



11M+  
Global learners



1500+  
Courses



110+  
Prestigious member  
institutions from  
around the world



40M+  
Course enrollments



3M+  
Learners in self-  
paced courses



28  
Median age of  
edX students



Free courses. Anytime. Anywhere.  
Changes Lives. Improves Careers.



HARVARD  
UNIVERSITY



Massachusetts  
Institute of  
Technology

Berkeley  
UNIVERSITY OF CALIFORNIA



Microsoft



## In-demand Online Courses from the World's Best Universities and Institutions

EdX is the premier open source, nonprofit online learning destination and massive open online course (MOOC) provider, offering high-quality courses from the world's best universities and institutions. Founded by Harvard University and MIT in May 2012, edX's mission is to democratize and re-imagine education by increasing access to high-quality education and creating a culture of continuous, lifelong learning.

Building on this mission, edX is bridging the knowledge gap between education and the workplace. By working with prestigious universities, top corporations and other institutions to develop programs in the most in-demand fields, edX is empowering learners and professionals to gain deep, career-relevant knowledge. For example, MicroMasters® programs offer a credential with a pathway to credit and helps learners launch or advance their careers, and MOOC programs, like the XSeries™ program, offer a deep dive into exciting, career-oriented subjects.

Anyone, anywhere with a desire to learn and an Internet connection can take high-quality online courses on edx.org.

### Most Popular Courses to Date / Enrollment

- Introduction to Computer Science (CS50) - HarvardX - 1.82 Million
- Introduction to Computer Science and Programming Using Python - MITx - 779K
- Introduction to Linux - LinuxFoundationX - 712K
- Analyzing and Visualizing Data with Excel - Microsoft - 517K
- English Grammar and Style - UQx - 448K
- The Science of Happiness - UC BerkeleyX - 447K

For press and media inquiries, please email: [press@edx.org](mailto:press@edx.org)



## edX Learners

EdX's reach extends around the world, with representation from every country on every continent. Approximately 74% of edX students come from outside of the U.S.

- 67% are Lifelong and Career-focused Learners (25 years old +)
- 27% are University-age Students (19-24 years old)
- 6% are High School Students (13-18 years old)

## About edX Courses

EdX offers interactive online classes and MOOCs from the world's best universities, colleges and organizations. EdX courses are created by our partner institutions, and cover a wide array of topics, from introductory courses to career-focused learning. EdX's most popular course subject areas are computer science, engineering, humanities, business management and statistics and data analysis. In addition, edX offers courses in subjects across all disciplines, from economics, finance, marketing and entrepreneurship to languages, history, philosophy and writing.

## Learn at Your Own Pace

At edX, we are continuously listening to the needs and wants of our learning community. For this reason, we offer hundreds of self-paced courses. Many of our most popular courses are offered on the edX platform as self-paced courses which learners can begin at any time, working at their own pace. Some of our most popular self-paced courses are UC BerkeleyX Science of Happiness, LinuxFoundationX Introduction to Linux, and HarvardX Introduction to Computer Science.

## Verified Certificates

While learners can enroll in edX MOOCs for free, they also have the option of earning a verified certificate in most edX courses. Verified certificates are a valuable addition to academic or professional portfolios and can be added to resumes/CVs, LinkedIn profiles - a survey of edX learners who earned verified certificates found that 43% said the courses helped advance their careers.

### Top 5 countries by edX learner population



25%  
U.S.A.



11%  
INDIA



4%  
U.K.



4%  
BRAZIL



3%  
CHINA



Refresh and recharge your resume. Learn new skills and gain the knowledge that you need to advance your career.



The edX courses that I took played a huge part in my getting a job at Microsoft.

AKSHAY, 22 | INDIA

[LEARN MORE](#)



The course I'm taking on edX is improving my career, helping me lead others and make better business decisions. It's just wonderful!

BILL, SUPPLY CHAIN LEADER | UNITED STATES

[LEARN MORE](#)



EdX courses gave me the knowledge I needed to advance my career, as well as the confidence boost that I needed to get back into formal education.

JAMES, 34 | ENGLAND

[LEARN MORE](#)



My edX certificate has helped me showcase my knowledge on my resume — I feel like this certificate could really help me land my dream job.

