

Coursera Curriculum Integration: Faculty in Practice



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Agenda

5 minutes Introduction

30 minutes Featured speakers/Q&A

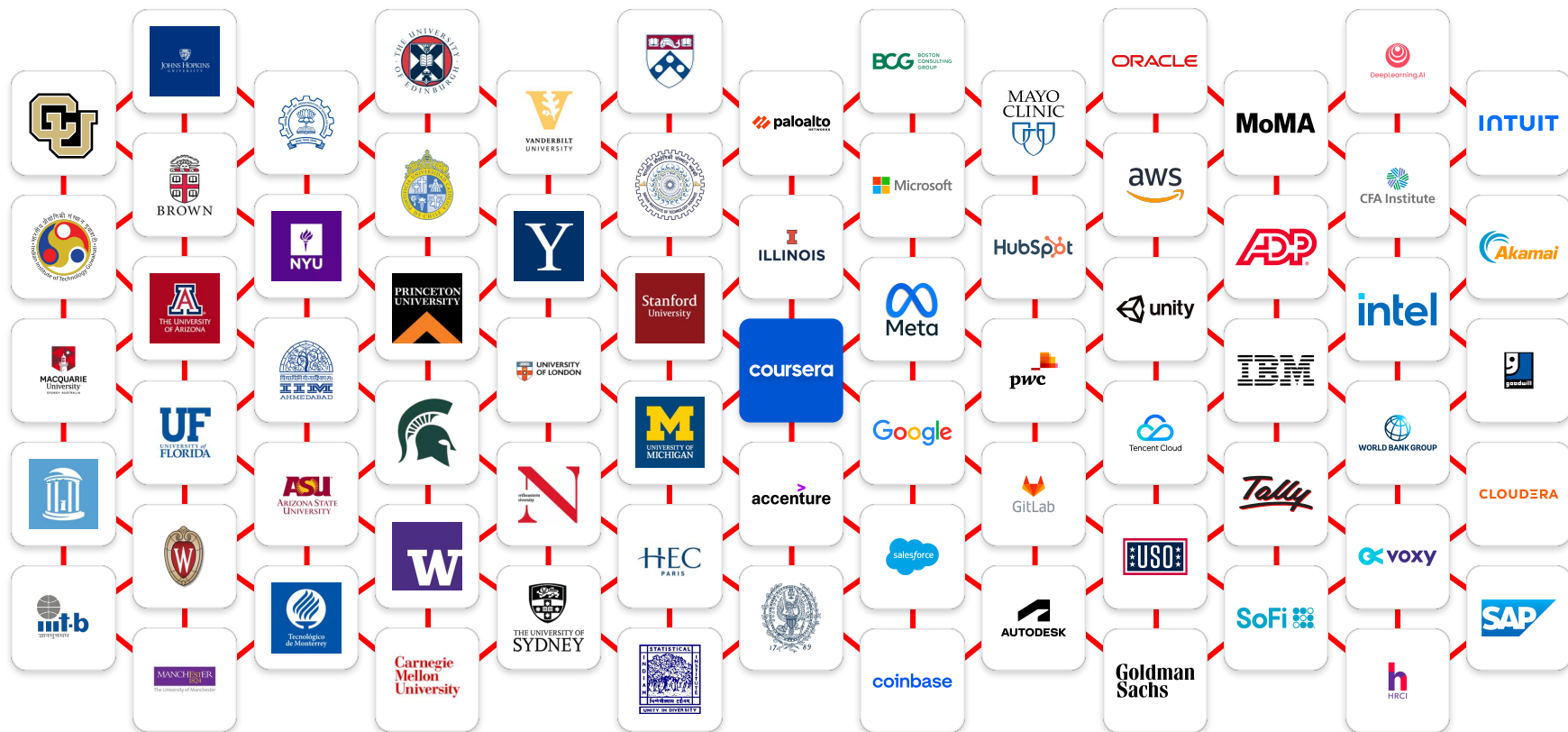
- **Dr. Elizabeth Robertson Hornsby**
Adjunct Professor of Communication, Southern University at New Orleans
- **Dr. Nicole Westrick**
Dean, College of Interdisciplinary and Continuing Studies, Morgan State University
- **Dr. Kristy Williams**
Professor of College of Business (Data Analytics), Jackson State University

