coursera for campus | iPEOPLE

Mapúa University scales AI-ready learning across 45,000 learners with Coursera

Industry
Higher Education

Location
Philippines

Size
50,000–100,000 learners

> *What began as Mapúa's use of Coursera to close curriculum and employability gaps became a scalable model for the Mapúa schools and eventually for all iPeople schools.*

Ericson Dimaunahan
Assistant Vice President for Digital Education, Learning Technologies and Analytics

Overview

As employer expectations shifted toward AI, data analytics, cloud computing, cybersecurity, and other emerging technologies, traditional curriculum updates alone could not keep pace with workforce transformation. Mapúa University recognized the need to prepare graduates for future careers and required a new model that combined academic rigor with globally recognized, industry-aligned skills.

Working with Coursera, Mapúa embedded industry-recognized learning directly into degree programs. This created a scalable model that integrates global content, academic credit, faculty development, and AI-powered education. What began as a university initiative later became the foundation for a network-wide transformation across the iPeople education group. Today, Coursera is embedded in more than 80% of Mapúa's curriculum, and learners across the iPeople network have earned over 170,000 Coursera certificates.

Snapshot

80%+
of Mapúa University's curriculum now embeds Coursera learning and industry-recognized credentials

20% to 30%
of academic credits can now be earned through Coursera-integrated learning pathways

170,000+
Coursera certificates earned across the iPeople network

The challenge

Mapúa sought to bridge the gap between traditional higher education and rapidly evolving workforce needs. Without a scalable approach, these gaps threatened to slow both student outcomes and institutional competitiveness.

Students needed practical, globally recognized credentials alongside their degrees, while faculty required new capabilities in AI, digital pedagogy, instructional design, and technology-enabled teaching. The university also wanted to modernize curriculum delivery without sacrificing the quality and rigor expected under outcomes-based education and Washington Accord standards.

Meeting these expectations required a solution that could scale quickly without compromising academic standards. Success depended on making industry-relevant learning an integral part of degree programs rather than an optional enrichment activity.

The solution

Mapúa integrated Coursera across academic programs, faculty development, and institutional digital transformation. Rather than treating these three areas separately, the university approached them as one connected effort. Faculty development ran in parallel with curriculum integration, helping instructors prepare to guide students through the new credentialing pathways. This meant faculty members were ready to support students as new credential pathways came online.

Faculty used Course Builder, Professional Certificates, Path Builder, Skills Tracks, AI-powered tools, and Learning Management System (LMS) integration to enrich courses and accelerate curriculum innovation. With this set of tools, instructors could update course content more quickly than before. These tools also let faculty introduce emerging topics without waiting for traditional curriculum revision cycles. As a result, students gained exposure to in-demand skills sooner.

Coursera courses were mapped directly to degree outcomes, allowing students to earn **20% to 30% of academic credits** through globally recognized learning. As a result, Coursera became part of more than **80% of the university's curriculum**. This created a single, unified pathway where academic credit and industry-recognized skills reinforced each other instead of operating as separate tracks.

The university also aligned Coursera with its AI Fluency Strategy, ChatGPT Edu implementation, faculty development, and AI engineering initiatives. This helped learning contribute directly to institutional priorities rather than existing as a standalone platform.

The results

Mapúa transformed Coursera into a strategic capability platform supporting curriculum innovation, faculty development, and workforce readiness.

The university embedded Coursera across more than **80% of its curriculum**. This allowed students to combine academic study with globally recognized industry credentials that strengthen employability and future career opportunities. Across the broader iPeople education group, learners have earned more than **170,000 Coursera certificates**. This reflects the scale at which industry-recognized learning has been integrated into formal education.

Faculty also accelerated instructional innovation through AI-enabled learning. By applying skills gained through Coursera, educators redesigned learning activities, strengthened assessment strategies, and improved digital pedagogy. These efforts also contributed to Mapúa's AI Fluency Strategy and ChatGPT Edu implementation. AI-supported instructional design reduced digital content production time by approximately **50%**. This enabled faculty and instructional designers to prototype new learning experiences more efficiently, while reducing reliance on traditional multimedia production workflows.

The initiative strengthened institutional agility as well. Rather than waiting for lengthy curriculum revision cycles, academic teams rapidly introduced emerging topics through curated Coursera learning pathways. These topics included generative AI, data analytics, cybersecurity, automation, digital pedagogy, and cloud computing. Faculty and staff translated these capabilities into curriculum enhancement, AI-assisted teaching, research support, and operational improvements, reinforcing Mapúa's position as an AI-ready university.

The university's success also became the blueprint for broader transformation. Following Mapúa's implementation, the model expanded across the iPeople network. This includes Mapúa Malayan Colleges Laguna, Mapúa Malayan Colleges Mindanao, National Teachers College, Mapúa Malayan Digital College, and the University of Nueva Caceres. Together, these institutions extended annual access from **15,000 to 45,000 learners** while institutionalizing skills-based learning across multiple institutions.

As Mapúa continues advancing AI-enabled education, Coursera remains a strategic partner. It helps the university modernize curricula, strengthen faculty capability, and prepare graduates with globally relevant skills for an AI-driven future.

> *Coursera has helped Mapúa become more agile and competitive by giving the institution faster access to trusted global content, strengthening its innovation culture, supporting AI and digital transformation initiatives, and enhancing its credibility as a university preparing learners for the future of work.*

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