

Bharati Vidyapeeth University strengthens industry-ready engineering talent with Coursera



Industry
Higher Education



Location
India



Size
5,000–15,000
learners



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Our Coursera learning initiative is closely aligned with Bharati Vidyapeeth’s vision of creating future-ready, industry-aligned, and innovation-driven engineering graduates.



Rajesh Prasad
Principal

Overview

Driven by rapid advancements in artificial intelligence (AI), automation, cloud computing, cybersecurity, and data technologies, careers in engineering are evolving faster than ever. Bharati Vidyapeeth University recognized that traditional engineering education alone could no longer prepare students for evolving employer expectations. The institution also identified a growing need to strengthen faculty capabilities in AI, digital teaching methods, and emerging technologies.

To address these challenges, Bharati Vidyapeeth partnered with Coursera to build a university-wide learning environment focused on employability, AI readiness, faculty development, and lifelong learning. Rather than introducing certifications as a standalone initiative, the university embedded Coursera into its broader strategy for creating future-ready engineers across multiple campuses.

The challenge

The university faced a widening gap between engineering education and rapidly changing industry requirements. Employer expectations were shifting faster than traditional curricula could adapt.

Employers increasingly sought graduates with practical expertise in artificial intelligence, cloud computing, cybersecurity, programming, analytics, communication, and interdisciplinary problem-solving. At the same time, faculty needed opportunities to modernize teaching approaches and integrate AI-enabled learning into the classroom. Meeting both needs at once called for a coordinated, campus-wide approach that reached students and faculty together.

The university wanted a model that could grow across departments, not a one-off program. Bharati Vidyapeeth sought a scalable model to strengthen student employability, support faculty development, and promote self-directed learning. It also needed to align engineering education with Industry 4.0 and India's National Education Policy (NEP) 2020.

Snapshot

70% +

of participating students completed at least one industry-recognized certification, strengthening placement and internship readiness

1,500 +

students reported greater confidence in placements, internships, and technical interviews

The solution

To address the skills gap issue, Bharati Vidyapeeth implemented Coursera as a university-wide future-skills platform across four engineering campuses in Pune, Mumbai, New Delhi, and Kolhapur.

The rollout paired self-paced online courses with hands-on practice, so students could apply new skills quickly. Students followed structured learning pathways built around Professional Certificates, Skills Tracks, Guided Projects, Labs, and Path Builder experiences. These focused on AI, data science, cybersecurity, cloud computing, programming, leadership, and communication. Each pathway connected to the industry skills the university had identified as priorities. Additionally, faculty development ran in parallel with student learning, not as a separate track. This allowed faculty to strengthen AI-enabled teaching methods, digital content creation, and subject-matter expertise.

The university supported adoption through departmental coordinators, faculty mentors, placement teams, student ambassadors, dashboards, recognition programs, and cross-campus collaboration. This support kept students engaged and gave them clear guidance at each stage. Learning became closely connected to internships, hackathons, innovation projects, placements, and research activities, so students could immediately apply newly acquired capabilities. Recognition programs and dashboards gave students and departments clearer visibility into their progress.

Because the same pathways ran across all four campuses, the university could align learning with its Industry 4.0 and NEP 2020 goals.

The results

Bharati Vidyapeeth transformed engineering education by connecting globally recognized learning with practical industry application.

Students applied AI, cloud computing, cybersecurity, Python, and data analytics skills across a range of projects. These included hackathon projects, automation systems, AI-powered chatbots, analytics dashboards, IoT applications, and machine learning solutions.

One group of second- and third-year students combined generative AI, Python, and cloud computing skills in a joint project. They developed an AI-assisted academic support chatbot and an automated attendance analytics system for institutional use. The project strengthened technical confidence, collaboration, and ultimately helped participants secure internship opportunities with technology companies.

The initiative also strengthened workforce readiness. More than 1,500 students reported greater confidence in placements, internships, and technical interviews. Many also enhanced their résumés, LinkedIn profiles, and GitHub portfolios with Professional Certificates from Google, IBM, Microsoft, AWS, Meta, and [DeepLearning.AI](#).

Faculty similarly applied Coursera learning to redesign courses, strengthen AI-enabled teaching practices, and improve student engagement through more innovative instructional approaches.

Institutionally, the program fostered a stronger culture of continuous learning, interdisciplinary collaboration, and digital capability across campuses. Standardized future-skills learning enabled departments to respond more quickly to evolving technology trends while creating greater alignment between engineering education and employer expectations.

Bharati Vidyapeeth continues to expand its AI-enabled engineering education in strategic partnership with Coursera. Together, they equip graduates with the practical skills, industry-recognized credentials, and lifelong learning mindset needed to thrive in an increasingly digital landscape.

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Our Coursera learning initiative has significantly improved learner outcomes by enabling students and faculty to apply newly acquired skills in real-world projects, internships, placements, research, and innovation activities.



Rajesh Prasad
Principal



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Connect engineering education to industry skills.

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