



MicroMasters™ FACT SHEET

What Is a MicroMasters?

[edX](#), a MOOC platform founded by Harvard and MIT in 2012, coined the MicroMasters term to describe a series of graduate-level courses that (1) provide deep learning in a specific career field, (2) are recognized by employers for their real job relevance, and (3) are designed to accelerate the learner’s progress through a Master’s program upon admission. Courses must be self-paced or running 3 times/year on edX.org, over a minimum 2- to 3 - year period.

MicroMasters Value

To Learners

- Credit and accelerated progress if accepted into a Master’s program.
- Reduced overall Master’s program cost.
- Reduced time required on campus.
- Tangible career outcome for those who complete. Corporate endorsement signals that skills are valued in marketplace.

To BU

- Being at the forefront of innovation within the educational landscape, including in the emerging micro-credentialing market.
- Differentiated from “certificate” products in market.
- Revenue potential through certificate s.
- Merit based, inverted admissions funnel into on-campus or online Masters.

BUx Current MicroMasters Programs

Digital Product Management

Learn essential tools and techniques to manage the development, launch, and growth of digital products and advance your career as a product manager.

Digital Leadership

Learn the skills and perspectives to lead in today’s digital age, harnessing the power of digital technologies to drive business success.

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| Length & Effort | 6-8 weeks per course, 4-8 hours per week |
| Number of courses | 5 per program, 3 courses overlap |
| Corporate Endorser | Fidelity Investments |

To earn the MicroMasters credential, learners must receive a verified certificate in all five courses within a MicroMasters Program. There is a \$200 fee associated with the upgrade to the verified track in each course. Verified learners receive an enhanced learning experience along with a verified certificate, available if they obtain a passing grade.

Learners who successfully earn the MicroMasters credential are eligible to apply to the Master of Science in Digital Innovation (MSDi) graduate degree program at Questrom with no need to take the GMAT or GRE test. Learners who have earned a MicroMasters credential would be credited for 8 academic units (32 units are required for graduation with the stand-alone MSDi degree). Learners may combine a MicroMasters course with the Questrom Executive Leadership Center programs.

[This announcement](#) includes further details about the BUx current MicroMasters Program.

Have a MicroMasters idea? Contact the Digital Education Incubator at dei@bu.edu.