15 minutes All attendees: best practices sharing

5 minutes Assets & Closing

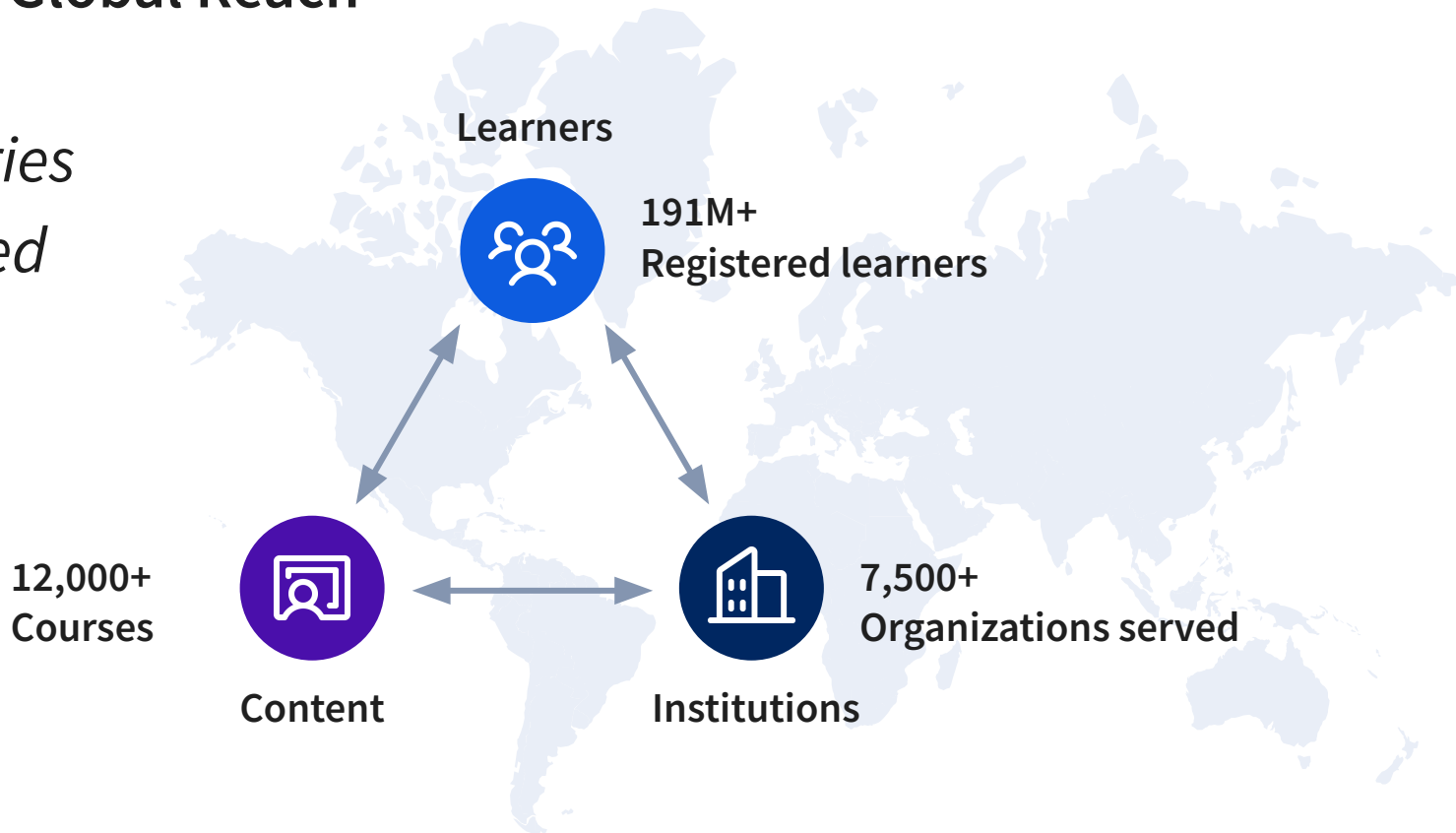
Introduction

350+ university and industry partners collaborate on Coursera

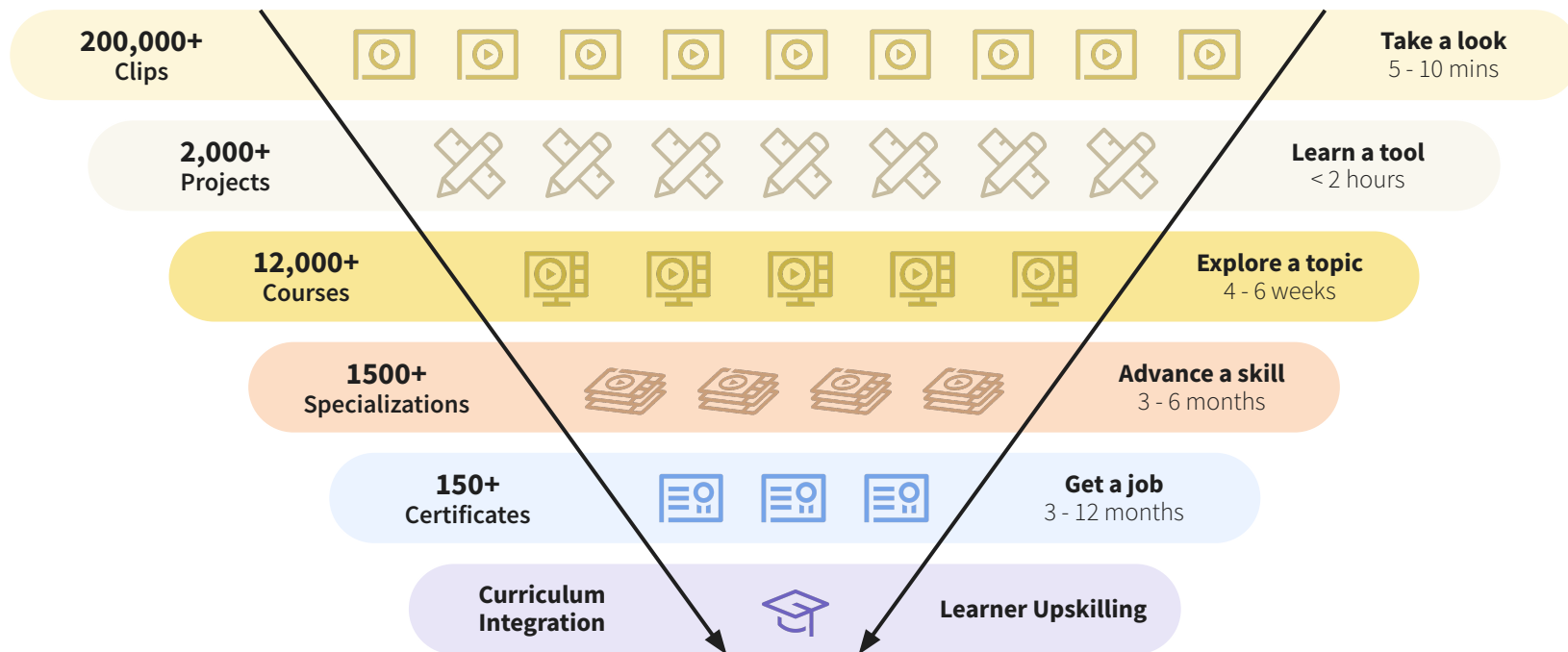


Coursera's Global Reach

*190 Countries
Represented*



Courses, content & credentials in stackable formats



Examples of Building Faculty Collaboration

The "Design Concierge" Partnership

Instructional designers can be a great resource to "outsource" the technical setup of 3rd-party tools. Faculty provide the learning objectives while designers build the modules, embed the tools in the LMS, and create student "how-to" videos.

The "Plug-and-Play" Curriculum Bridge

Utilize 3rd-party resources to fill specific skills gaps or prerequisites. This allows faculty to offload technical software training to the tool, freeing up classroom time to focus on high-level strategy, mentorship, and complex course concepts.

The "Industry-Validation" Badge

Leverage the brand power of industry leaders (e.g., Google, IBM, AWS) to provide immediate external value. Replacing standard assessments with recognized certifications gives students resume-building credentials while reducing the faculty workload of creating new exams.

