and maintaining enterprise IT systems.

Sample skills: Networking, Server Management

**Machine Learning Algorithms:** Algorithms that allow software to learn from and make predictions on data.

Sample skills: Neural Networks, Decision Trees

**Object Oriented Design:** Structuring software around objects and data.

Sample skills: Encapsulation, Inheritance

**Software Design:** Designing structured and efficient software solutions.

Sample skills: UML, Design Patterns

**Software Engineering:** Systematic application of engineering principles to software development.

Sample skills: Software Design, Code Review

**System Software:** Software managing and controlling hardware systems.

Sample skills: Operating Systems, Device Drivers

## Business

**Information Management:** Efficiently managing organizational information assets.

Sample skills: Data Governance, Information Retrieval

**Leadership Development:** Training individuals to enhance leadership skills.

Sample skills: Coaching, Mentoring

**Leadership and Management:** Coordinating teams to meet organizational goals.

Sample skills: Team Management, Decision Making

**Management Accounting:** Internal business accounting for decision-making.

Sample skills: Budgeting, Cost Analysis

**Market Intelligence:** Gathering insights for market competitiveness.

Sample skills: Competitor Analysis, Market Research

**Marketing Psychology:** Understanding consumer behavior to enhance marketing.

Sample skills: Consumer Behavior, Market Research

## Technology

**User-Centered Design:** Design processes focusing on user needs and experiences.

Sample skills: UX Research, Usability Testing

**User Experience:** Enhancing user satisfaction through improved usability.

Sample skills: User Research, Usability Testing

**Web Applications:** Developing software applications accessed via web browsers.

Sample skills: Authentication, Debugging

**Web Design:** Creating aesthetically appealing and functional website layouts.

Sample skills: HTML, CSS, Responsive Design

**Web Development:** Building, creating, and maintaining websites and web applications.

Sample skills: Node.js, PHP

## Business

**Organizational Development:** Improving organizational effectiveness through strategic change.

Sample skills: Change Management, Team Building

**Operational Excellence:** Pursuing continuous improvement and efficiency.

Sample skills: Lean Six Sigma, Process Optimization

**Organizational Leadership:** Guiding and influencing organizational direction.

Sample skills: Vision Setting, Strategic Planning

**Peer Review:** Evaluating work by one or more peers for quality assurance.

Sample skills: Feedback, Critique

**Process Analysis:** Systematically evaluating business processes.

Sample skills: Workflow Mapping, Process Audits

**Public Speaking:** Presenting information effectively to a live audience.

Sample skills: Speech Preparation, Delivery Techniques

**Regulatory Compliance:** Adhering to laws and regulatory standards.

Sample skills: Compliance Audits, Regulatory Reporting

**Securities (Finance):** Financial instruments representing an ownership position.

Sample skills: Equities, Bonds

**Social Media Management:** Managing and overseeing an organization's social media presence.

Sample skills: Content Curation, Analytics

**Strategic Leadership:** Leading an organization strategically towards achieving its objectives.

Sample skills: Strategic Vision, Decision Making

**Talent Management:** Strategic employee recruitment, retention, and development.

Sample skills: Recruitment Strategies, Succession Planning

**Writing:** Producing clear, structured, and impactful written content.

Sample skills: Editing, Copywriting

## Relationships between skills and content

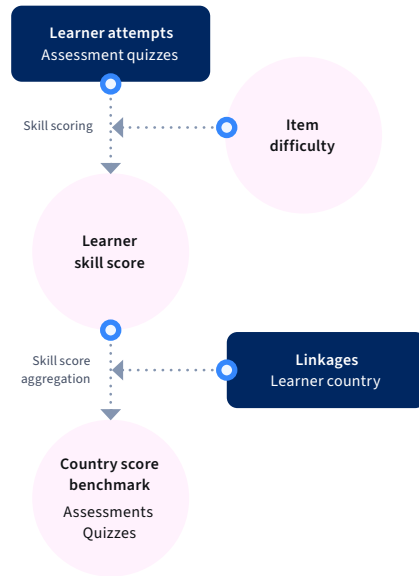
Skills are mapped to Coursera content using a large language model trained on instructor and learner inputs, occurrence frequency, and learner feedback. Coursera’s catalog includes over 10,000 offerings.

## Coursera skill benchmarking

Country skill scores aggregate individual learner competencies. Country scores require at least 250 learners in three competencies per domain. Scores are expressed as percentiles for comparability.

## Third-party data integration

Our global skills index incorporates third-party country-level indicators from the World Bank and World Intellectual Property Organization (WIPO). This allows us to corroborate our on-platform scores with external metrics and captures a more holistic view of learner skill application in the economy.



We incorporate the following metrics from the World Bank:

- GDP per capita<sup>57</sup> (25%)
- Human Capital Index<sup>58</sup> (25%)
- Labor force participation rate<sup>59</sup> (25%)

We incorporate the following metrics from the World Intellectual Property Organization (WIPO):

- Global Innovation Index (GII)<sup>60</sup> (25%)

The final skill proficiency score combines Coursera and third-party metrics.

## Over-indexing skills methodology

Over-indexing identifies skills disproportionately popular in specific countries or regions. The methodology works as follows:

1. Compute the share of enrollments in courses teaching {skill S} overall (e.g., 20%)
2. Compute the share of enrollments in courses teaching {skill S} from learners within group G (e.g., 30%)
3. Compute the “skill-quotient” of {skill S} for group G as (e.g., 30% / 20% = 1.5)

The notion of whether a course teaches a skill is derived from the Coursera Skills Graph, described earlier in this appendix. A quotient above 1 indicates local or regional specialization.

# About Coursera

Coursera was launched in 2012 by two Stanford Computer Science professors, Andrew Ng and Daphne Koller, with a mission to provide universal access to world-class learning. It's now one of the largest online learning platforms in the world, with over 175 million registered learners.<sup>61</sup>

Coursera partners with over 350 leading university and industry partners to offer a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, Guided Projects, and bachelor's and master's degrees.<sup>62</sup> Institutions around the world use Coursera to upskill and reskill their employees, citizens, and students in fields such as data science, technology, and business. Coursera became a Delaware public benefit corporation and a B-Corp in February 2021.



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