


MMDC advances career readiness with embedded micro-credentials from Coursera



 **Industry**
Higher Education

 **Location**
The Philippines

 **Size**
5,000 students

Overview

Mapúa Malayan Digital College (MMDC) is a premier digital-first college in the Philippines under Mapúa Malayan Colleges Laguna. Backed by the Yuchengco Group of Companies and Ayala Corporation, MMDC serves nontraditional learners and working professionals across The Philippines.

The fully online college is dedicated to working professionals and nontraditional learners through its BS Information Technology (BSIT) and BS Business Administration (BSBA) programs. Designed for maximum flexibility, MMDC pairs Mapúan academic rigor with modern career relevance. To boost graduate employability, MMDC partnered with Coursera to embed industry-recognized micro-credentials directly into its curriculum. It also offers standalone pathways for learners seeking faster, skill-based routes into the workforce.

The Challenge

MMDC needed to bridge a persistent gap between traditional degree programs and employer-demanded skills. While academic programs provided foundational knowledge, learners needed clearer, verifiable proof of job-ready capabilities to stand out in a competitive and evolving labor market.

At the same time, many learners required greater flexibility than degree programs alone could offer. Career shifters and working adults sought shorter, targeted pathways to immediate job opportunities. MMDC needed a scalable way to align its curriculum with industry demand while maintaining flexibility, relevance, and accessibility.

The Solution

MMDC partnered with Coursera for Campus to embed micro-credentials directly into its BSIT and BSBA programs. The institution integrated over 65 courses aligned to specific program outcomes. Rather than adding extra requirements, these credentials replace or enhance existing coursework. Now, learners earn industry-recognized certifications as part of their degree progression.

Using AI-assisted Course Builder, MMDC's instructional design team curates targeted content around each micro-credential. This tight alignment between course objectives and credential requirements keeps learning relevant and directly tied to job-ready skills.

The institution also uses AI-powered tools—including Coursera's Coach, AI-assisted Grading, and features such as Dialogue and Role Play—to provide timely feedback and enable iterative learning. Students can refine their work, strengthening skill mastery even at scale.

Snapshot

65+

courses embedded across BSIT and BSBA programs

100+

post-completion advising touchpoints supporting career outcomes

For learners outside degree programs, MMDC offers standalone micro-credentials designed as short, outcome-driven pathways. These programs—often accessed through digital channels or employer referrals—serve job seekers, career shifters, and professionals looking to upskill quickly.

Across both pathways, credentials are structured as progressive learning journeys. As students advance through courses, they accumulate digital badges and certificates. These visible milestones reinforce progress and build a powerful portfolio of verifiable skills.

The Results

MMDC's micro-credential strategy has reshaped how learners connect education to employment. By embedding credentials directly into coursework, students graduate with both a degree and a portfolio demonstrating industry-recognized skills—without extending their time or workload.

Early outcomes point to meaningful career impact. Learners who completed programs like the Virtual Assistance Career Starter and AI Fundamentals reported:

- Securing new employment
- Progressing to final-stage interviews
- Gaining increased interest from employers.

In many cases, these credentials helped offset limited prior experience. As a result, candidates stood out in competitive hiring processes.

Within the workforce, learners have translated credentials into expanded responsibilities and new roles. Employers have recognized certifications as signals of capability. This contributes to internal mobility, including a recent promotion from a coordinator role to an executive-level assistant position.

Equally significant is the shift in learner behavior. Through over 100 advising touchpoints, MMDC observed:

- Increased learner confidence
- More targeted job searches
- Stronger interview readiness

Learners reported applying skills directly—from prompt engineering to portfolio development—making their learning immediately actionable.

For MMDC, the impact extends to institutional differentiation. Embedding micro-credentials has strengthened alignment with industry expectations, ensured curriculum stays current, and created a more engaging, milestone-driven learning experience that supports persistence and career focus.

Looking ahead, MMDC continues to expand its micro-credential pathways, reinforcing its position as a career-oriented digital college where credentials translate into tangible workforce outcomes.

Outcomes

Documented employment

and interview progression linked to micro-credentials

Credential-driven

role expansion and promotion outcomes among learners

Increased learner confidence

and structured job search behavior



Equip career-ready graduates at scale

Embed globally recognized industry credentials into your curriculum.

[Explore Coursera for Campus](#)