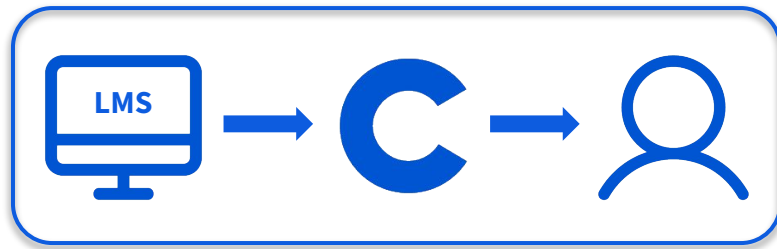
The Peer "Beta-Test" Showcases

Host high-impact, 15-minute "Lightning Rounds" where colleagues demonstrate exactly how a specific tool solved a classroom problem. This provides authentic social proof, showing faculty how their peers are successfully using these resources to reduce grading or improve engagement.

Key Features of the Native LTI 1.3 Integration

A faster, more reliable, and more flexible LMS integration:

- **Near real-time grade sync** for faster, more accurate updates
- **Automated program sync** — new programs appear in the LMS without manual linking
- **Programs accessible across all LMS** without SchoolDay's single-LMS instance restriction
- **Support for multiple LMS shells** within the same institution
- **Self-serve static registration + one-click dynamic registration**
- **Granular grade sync options** at course, module, and item level
- **Grade sync for non-authenticated learners** to prevent data gaps
- **Improved content discovery** with personalized instructor search and recommendations
- **Flexible deep linking** to courses, modules, or individual assignments
- **Complete grade coverage** including deleted members, expired contracts, and incremental sync for faster processing



**Features will be released iteratively to maintain product stability.*

What are the challenges or opportunities you see with integrating Coursera content into your curriculum?

Southern University at New Orleans

Featured speaker:

Dr. Elizabeth Robertson Hornsby

Adjunct Professor of Communication



About Southern University at New Orleans

Founded: 1956

Location: New Orleans, Louisiana

Institution Type: Public Historically Black University (HBCU) within the Southern University System

Enrollment: ~2,468 students (2024-2025)

- 2,179 undergraduate
- 289 graduate

Degrees Offered: Associate, Bachelor's, and Master's programs

Mission and Focus

- Provides accessible higher education for the New Orleans region
- Serves a diverse and largely first-generation student population
- Emphasizes workforce preparation, community engagement, and regional impact



Techniques and Strategies

Topics

The content or subject matter being taught in the course, including learning objectives and intended student outcomes.

Tasks

Tasks are the activities, assignments, or projects that students will complete as part of the course.

Tools

Tools refer to the technological platforms, resources, or methodologies used to deliver and manage the course content.

Trends

The broader trends in the discipline, education, technology, industry, and society that influence both the content and the way courses are delivered.

Impact and Outcomes

Specialization: *Introducing Data Analytics and Analytical Thinking*

Course Context: *Fundamentals of Public Speaking – Persuasive Speech Module*

- **CONNECT (Topic)**
Introduced the course to help students understand how data supports persuasive claims and audience reasoning.
- **ENRICH (Topic)**
Used short videos and readings to strengthen students' understanding of evidence, interpretation, and logical appeals (logos).
- **ADAPT (Task)**
Updated the discussion forum so students reflect on what they learned and apply directly to their persuasive speech topic.
- **REDESIGN (Task)**
Revised expectations for evidence use in the persuasive speech to emphasize explaining what data shows and why it matters to an audience.

Discussion Questions

1. **Key takeaway:** What is one idea from *Introducing Data Analytics and Analytical Thinking* that changed or strengthened how you think about using data as evidence in persuasion?
2. **Audience clarity:** Share one statistic or data point you have encountered recently (news, social media, advertising, campus messaging, sports, or work). In your own words, what does it actually show, and what might confuse a general audience about it?
3. **Persuasive application:** For your persuasive speech topic, identify one place where a data point could support your claim. How would you explain it in plain language so your audience understands the takeaway?
4. **Credibility and ethics:** What is one step you will take to make your use of data credible and fair (source choice, context, limitations, or avoiding misleading presentation)?



