

BMW TechWorks India grows AI proficiency nearly 9x with Coursera



Industry
Technology &
Software



Location
India



Size
1,000–5,000 employees



Today, Coursera serves as the organization's unified learning platform, bringing together onboarding, compliance, technical capability building, AI learning, and leadership development into a single employee experience.



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Overview

As BMW TechWorks India rapidly scaled as a technology hub supporting the BMW Group's digital transformation, it had an opportunity to build its learning ecosystem from the ground up. The goal was ambitious: help new employees become productive quickly while preparing the broader workforce for an AI-first future.

Coursera became the unified learning platform supporting that vision. BMW TechWorks India brought onboarding, compliance, AI literacy, technical capability building, and leadership development into one learning ecosystem, creating consistent experiences across three locations and three business units while connecting workforce development more closely to business priorities.

Snapshot

~9x

growth in AI proficiency
through structured, enterprise-
wide AI capability

91%

completion and 91% average
learner score for the Intern
Onboarding Program

1,397

employees developed AI skills,
expanding AI capability across
technical and non-technical roles



The challenge

Rapid organizational growth created simultaneous demands for consistency and speed.

BMW TechWorks India needed to onboard approximately **150 new employees each month** while building capabilities in AI, cloud, data engineering, software engineering, and other emerging technologies. At the same time, compliance, governance, and responsible AI practices needed to remain embedded throughout the employee experience.

The organization needed more than broad access to content. It required scalable, role-relevant learning that could support interns, Graduate Engineer Trainees, experienced professionals, technical specialists, and leaders while keeping capability development aligned with project and business needs.

The solution

BMW TechWorks India built a personalized learning ecosystem with Coursera spanning the employee lifecycle.

Using Program Builder, the L&D team created structured journeys for interns, Graduate Engineer Trainees, new hires, managers, and technical professionals. Course Builder combined Coursera content with organization-specific learning in areas such as POSH, compliance, onboarding, and governance. Path Builder supported role-based pathways across AI, Generative AI, cloud computing, data engineering, software engineering, cybersecurity, and leadership.

AI capability building became particularly important. AI for Everyone was incorporated into new-hire learning, while Responsible AI and more advanced pathways helped employees progress into Generative AI, prompt engineering, machine learning, AI-assisted programming, and data science. Coursera Coach provided on-demand support, while Role Play enabled managers to practice appraisal, coaching, and feedback conversations before applying those skills at work.

Business leaders, technical experts, and L&D jointly shaped learning priorities, helping ensure pathways reflected emerging capability and project requirements.

The results

BMW TechWorks India established an enterprise learning ecosystem that supports both rapid workforce growth and its AI-first transformation.

The strongest change was in AI capability. **1,397 employees** developed AI skills through Coursera, representing approximately **90% of active learners**, while organizational AI proficiency increased by **nearly 9x** during the reporting period. AI learning expanded beyond technical specialists through foundational and Responsible AI pathways, helping establish a common understanding of AI across technical and non-technical roles.

Employees also began translating that learning into work. Teams applied AI skills to proofs of concept and use cases spanning coding support, research, documentation, knowledge management, decision support, and AI-assisted content creation. Within Learning & Development, Generative AI accelerated the development of onboarding content, assessments, communications, and training materials, reducing manual effort while improving speed and consistency.

Structured onboarding created another important outcome. The Intern Onboarding Program achieved a **91% completion rate** and **91% average learner score**, providing evidence of both engagement and knowledge retention as participants transitioned from campus to the workplace. Role-specific journeys extended this approach across new hires, managers, and technical talent.

The learning culture continued to deepen through AI Champions, an AI Squad, Communities of Practice, hackathons, role-based AI Academy journeys, and learning recognition. These mechanisms helped employees connect skill building with projects, career development, and BMW TechWorks India's broader transformation priorities.

As the organization continues building capabilities for the future of mobility and software engineering, BMW TechWorks India is expanding structured AI Academy pathways to help employees progress from AI users to integrators, builders, and architects —creating a scalable foundation for continued AI capability development.

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Our learning initiatives helped transform Coursera from a learning platform into a strategic capability-building ecosystem, driving sustained engagement, high completion rates, and organization-wide AI readiness.



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coursera for business

Build an AI-first workforce

Turn workforce learning into scalable AI capability

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