

# AMA University

AMA University and Colleges work in partnership with Micro Focus to improve graduates' employability.

### Overview

AMA Education System, considered the biggest private educational network in the Philippines, to which AMA University and Colleges belong, has over 150,000 students enrolled in over 200 campuses, not just in the Philippines but worldwide. Today, the system has seven schools in the Philippines—AMA University and Colleges, ABE International Business College, ACLC and ACLC College, St. Augustine School of Nursing, St. Augustine International School (Basic Education), and Delta Air International Aviation Academy.

### Challenge

AMA is the recognized pioneer and leader of IT education in the Philippines and has the largest number of IT universities and colleges in Asia. In the field of IT, according to Dr. Amable C. Aguiluz IX, AMA always strives to be one step ahead of the rest.

"When we noticed that there was an increasing demand for graduates with software testing skills, we decided to add a course to address this need. We looked for the best way for this to happen...."

### Solution

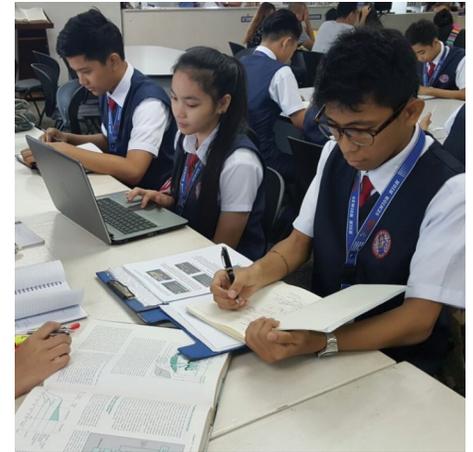
To provide software testing, AMA wanted to work with an external partner. It already had a

strong existing relationship with Micro Focus. Micro Focus proposed a training program that met AMA's needs, and the two organizations decided to work together.

"When we initially talked...about training, they proposed an online model, but that can be difficult in the Philippines due to problems with internet connections," says Aguiluz IX. "Then... came back with a model based on e-books, which are lower cost than using printed books and suits the way our students learn, because most of them already don't use paper textbooks."

The AMA students for the new course are spread out across around 100 locations in the Philippines and the teaching time is around three hours per week over a three-month period. This meant that providing face-to-face training from Micro Focus instructors would not be practical.

Instead, Micro Focus® Education delivered a three-week training module to around 40 of AMA's lecturers, who can then teach the software testing course to their students. This has enabled AMA to quickly develop the required skills to get the course up and running. Micro Focus also provides AMA with student kits and temporary software licenses.



### At a Glance

- **Industry**  
Education
- **Location**  
Philippines
- **Challenge**  
Provide training in software testing to meet a need in the Philippines market.
- **Products and Services**  
Software Education Services
- **Results**
  - + Enabled fast roll-out of course with 'train the trainer' approach
  - + Improved employability of graduates due to software testing skills and Micro Focus certification
  - + Increased the attractiveness of AMA to potential students
  - + Kept costs competitive with e-book training materials

**“The main benefit to students is improved employability after graduation,” says Aguiluz IX. “If you have knowledge in software testing, then you’re better equipped when you graduate from college and are likely to have more options.”**

**DR. AMABLE C. AGUILUZ IX**  
Founder, Owner, and Chairman  
AMA University

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Initially, the University is planning to enroll 5,000 students on the new program, and then to grow this number in the coming years.

### Results

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For AMA, offering this software testing increases its attractiveness to new students,

helping them to boost enrollment. Working closely with a major company like Micro Focus also helps the University to improve its image.

“Our students also benefit from receiving a certification...when they complete the modules.

“We are already planning the second stage of this program, and will be expanding the partnership...to our international branches, including Nigeria, Iraq, Bahrain, and Macau.”