CHRISTINA, 24 | CANADA

[LEARN MORE](#)



EdX's 3-month Python course is the crown jewel on my resume. Lifelong learning is the way to go.

KYLE | GERMANY

[LEARN MORE](#)

[TO HEAR MORE FROM OUR LEARNERS, VISIT HTTP://BLOG.EDX.ORG](http://blog.edx.org)



Everything I'm learning, I can apply to a future job.

MARIA, GRADUATE STUDENT  
SPAIN



I'm ecstatic my MicroMasters<sup>®</sup> learning got me the job of my dreams.  
SMIT, SUPPLY CHAIN PROFESSIONAL  
INDIA



Educates employees in an effective way that moves the needle.

JES, PLANNING DIRECTOR EUROPE,  
SABMILLER | SWITZERLAND



## MicroMasters™

In-demand knowledge from top universities to fast track your career and accelerate your Master's degree. Flexible and free to try. Open to everyone, everywhere.

### Career-focused

Program validated by top companies with real job relevancy.

### Pathway to Credit

Comparable to one quarter to one semester's worth (25-50%) of a Master's degree or 20-30 ECTS in Europe upon acceptance to a university program.

### Time to Complete

Takes 5 - 12 months to complete the work, equivalent to a quarter to a half of a Master's degree.

### Flexible

Offered fully online, multiple times per year or on-demand, and can be taken at your own pace without disrupting your life.

### Affordable

Costs between \$600 - \$1,500 USD.

### Outcome-focused

Apply your new knowledge to launch or advance your career or put the credential with a pathway to credit toward an accelerated Master's degree.

[LEARN MORE](#)



With a professional certificate under my belt, I am well on my way to reaching my personal and professional development goals.

SANIN, DIGITAL MARKETING PROFESSIONAL, BOSNIA



I saw value overnight. I was able to use the learnings immediately in my day-to-day job and it eventually led to impacting my career in a very positive way.

HARLEEN, DATA SECURITY SPECIALIST/CONSULTANT, MICROSOFT, UNITED STATES

## Professional Certificate Programs

The critical skills and actionable knowledge you need for today's most in-demand jobs. Created by industry leaders and top universities. Flexible and affordable.

### Skills-focused

Develop critical skills for a particular career path.

### Valuable Career Credential

Apply your skills to a specific set of in-demand jobs.

### Fast

Ideally 2 - 6 months to complete.

### Flexible

Offered fully online, Professional Certificate programs provide you with a flexible and affordable way to gain the critical skills industry leaders are seeking today.

### Variety of Levels

Professional content is available from introductory to intermediate and advanced. Programs feature Bachelor's or Master's level content, providing you with entry points at any stage.

[LEARN MORE](#)

# Global Freshman Academy

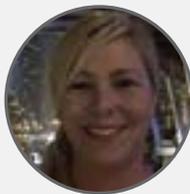
Arizona State University and edX, leaders in providing unprecedented access to education, have joined forces to create the Global Freshman Academy (GFA), a cost-effective way for students to achieve a quality education.



I am truly excited to be a freshman with GFA and to continue to learn, interact, and carry on a life-long journey of education.

MIGUEL, 40 | PORTUGAL

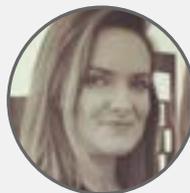
[LEARN MORE](#)



GFA has given me the motivation to continue to pursue my degree and because it is completely online, it isn't taking away from my time at home.

MORGAN, 31 | ARIZONA

[LEARN MORE](#)



The professors are interesting and passionate and I'm learning things I would never learn in my day-to-day life, and I think that's important.

STEPHANIE, 32 | CALIFORNIA

[LEARN MORE](#)

## Course Credit For Open Online Courses

By completing the full series of Global Freshman Academy courses, learners earn full college credit for freshman year; learners will also be able to opt for taking individual courses for credit, or to transfer credits to another institution.

## Learning Before Payment

Learners may decide to take a course for credit at the beginning or after they pass a course — reducing financial risk while opening a pathway for exploration and preparation for qualified learners who may not otherwise seek a degree.

## Innovative Admissions Option

The Global Freshman Academy's approach is different from the traditional admissions process, eliminating such barriers to entry as standardized tests and transcripts that are part of the traditional application process.