Lessons Learned

The **S.K.I.L.L. Lab** is designed for **faculty, instructional designers, and academic leaders** who are exploring ways to **enhance their courses** with **real-world, career-aligned competencies**. Whether you're new to micro-credentials or already integrating industry certificates, these resources provide flexible and adaptable support. **Link:** <https://erhskill.com/>



Featured customer: Jackson State University

Featured speaker:

Dr. Kristy Williams

Professor of College of Business (Data Analytics)



About Jackson State University

6,000+ Students | 90+ Academic Programs | Founded 1877

- Historically Black University (HBCU) located in Jackson, Mississippi
- Carnegie R2 — Doctoral University: High Research Activity Institution
- Mississippi's designated Urban University, advancing education, research, and economic development

College of Business - AACSB Accredited — Among the Top 5% of Business Schools Worldwide

- 8 BBA concentrations and Graduate Programs: MBA | MPA | Ph.D. in Business
- Prepare graduates for careers in corporate, government, nonprofit, and entrepreneurial sectors
- Internship and co-op connections with business and industry partners
- Contributes to the economic development of Metro Jackson and the State of Mississippi

Jackson State University College of Business — Transforming Lives. Advancing Business.

Techniques and Strategies

01

Curriculum Alignment

Map Coursera content to existing course objectives. Every project must reinforce what we're already teaching — not add a parallel track.

02

Embedded Skill Application

Students complete guided projects as graded assignments — not extra credit. Tools: 5 Whys root cause analysis · SurveyMonkey survey design · collaborative platforms.

03

Faculty-Guided Interpretation

Faculty debrief every project. What did you find? Does this confirm your hypothesis? What are the data's limitations? The platform delivers the skill — faculty deliver the meaning.

04

Business Insight Development

The final deliverable isn't just 'here's what the data shows.' Students explain how a business would act on this insight. That shift — from tool to decision — is the whole point.

Example: Business Analytics Course

☐ Introduction to Data Analysis using Microsoft Excel
Coursera Project Network
Always available
Auto-Enroll
Credit Eligible

☐ Create Charts and Dashboards Using Microsoft Excel
Coursera Project Network
Always available
Auto-Enroll
Credit Eligible

☐ Data Visualization in Tableau: Create Dashboards and Stories
Coursera Project Network
Always available
Auto-Enroll
Credit Eligible

☐ Create a Project Management Tracker using Microsoft Excel
Coursera Project Network
Always available
Auto-Enroll
Credit Eligible

☐ Data Visualization & Storytelling in Python
Coursera Project Network
Always available
Auto-Enroll
Credit Eligible

☐ Data Analysis and Visualization with Power BI
Microsoft
Always available
Auto-Enroll
Credit Eligible



IBM Data Analyst Professional Certificate

Prepare for a career as a data analyst. Build job-ready skills - and must-have AI skills - for an in-demand career. Earn a credential from IBM. No prior experience required.



Tableau Business Intelligence Analyst Professional Certificate

Launch your career in Data Analytics. Build in-demand skills and gain credentials to go from beginner to job-ready in 6 months or less. No degree or prior experience required.

Instructor: Tableau Learning Faculty Instructor



Microsoft Power BI Data Analyst Professional Certificate

Launch your career as a Power BI analyst. Build job-ready skills - and must-have AI skills - for an in-demand career. Earn a credential from Microsoft. No prior experience required.

ONLINE COURSE SCHEDULE

Week/ Module	Objective
Week 1: Introduction to Business Analytics	- Introduction to business analytics and its importance. - Overview of tools: Excel, Python, Tableau, Power BI.
Week 2: Data Exploration and Visualization with Excel	- Data exploration and cleaning using Excel. - Creating basic data visualizations in Excel.
Week 3: Data Visualization with Tableau	- Introduction to Tableau for data visualization. - Creating effective dashboards to tell a story with data.
Week 4: Introduction to Python for Data Analysis	- Basic Python commands and data manipulation using Pandas. - Automating data tasks with Python.
Week 5: Forecasting and Optimization	- Basics of forecasting in business using Excel. - Introduction to optimization models and their application in business.
Week 6: Advanced Visualization with Power BI	- Advanced data visualization techniques in Power BI. - Creating interactive and dynamic reports.
Week 7: Decision-Making Tools and Project Finalization	- Decision analysis tools like decision trees. - Integrating all tools and techniques into your final project.
Week 8: Project Presentations and Course Wrap-Up	- Present your project to the class. - Reflect on what you've learned and how to apply these skills in real-world scenarios.

Impact and Outcomes

STUDENT IMPACT

Engagement rises when assignments use tools students recognize from job postings.

