

Coursera Career Academy:

Micro-Credentials as Courseware

Texas A&M System Pilot



Luis A. Perez-Batres

Dean and Radcliffe Killam
Distinguished Professor, A.R.
Sanchez, Jr.



Dr. Amjad A. Abdullat

Dean of the Paul and Virginia
Engler College of Business



Kimberley Poelman

Enterprise Account Manager
Coursera

AGENDA

Pilot Overview & 1 year results

What constitutes a successful pilot ?

- *Activity & best practices leading up to a successful Pilot year*

Pilot experience - 5 Business Schools with a variety of use-cases

- *Dr Perez-Batres Texas A&M International*
- *Dr Amjad Abdullat West Texas A&M*

Q&A

CAREER ACADEMY PILOT - OVERVIEW

5 site overview:

TOTAL UNIQUE LEARNERS

4,000

TOTAL COURSES ENROLLED

7,345

COURSE COMPLETIONS

4,708

TOTAL LEARNING HOURS

20,300

Career Academy
*Job aligned, Industry authored,
Stackable courses*

*Collection of 80+
Professional Certificates :*
*365 course modules
*100's hands on Virtual Labs
*LMS integration



What made the Texas A&M System pilot a success?

- **Planning & Preparation** <JAN - MAR>
 - *Pilot Overview presentation*
 - *Call for Proposals*
 - *Selection criteria*

- **Timeline & Selections** <APR - MAY>
 - *Pre-launch Orientation & Introduction*

- **Contracting & Set Up** <MAY - JUN>
 - *Time for contracting & account set up*

- **Ongoing Communication** <JUL - JUN>
 - *Community of Practice*

Pilot site : Texas A&M International University



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TAMU & Coursera: Where We Are and Where We're Going



Coursera: A Foundation for Action-Based Learning

- Fall 2024: Faculty invited to Coursera info sessions
- Six faculty members have integrated Coursera modules (credit or extra credit)
- Student interest is growing:
 - 381 licenses activated (38% of allocation)
 - 218 students engaged (~17% of FTE students)



2025 Action-Based Learning Initiative



Eligible Practices:

- Simulation-based learning
- Action-based learning using Coursera
 - Bonus: Verified Coursera certificates = value-added outcome



Requirements:

- Coursera/simulation content = 15%+ of course grade



Faculty Incentives:

- Financial support for instructors
- Funding available for licenses/tools



The Road Ahead

- Coursera = strategic platform
- Shift from passive use to purposeful integration
- Supports mission: A forward-thinking, internationally recognized business school

Pilot Site : West Texas A&M University



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Year 1 Highlights

College Wide Integration

All departments within the PVECOB integrated Coursera into numerous courses (AEF, MMGB, CIDM) at both the undergraduate and graduate level

Learner Engagement

12,000+ learning hours
(11 hours per learner)

Engagement methods varied:
Extra credit, organization competitions, course requirements

Certifications Earned

2,500+ Courses completed
200+ Professional Certifications Earned
500+ Guided Project Certifications Earned

Career Impact

Several students mentioned that the certificates enhanced their resumes, boosted confidence, and aided in job searches or career clarity.

Student Comment: “It beefed up my resume.”

Some cited specific benefits like getting a full-time job, exploring career interests, or gaining negotiating power for salaries.

Student Comment: “Courses offered career guidance, which helped me feel more confident.”

Learning & Skill Development

Many students praised the relevant and high-quality content, particularly certifications from industry leaders like Meta and Google.

Student Comment: “Learning React from Meta, who created it, was a strategic choice.”

Student and Faculty Feedback

Faculty Comment: “Coursera has been a great experience for me as an instructor teaching marketing courses. It has allowed me to introduce current content in a non-traditional manner that piques the students interest in the subject in a unique way.”

Student Comment: “I was required to complete three Coursera courses as part of my graduate Data Analytics course. As a distance education student, this was a great learning experience. The videos and pages explained the concepts well, but I'm a hands-on learner so the assignments through each step were helpful for me.”



Goals for '25-'26 AY

- Continue building on year 1 progress in year 2
- Develop new certification-driven group challenges
- Create Industry Mentor Pairing Program

Student Comment: “I am incredibly grateful for being given this opportunity with the Coursera Pilot program and am also incredibly happy for all of my peers and classmates who are also given this opportunity. I think there is an immense value behind it and am excited to hear about how it evolves going into the future.”

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