## Cost Effective

Freshman year credit earned through the Global Freshman Academy is a fraction of the price learners typically pay.

[LEARN MORE](#)



In June 2013, edX made our platform open source, creating a collaborative environment where contributors worldwide work with us to develop enhancements and new features. The Open edX® platform is the open source platform that powers edX.org, and is available as a free and simple installation in the Amazon Web Services Marketplace. The platform currently provides access to more than 8 million learners in 52 countries and offers 4,300+ courses on public sites. Several nations around the world have collaborated with us to use the Open edX platform to stand up regional learning platforms to meet the needs of local learners.

## Partnerships with Nations

### France Université Numérique (France)

In October 2014, the French Ministry of Higher Education announced the launch of France's national MOOC and blended learning portal.

[VISIT FUN](#)

### Edraak (Jordan)

Edraak is a MOOC platform that is an initiative of the Queen Rania Foundation (QRF). The QRF is determined to ensure quality education for the Arab world.

[VISIT EDRAAK](#)

### Doroob (Saudi Arabia)

A major national initiative sponsored by the Human Resources Development Fund of the Saudi Ministry of Labor, Doroob is committed to bridging the gap between education and employment.

[VISIT DOROOB](#)

### XuetangX (China)

China's newest and largest online learning portal launched in 2013. XuetangX is a MOOC and blended learning portal with courses from several member universities led by Tsinghua University in Beijing.

[VISIT XUETANGX](#)



32

Languages



52

Countries



293

Instances of the  
Open edX Platform



130+

Colleges, Companies  
& Nonprofits Using  
the Open edX  
Platform Internally



4300+

Courses On  
Public Sites



8M+

Learners

## How can taking courses on edX help to advance your career?

Whether you're looking to change careers or want to advance in your current role, edX courses and verified certificates can help you gain the knowledge and skills to succeed. Adding qualifications in the most in-demand fields like computer science, languages, data science and programming to your resume can help you to stand out to employers, making you a more attractive candidate for a promotion or even giving you the opportunity to expand your horizons and switch careers entirely.

## How does edX work with universities and institutions?

EdX, the only leading MOOC provider that is also a nonprofit, was founded by, and continues to be governed by, colleges and universities. We are creating a network of the world's top schools and institutions to offer the world's best educational experience to anyone who wants it. Our member base currently consists of the xConsortium and edX Members made up of leading global schools, nonprofits, corporations and international organizations, with more to be announced soon. In addition to developing and delivering courses on the edX platform, we work with our members to improve education both online and on campus, and to conduct research on how students learn.

Universities and other institutions interested in joining edX can email [university@edx.org](mailto:university@edx.org) to find out more.

## What are edX's completion rates?

EdX completion rates can vary from 5% up to 80% per course, depending on the course subject, whether the student is an active learner, and whether he or she is enrolled in a verified certificate or credit track. We attract learners with many different goals — from students with a traditional focus on demonstrating mastery of the course and receiving a certificate from edX, to people who enroll solely to interact with other students and expand their understanding of the world around them. For those who simply want to audit a course, a certificate or course completion may not be the desired goal.

## How is edX improving on-campus education?

MOOCs won't replace universities, but rather enhance the quality of education by incorporating blended learning. In blended classrooms, the on-campus university course can leverage the power of MOOCs to free up classroom time for interactive collaboration and discussion, testing and problem solving. This model creates better efficiencies in the classroom and can foster a better quality of education overall for the money. EdX also partners with universities and institutions to use its platform to conduct research into how students learn in order to improve on-campus and online education.

In Spring 2014, MIT Professor John Belcher explored the use of edX to further intensify in-class interactivity while improving out-of-class learning while teaching "Electricity and Magnetism" (MIT 8.02x). In this "flipped" classroom experiment, lectures and simulations were available online, meaning in-person class time could be dedicated to collaborative projects and discussions. Also, many assignments were submitted online with instant access to feedback. When surveyed, 95% of students said the flipped classroom style benefited their overall experience, and 92% recommended applying the approach to other physics courses.