Applied skill gap closes: students who have done root cause analysis are more prepared than students who have only read about it.

Workforce readiness: assignments mirror real tasks — business analyst, operations analyst, data consultant roles.

FACULTY IMPACT

Integration without rebuilding: faculty embed industry tools inside existing course structure.

Richer debrief material: real student data from real tools creates better classroom discussion than textbook examples.

Scalable across courses: the same model works in analytics, statistics, and capstone contexts.

INSTITUTIONAL IMPACT

Demonstrates skills-based education in action — not just in mission statements.

Career readiness signal for students entering competitive analytical roles.

Replicable model other institutions can adopt without a full curriculum overhaul.

Lessons Learned

01

Alignment Is Non-Negotiable

If the Coursera project doesn't directly reinforce what the course is already teaching, students feel the disconnect immediately. They complete it and forget it.

02

Start Small — Depth Beats Volume

The first semester I tried to embed too much. One strong, well-chosen guided project per unit outperforms three mediocre ones. Refine before you scale.

03

Faculty Step In, Not Back

The platform delivers the skill. Faculty deliver the meaning. The debrief is not optional — it's where transfer happens.

04

The Closing Question Is Everything

'How would a business act on this finding?' That question is what separates students who completed an exercise from students who practiced analytical judgment.

05

Iterate Every Semester

Student feedback drives the model forward. Each cycle produces tighter alignment, clearer rubrics, and stronger student work. It gets better because you let it.

When micro-credentials are embedded intentionally, students stop asking 'why are we doing this?' — because the answer is in the work itself.

Featured customer: Morgan State University

Featured speaker:

Dr. Nicole Westrick

Dean, College of Interdisciplinary and Counting Studies



About Morgan State University

- **Institutional Context**

- Maryland's Preeminent Public Urban Research University
- A Historically Black College and University (HBCU) with a national reputation for access, excellence, and community impact
- Advancing Transformation Morgan 2030, a strategic plan to achieve R1 research status

- **Innovation in Student Success**

- Pathways for career mobility and workforce readiness
- Integrating industry-recognized credentials into academic curriculum, including preparation for emerging technologies

- **Commitment to Opportunity**

- Serving traditional and adult learners
- Expanding access to career-aligned and work-integrated learning experiences



Techniques and Strategies

- **Institutional Infrastructure**
 - Designate a credential integration lead to support faculty and explore curriculum opportunities
 - Ensure alignment with learning objectives and program outcomes
- **Faculty Adoption**
 - Identify a faculty champion and pilot quickly
 - Align credential content with a course assessment or applied project
- **Student Experience**
 - Provide student choice (aligned with Universal Design for Learning)
 - Connect credentials to real-world applications
- **Technology Integration**
 - Create an “easy button” through LMS integration
 - Credential completion automatically populates the gradebook

Impact and Outcomes

Early Results from Embedded Industry Credentials

SPRING 2026

- CICS 494 – Intro to Interdisciplinary Studies
 - 17 of 19 students completed the AI credential (89% completion)
- SCOM 414 – Strategic Communication Seminar
 - 8 students enrolled
 - 3 students have completed credentials to date - Due date is April 1st
 - 1 student completed all five available credentials

FALL 2025: Student Reflections

- “I can see how to better incorporate Adobe's AI features in my creative practice and where to be cautious.”
- “We have access to Adobe Creative Cloud and I have felt overwhelmed on how to get started, the Adobe courses helped me play with the software and try it out.”

Lessons Learned

- As a faculty member:
 - Align the credential with course learning objectives
 - Integrate the credential content with your formative and summative assessments
 - Articulate the value of credential(s)
 - Describe relevance to careers in the field/discipline
 - Assign points for completing the credential
 - Provide structured reflection opportunities
- As an administrator (Dean, AVP, Senior Leader, Department Chair):
 - Provide dedicated support for faculty exploring credential integration (curriculum alignment, platform navigation, and instructional design)
 - Reduce barriers to adoption through seamless technology integration

