BRADLEY University
Continuing Education

Microcredentials Reference Guide: Competencies vs. Concepts

Skills-Based Competencies

Specific, measurable, and demonstrable skills and behaviors that students can use on the job.

a) Assessed through performance-based evaluations.
b) Focused on demonstrable learning outcomes.
c) Aligned with industry standards to prepare students for specific job roles.

General Concepts

Broader ideas, theories, or frameworks that offer foundational (not quantifiable) knowledge.

a) Assessed through traditional exams, quizzes, or written assignments.
b) Focused on providing a foundation to understand complex topics.
c) Aligned as building blocks for development, not immediate application.

Aspect	Skills-Based Competencies	General Concepts
Focus	Specific, measurable industry skills	Theoretical or broad ideas
Assessment	Performance-based (projects, simulations, practical exams)	Traditional methods (exams, quizzes, written assignments)
Relevance	Directly applicable on the job	Provides foundational knowledge
Goal	Equip students with quantifiable, job-ready skills	Develop understanding of theoretical concepts
Example 1	Editing a video using professional software	Understanding the history and evolution of cinematography
Example 2	Designing and analyzing a beam's deflection using computational tools	Learning the principles of mechanics applied to rigid bodies