coursera for campus

UDINUS strengthens AI and digital skills for future-ready graduates with Coursera

Industry
Higher Education

Location
Indonesia

Size
15,000–50,000 learners



As part of our broader institutional strategy, our learning initiative with Coursera supports digital transformation, academic excellence, internationalization, and the development of future-ready skills that are essential in today's rapidly evolving economy.



Prof. Dr. Amron, S.E., M.M.
Dean of the Faculty of Economics and Business (FEB) and Professor of Management

Overview

Universitas Dian Nuswantoro (UDINUS) launched its Coursera initiative to support digital transformation across teaching, research, administration, and workforce preparation. As artificial intelligence, data analytics, and emerging technologies continued to reshape industries, university leaders recognized that both faculty and students needed new capabilities to remain competitive and relevant.

Rather than focusing on isolated training programs, UDINUS embedded Coursera into a broader institutional strategy designed to strengthen digital readiness, improve teaching quality, enhance research productivity, modernize curricula, and better prepare graduates for a rapidly changing labor market. Through structured learning pathways and industry-recognized credentials, the university created a scalable model for continuous learning and innovation.

The challenge

UDINUS identified several interconnected challenges. Faculty members needed stronger competencies in AI-assisted teaching, digital pedagogy, research technologies, and data-driven decision-making. Students required greater exposure to workforce-relevant skills that aligned with emerging employer expectations in areas such as AI, analytics, technology, and digital business.

At the institutional level, the university also sought to strengthen research performance, improve curriculum relevance, enhance international competitiveness, and support long-term accreditation and quality assurance goals.

The challenge was not simply providing access to learning resources. The university needed a scalable framework that could develop future-ready capabilities across multiple learner groups while supporting measurable institutional outcomes.

Snapshot

80%

of faculty participants adopted AI tools, digital technologies, or innovative teaching practices in their courses

85%

of learners reported improved confidence and competency in applying digital and AI-related skills

70%

of participants earned an industry-recognized certificate or completed a role-based learning pathway

The solution

To build future-ready capabilities across faculty, students, and the broader institution, UDINUS implemented Coursera as part of a university-wide digital transformation and talent development strategy.

Following a successful pilot involving selected faculty and academic programs, the initiative expanded across faculties, departments, and administrative units. This phased rollout allowed the university to validate its approach, build internal support, and scale adoption while aligning with its long-term strategic goals. Learning pathways were designed around institutional priorities, including Artificial Intelligence, Data Analytics, Digital Transformation, Leadership, Research Excellence, and Career Readiness. Faculty leaders and department heads actively promoted participation and integrated Coursera learning into professional development plans, curriculum enhancement efforts, and academic activities to help embed continuous learning into day-to-day teaching and institutional practice.

The university leveraged Skills Tracks, Path Builder, Professional Certificates, Hands-on Labs, GenAI Playgrounds, Coursera Coach, and analytics dashboards to create structured learning experiences aligned with workforce needs and institutional goals. These tools gave learners clear, role-relevant pathways while supporting skill development across diverse learner groups.

Industry-recognized credentials from Google, IBM, Microsoft, and Meta helped connect academic learning with practical skill development and employability outcomes, giving learners opportunities to demonstrate skills that reflect current industry expectations.

Coursera analytics, skills dashboards, employer feedback, and labor market insights were used to continuously refine learning pathways and ensure alignment with emerging workforce demands. This data-informed approach enabled university leaders to monitor engagement, identify evolving skill needs, and make ongoing improvements that supported both learner success and long-term institutional objectives.

The results

The initiative generated measurable impact across teaching, workforce readiness, and institutional capability building.

Within the first year of institution-wide implementation, course completion rates increased to **78%**, representing a **95% improvement** compared with baseline participation in optional professional development programs. More than **1,000 learners** actively engaged in learning pathways and Professional Certificate programs spanning AI, data analytics, leadership, digital transformation, and research development.

The strongest transformation occurred in teaching practice.

Faculty members applied newly acquired knowledge to redesign learning experiences, integrate AI tools, introduce digital teaching approaches, and strengthen technology-enhanced instruction. As a result, **80% of faculty participants** incorporated new digital tools, AI applications, or innovative teaching methods into their courses.

Students also translated learning into practical outcomes. Participants applied AI, analytics, digital business, and technology skills through research projects, internships, competitions, and entrepreneurial activities. Several students reported stronger internship and employment opportunities after earning Professional Certificates and developing new technical competencies. Faculty similarly strengthened research productivity and interdisciplinary collaboration through the adoption of new methodologies and digital tools.

The initiative also contributed to a broader cultural shift. Cross-functional teams began collaborating on digital transformation projects, AI-enabled solutions, and workflow improvements, helping embed continuous learning and innovation into the university's operating model.

As UDINUS continues to expand its digital transformation efforts, Coursera remains a strategic enabler of academic excellence, workforce readiness, and institutional competitiveness.

> *Overall, Coursera has helped transform learning into tangible outcomes by equipping learners with practical, job-relevant skills that contribute directly to career advancement, organizational improvement, and long-term institutional success.*



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Build a future-ready academic community

Develop AI, digital, and workforce-ready skills.

Explore Coursera for Campus