Best practices group sharing

Assets



FACULTY GUIDE TO INTEGRATING MICROCREDENTIALS

ALIGNMENT, APPLICATION, & REFLECTION

- Start with Program & Course Outcomes**
Begin by identifying how the credential supports learning goals.
Key Questions:
 - Which program learning outcomes does the credential support?
 - Which course learning objectives align with the credential?
 - What skills or competencies does the credential help students develop?
- Align Credential with Assignment or Project**
Aligning a credential with an existing assignment or project supports application strategies.
Strategies:
 - Use the credential to prepare skills needed for assignment or project
 - Require students to apply skills learned in credential
 - Incorporate credential completion as graded assignment or project milestone
- Incorporate Reflection**
Reflection helps students articulate the value of their learning and translate skills into professional contexts. Use reflection prompts, discussion board posts, e-portfolio entry, and quizzes with essay prompts.
Reflection Prompts:
 - What skills did you learn or enhance from completing the credential?
 - How might these skills be used in your future internship or career?
 - What are the benefits and limitations of the technology?
- Help Students Communicate Value**
Students may complete credentials, but not be ready to explain their importance.
Strategies:
 - Assignment to add credential to LinkedIn or e-portfolio
 - Mock interviews with questions to describe credential
 - Research assignment to find job descriptions with credential skills

Alignment + Application + Reflection transforms a microcredential into a meaningful learning experience and direct career preparation.

Microcredentials are most effective when they are embedded intentionally within course design. Alignment with course learning objectives, meaningful application through assignments, and opportunities for reflection allow microcredentials to deepen learning while strengthening career readiness.

QUICK CREDENTIAL INTEGRATION CHECKLIST

Before implementing a credential, confirm the following:

- Credential aligns with course learning objectives
- Credential supports program outcomes or workforce skills
- An assignment requires students to apply credential skills
- Completion of the credential is included in the grading structure
- Students complete a reflection connecting credential and skills to future career and work

READY TO GET STARTED?
Contact Nicole Westrick at nicole.westrick@morgan.edu.

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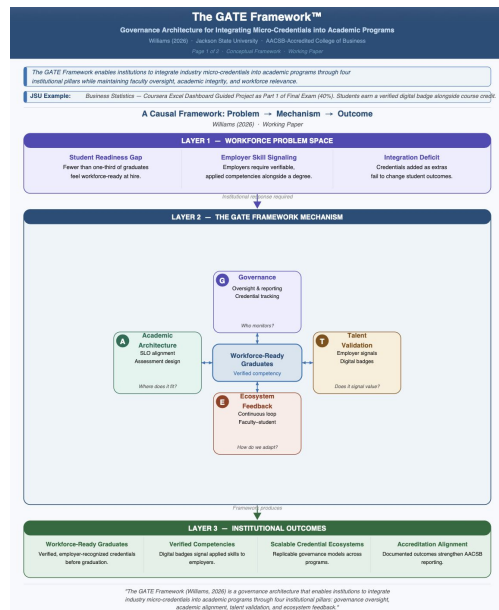


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Morgan State University
Faculty Guide

Open Access - Dr. Hornsby
Multiple Resources



Jackson State University
Faculty Framework

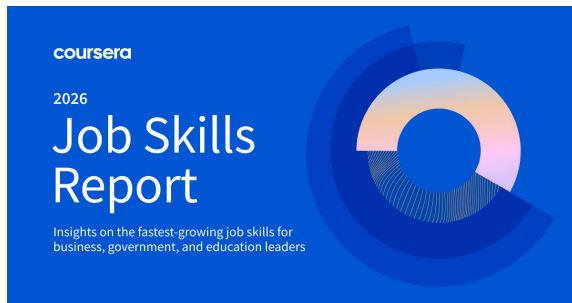
Data and insights from Coursera



Micro-Credentials Impact Report

Survey data on micro-credentials from nearly 2,000+ students and employers across 6 regions.

[Get report](#)



Job Skills Report

Discover the fastest-growing job skills shaping the future of work for businesses, governments, and higher education institutions

[Get report](#)



Global Skills Report

Discover the critical skills people need to thrive in a changing world. Explore insights drawn from 170M+ Coursera learners and key economic indice.

[Get report](#)

Insights from Coursera



CampusTalks Webinar Series

Learn how universities around the world are implementing connecting curriculum to careers.

[Watch webinars](#)



AI in Higher Education

Insights on Attitudes, Adoption, and Risks from Over 4,200 Students and Educators

[Get report](#)



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Thank you!