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Celebrating 10 million GenAI enrollments on AI Appreciation Day

By [Greg Hart](#)

Chief Executive Officer and President • July 16, 2025

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The rapid growth and advancements in AI have created an unprecedented demand for AI skills — one that's still accelerating.

On AI Appreciation Day, I'm proud to announce that there have been more than 10 million enrollments in GenAI courses on Coursera, with 12 new enrollments every minute in 2025. Since ChatGPT's launch less than three years ago, learners worldwide have spent over 10 million learning hours developing GenAI skills — that's equivalent to about 1,000 years. And as they learn, they're increasingly using our GenAI tools to personalize their experience, from getting real-time support with Coursera Coach to learning in their preferred language with AI translations and dubbing.

To build on this momentum, we're excited to work with leading AI companies to expand our GenAI catalog, which now includes more than 925 courses.

Announcing 7 AI Professional Certificates from AWS, Microsoft, Google Cloud, IBM, and Snowflake

- [AWS Generative AI Applications](#): Create AI solutions for real business problems with AWS tools, like Bedrock and Partyrock. No tech background needed.
- [AWS Generative AI for Developers](#): Build, deploy, and optimize GenAI apps, agents, and knowledge bases using Amazon Bedrock.
- [Microsoft AI Product Manager](#): Gain the key skills, from market research and UX to product strategy and lifecycle management, needed to launch your career with this entry-level Professional Certificate.
- [Microsoft 365 with Generative AI](#): Boost productivity with Copilot by generating data insights, smarter designs, and streamlined communications.
- [Generative AI Leader](#) (Google Cloud): Go beyond the basics and learn to transform organizations with GenAI workflows and AI agents, which will prepare you for the industry-leading [Generative AI Leader Certificate from Google Cloud](#).
- [IBM RAG and Agentic AI](#): Advance your AI career by developing RAG, multimodal, and agentic apps with the latest tools, including LangChain and CrewAI.
- [Snowflake Generative AI](#): Use Snowflake and Streamlit to create and fine-tune GenAI apps that unlock real-time data insights with RAG.

New AI courses and Specializations from DeepLearning.AI, IBM, Vanderbilt University, and more

As learners seek job-specific GenAI skills, I'm thrilled to highlight new content made specifically for developers, marketers, product owners, and business leaders.

- [Retrieval Augmented Generation \(RAG\)](#) (DeepLearning.AI)
- [Generative AI for HR Professionals Specialization](#) (IBM)

- [Generative AI for Product Owners Specialization](#) (IBM)
- [Generative AI for Growth Marketing Specialization](#) (IBM)
- [Generative AI for Java and Spring Developers Specialization](#) (IBM)
- [AI Agents in Java with Generative AI Specialization](#) (Vanderbilt University)
- [AI in Financial Services: Foundations through future trends Specialization](#) (Saïd Business School, University of Oxford)
- [Generative AI Strategic Leader Specialization](#) (Vanderbilt University)
- [Generative AI & Governmental Financial Reporting](#) (Rutgers University)

For learners looking to take their expertise to the next level, CU Boulder [recently announced](#) an AI master's degree for under \$16,000.

How Coursera's AI tools power personalized, accessible learning at scale

Coursera has been a leader in harnessing the power of AI to transform the learning experience. Just months after ChatGPT's release, we launched several flagship GenAI products to translate content, personalize learning via Coach, and create courses faster with CourseBuilder. Since then, we've continued to innovate on these products as well as debut new products.

Today, I'm proud to share how these tools are driving real-world impact — earning Coursera spots on [TIME's](#) 100 Most Influential Companies list, [Newsweek's](#) AI Impact Award winners, and [Forrester's](#) Leaders in Technology Skills Development Platforms.

[AI translations](#): Increasing global access to high-quality education

In April 2023, we used AI to translate 2,000 courses in six languages. Now, we offer more than 5,500 courses and 65 Professional Certificates in 26 languages, driving engagement for learners around the world.

- 1.3 million learners have logged 3.8 million enrollments in AI-translated courses.
- The most engaged learners come from Mexico, Colombia, Saudi Arabia, Peru, and Spain.
- Learners completed translated courses at higher rates and nearly 25% faster.

AI dubbing: Reducing the language barrier

Building on the momentum of AI translations, we launched AI dubbing in April 2025 to bring native-language learning to life. We have already expanded our offering and now have more than 300 courses available in five languages, which is driving strong early adoption and engagement.

- Over 120,000 learners have used AI dubbing for more than 425,000 hours of learning.
- Dubbing has seen the most engagement in Colombia, Brazil, Mexico, Spain, and Chile.
- About half of the learners said dubbing improved their focus, understanding, and enjoyment.

Coursera Coach: Delivering personalized learning and measurable results

Launched in April 2023, Coach began as a personal tutor powered by LLMs and grounded in course material, helping learners with questions, feedback, video summaries, and more. Today, Coach can now offer career advice and power immersive, instructor-led instruction — ultimately transforming how people learn.

- More than 2.6 million learners have exchanged 36 million messages with Coach.
- Coach supports traditionally underserved learners and is more likely to be used by women (~11%), those without a degree (~11%), and career starters (40%).
- Learners who use Coach are 9.5% more likely to pass quizzes on the first attempt and complete 11.6% more items per learning hour.

AI-powered Course Builder: Accelerating course creation

In a fast-changing world, Course Builder helps institutions quickly create high-quality content. This tool, announced in April 2023, uses AI to auto-generate course structure, readings, assignments, and glossaries — dramatically reducing the time and cost to create or customize a course.

- More than 3,400 courses have been made with Course Builder, resulting in 665,000 enrollments.

- Campuses used Course Builder the most, followed by businesses and governments.
- Institutional authoring grew 3.5x year-over-year.

AI-powered Academic Integrity: Scaling verified learning

As GenAI becomes a common learning tool, institutional leaders need new ways to verify learning outcomes. In June 2024, we launched a suite of academic integrity features to limit access in high-stakes scenarios, control online environments, detect plagiarism, and assess true understanding — leading to a measurable impact for millions.

- These academic integrity features have promoted learning in 8.2M course completions.
- Low-effort completions decreased by 75%, plagiarized submissions by 30%, and misconduct during proctoring by 90%.

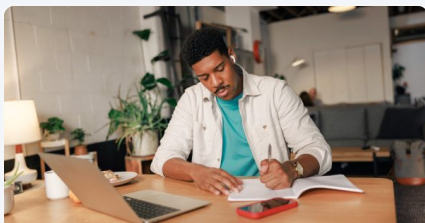
On AI Appreciation Day, we celebrate how AI can create positive change. We're incredibly proud of how learners, educators, and institutions are gaining GenAI skills on Coursera and using them responsibly to reimagine how we learn, teach, and ultimately, build a more inclusive future.

Join the learning revolution and enroll in a GenAI course today.

**Last year defined as July 1, 2025 to July 1, 2024*

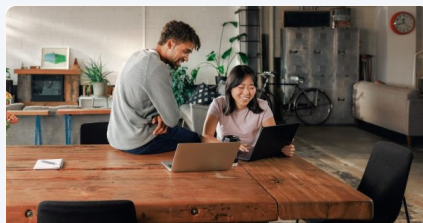
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