## What are MicroMasters® programs?

Originally conceived and developed by MIT as a pilot program for edX, the accelerated and flexible MicroMasters program is a first-of-its-kind, credential with a pathway to credit with value to academic institutions and employers. The MicroMasters initiative bridges the gap between education and the workplace while providing learners with in-demand knowledge to launch or advance their career, or follow a pathway to an accelerated on-campus program. MicroMasters program certificates are an important standalone modular credential for the digital age, and promise to serve as academic currency in a continuous, lifelong-learning world.

## What are Professional Certificate programs?

Professional Certificate programs are a series of in-demand courses designed to build or advance critical skills for a specific career. Created by industry leaders and top universities, Professional Certificate programs help develop the in-demand skills and actionable knowledge needed for today's top jobs through a flexible and affordable online learning experience.

## What is edX Professional Education?

EdX Professional Education courses are designed for working professionals in their chosen fields. Typically running for a few weeks, each course is geared to specific industries or skill sets, with an emphasis on learnings and practical scenarios from the field. All Professional Education courses are fee-based, with specific costs varying by course. Many courses offer students Continuing Education Units (CEUs) or professional education credit, and all courses offer students a personalized Professional Certificate of Achievement. EdX Professional Education courses are offered in a convenient manner, tailored to busy schedules, reducing costly travel time and expenses for both employers and employees.

## What are XSeries™ Programs?

Created by world-renowned experts and top universities, XSeries programs provide learners with a rich understanding of an area of study through a series of courses grouped under one subject. These subjects span across all disciplines, including exciting fields like Video Game Design, Data Analytics and World Religion. An XSeries Program Certificate demonstrates competency in a specific subject area and indicates a level of achievement that helps learners excel in popular, career-oriented fields.

## What is the edX revenue model?

We are nonprofit, and put principle before profit, but we also understand the importance of being self-sustaining. EdX is considering or experimenting with a number of different revenue models and pilot programs to determine which are best suited for edX. These include:

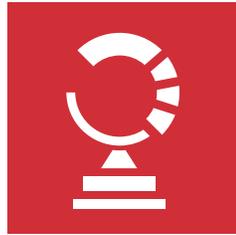
- fees for certificates of mastery
- sublicensing course content to other institutions
- professional education
- course hosting, and
- support to other organizations using the Open edX® platform.

## What is the future of education?

In the future we see an unbundled approach to education, unbundling credit, time and content to create an approach that does not require learners to spend four years on-campus. By creating more opportunities for learners to take courses online and earn credit, we see new pathways to campus emerging for learners everywhere.

## What is the future of edX?

Up to now, quality education – and in some cases, any higher education at all – has been the privilege of the few. We see MOOCs as the great democratizer, and believe that in the future, economics, social status, gender or geography will not determine a student's access to education or opportunity for success. We also envision a continuous education system – one that doesn't stop after four years of college. Our vision for the future is to continue to work with universities, institutions, faculty, researchers, and students to innovate and transform education, to make education accessible to everyone, and to improve on-campus learning through research. We look forward to continuously experimenting with online education, and exploring new opportunities to provide pathways to campus, credit and careers, by offering credentials that are valued by employers and universities. We are excited to see where online learning goes in the next five, 10, 20 years and beyond.



### The McGraw Prize in Education



Reimagine Education Awards - 2015  
US & Canada Regional Award Winner



2015 ISIC Award



PCMag.com Editors' Choice



Top 30 Technologists, Transformers &  
Trailblazers, Center for Digital Education



WISE - World Innovation  
Summit for Education  
& EdTechXGlobal

#1 MOOC  
PLATFORM  
2016

[MooLab.club](http://MooLab.club)



Boston Magazine's Most  
Powerful Thought Leaders



Excellence in Higher Education  
New England Board of Higher Education



Asia Pacific HRM  
Congress Award



Boston Business Journal  
Innovation All-Stars



Boston's 50 on Fire 2013 Winner  
presented by Bostinno



The Boston Globe 100  
2013 Innovator of the Year

BILL & MELINDA  
GATES *foundation*



THE  
MASSIAH® FOUNDATION

VENTURE PHILANTHROPY: WE DO NOT GIVE GIFTS, WE MAKE "PHILANTHROPIC INVESTMENTS."



laura and john arnold foundation®



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