

# SRM Institute of Science and Technology builds recruiter-aligned career pathways with Coursera



Industry  
Higher Education



Location  
India



Size  
100,000–150,000  
students



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*Our institution's core mission is to produce industry-ready graduates who are equipped for the challenges of a digital and AI-driven world. Coursera became a strategic pillar in achieving this mission rather than just an add-on tool.*



**Kavitha V**  
Head of Department

## Overview

SRM Institute of Science and Technology launched its Coursera initiative to address a growing disconnect between traditional academic learning and the skills demanded by employers. Feedback from recruiters and placement partners consistently highlighted increased demand for capabilities in AI, Machine Learning, Data Science, Cloud Computing, Cybersecurity, and Business Analytics. Notably, all of these fields evolve far more rapidly than traditional curriculum cycles. This growing gap made it important to connect classroom learning with practical skills that reflect current industry expectations.

The initiative was designed to help students prepare for opportunities beyond graduation while complementing their academic studies. Rather than treating professional certifications as extracurricular activities, SRM embedded Coursera into its broader employability strategy. The university's goal was clear: provide students with industry-recognized credentials, practical skills, and career-aligned learning pathways that strengthen placement readiness and workforce competitiveness.

## The challenge

SRM recognized that strong academic performance alone was no longer sufficient to differentiate graduates in an increasingly competitive labor market.

Employers were seeking candidates who could demonstrate practical capabilities in emerging technologies and possessed credentials aligned with real-world job requirements. At the same time, students needed clearer guidance about which skills would provide the greatest value during the placement process, as well as in their future careers.

The university also wanted to make these pathways easier for students to navigate. Clear guidance would help learners focus on the credentials and skills most relevant to their career interests instead of selecting courses without a structured plan.

### Snapshot

**20+**

students secured internships  
linked to skills gained through  
Coursera certifications

**7**

career-aligned learning tracks  
created around recruiter demand

The institution wanted a scalable model capable of connecting learning directly to employer demand, while ensuring that students from different disciplines could access pathways aligned with evolving workforce needs.

## The solution

SRM launched a university-wide Coursera initiative in January 2026, onboarding students across engineering, management, and science programs through a structured employability-focused model. The initiative was designed to provide students with a consistent experience across participating programs. By embedding career-focused learning into a structured framework, SRM created a clearer pathway from classroom learning to industry-recognized credentials. This approach simultaneously aligned academic support, career goals, and professional certifications within a single learning experience.

Rather than offering unrestricted course access, the university developed seven career-aligned pathways, including GenAI Engineer, Computer Vision Engineer, Cybersecurity Analyst, Full Stack Developer, Cloud Support Associate, iOS Developer, and Android Developer. These pathways were built using Coursera's Professional Certificates, industry content, Guided Projects, assessments, and hands-on learning experiences from partners such as Google, IBM, Meta, and AWS. Each pathway combined industry-recognized credentials with practical learning activities that supported skill development throughout the learner journey.

Organizing content around specific career roles also helped students better understand how individual courses contributed to longer-term professional goals.

Faculty coordinators mapped students to pathways based on career goals, academic background, and recruiter demand. Progress was monitored through Coursera analytics, while faculty mentors provided ongoing support and intervention where needed. In addition, Coursera learning became part of academic assessment, transforming certification pathways from optional enrichment into an integrated component of the student learning experience.

## The results

SRM's Coursera initiative translated learning into measurable employability outcomes.

The strongest evidence came from internship and placement success. More than 20 students secured internships and placement opportunities after completing industry-aligned Coursera certifications. Several learners directly credited Coursera learning with helping them succeed in technical interviews and stand out during recruitment processes.

One student completed Data Science and Data Analytics certifications before securing an internship placement opportunity with PlaySimple. Another student pursuing Big Data Analytics completed Google Data Analytics, Meta Data Analyst, and Data Science Foundations certifications before earning an internship with Barclays.

In both cases, students reported that Coursera learning strengthened their technical confidence and helped them answer interview questions effectively.

The initiative also generated broader innovation outcomes. Students increasingly moved beyond learning concepts to building practical AI solutions. One notable example involved Pari Gupta, a Computer Science student who leveraged knowledge gained through AI and Machine Learning pathways to develop CareerCraft. Using the skills she developed, she created an AI-powered platform that analyzes skills, creates personalized career roadmaps, optimizes résumés, and supports interview preparation. The project earned first place in a competitive hackathon and demonstrated how learners were applying skills acquired through Coursera to solve real-world problems.

Faculty observed a noticeable shift in student thinking as AI and Machine Learning became some of the most pursued learning domains. Students increasingly approached challenges through an AI lens, applying emerging technologies to academic, competition, and career-oriented projects.

As the initiative continues to grow, SRM is strengthening its position as a skills-first institution where industry-aligned learning, applied AI capability, and career readiness are integrated directly into the student experience.

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*Both students explicitly credited Coursera certifications as decisive factors in their interview success, proving that Coursera credentials don't just look good on a résumé, they perform in interviews.*



**Kavitha V**

Head of Department



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