

# Transforming Foundational Learning at Scale Across the Arab World

## Arab Open University

### Scaling Consistency Across a Distributed University Network with Pearson's MyLab

Arab Open University operates across more than nine countries, delivering foundational courses to tens of thousands of students each year. On paper, the model is powerful. In practice, it created a tension familiar to many large, distributed institutions: how do you deliver a consistent learning experience when teaching, assessment, and student support are managed differently across multiple campuses?

In courses like Business Mathematics and Computer Literacy, where cohorts can reach up to 2,000 students, small inconsistencies quickly compound. Different teaching approaches, varied use of digital tools, and manual assessment processes made it difficult to ensure that students were practising regularly, receiving timely feedback, and being assessed to the same standard.

For faculty, this meant increasing administrative overhead and limited visibility into student progress. For students, it often meant a more reactive learning experience; focused on revision ahead of exams rather than consistent practice throughout the semester.

AOU was not starting from zero. But its existing approach faced challenges with scalability.

**9+**  
**Countries**

*Spanning the Middle East*

**60K+**  
**Students**

*Around the Middle East*

**95%**  
**Improvement**

*In Technical Assessments*



## Challenge

Before the integration of Pearson's ecosystem, AOU's faculty were navigating a set of persistent, interrelated challenges that limited both teaching effectiveness and student outcomes.



## Solution

Arab Open University standardized foundational course delivery across campuses by integrating Pearson's MyLab into weekly teaching, assessment, and feedback workflows, creating a more consistent learning experience.



## Impact

AOU created a scalable and standardized model for foundational learning across its network, improving assessment consistency, student engagement, independent learning, and educator oversight across large cohorts.

## Digital Learning Built for Scalability and Consistency

Managing foundational courses across 9+ countries and cohorts of up to 2,000 students per semester presented AOU with significant challenges around engagement, consistency, assessment reliability, and scalable student support. Traditional teaching and manual assessment methods made it difficult to maintain a unified learning experience across campuses, while theory-heavy courses often resulted in passive learning and inconsistent independent practice.

To address this, AOU integrated Pearson's MyLab ecosystem into the core of its teaching and assessment model, embedding continuous assignments, simulation-based activities, centralized assessments, and instant feedback into weekly course delivery. Students were able to practice skills repeatedly in interactive environments, receive immediate guidance, and track their progress independently, while educators benefited from automated grading, streamlined workflows, and synchronized assessment delivery across all branches.

The result was a more engaging, practice-driven, and scalable learning experience that strengthened student confidence, improved academic consistency across the region, and enabled AOU to deliver high-quality digital learning at scale throughout its distributed Middle East network.



**Dr. Amal Naji**  
IT Course Coordinator



"When managing large groups of students, keeping them engaged and actively involved in learning is a real challenge. We needed a tool that supports both tutors and students while encouraging practice and skill development."

## The Pearson Solution

To address the challenge of delivering consistent and scalable learning across 9+ countries, Arab Open University standardized the delivery of foundational courses through Pearson's MyLab ecosystem across Business Mathematics, Business Statistics, GT101 (Computer Literacy), and additional high-enrolment courses. Rather than functioning as a supplementary tool, MyLab became part of a broader operational shift toward centralized assessment, structured practice, synchronized delivery, and more consistent student support across campuses.



**95% reduction in technical assessment issues.**

Arab Open University transformed foundational learning into a more structured, practice-driven experience through continuous assignments, simulations, instant feedback, and centralized assessments, increasing ongoing student engagement while easing operational pressure on educators. The university also reported a 95% reduction in technical assessment issues, improving reliability and consistency across campuses.



We can now coordinate assessments across multiple branches and ensure consistency for thousands of students.

**Dr. Ahmad Abu Ashour**  
Assistant professor  
Faculty of Computer Studies

## The Outcome

The integration of Pearson's digital learning tools transformed the learning experience for both students and educators across AOU's regional network. Students became more confident, engaged, and independent learners through repeated practice opportunities, immediate feedback, and interactive learning environments.

At the same time, educators benefited from automated grading, simplified workflows, and synchronized assessments that ensured consistency across campuses. Pearson also enabled AOU to standardize course delivery and assessment structures for thousands of students simultaneously across the Middle East, strengthening academic integrity and scalability institution-wide.

## Educator Reflection

The faculties at AOU view the current implementation as the foundation for a broader digital learning transformation. Looking ahead, the university plans to expand simulation-based learning into advanced courses while continuing to promote more independent, self-directed learning experiences. Educators emphasized that the value of Pearson's ecosystem extends beyond digital delivery—it helps shift learning from passive instruction toward practical, student-centered engagement that supports learners both inside and outside the classroom.