



## Meeting the Higher Education Needs of the Arab World

### Solutions for the future of Higher Education

The Arab World's universities face a unique set of challenges as they seek to prepare a rapidly growing population for the opportunities and obstacles of the 21st Century. In today's competitive environment, our tertiary institutions must not only help learners thrive in their academic pursuits, but also ready them for their future role as global citizens and economic contributors.

Pearson is committed to helping this region's higher education institutions create learning environments of the future, giving educators and their learners the solutions needed to drive all areas of educational success. So whatever your institution's challenge – from accelerating college readiness and tracking student outcomes, to integrating dynamic media and digital content – Pearson is here to help.

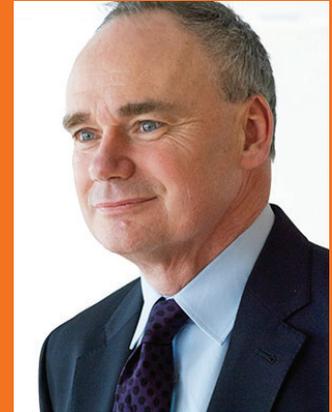


**If you have a question about how to make your institution the best it can be, just ask.**

[enquiries.middleeast@pearson.com](mailto:enquiries.middleeast@pearson.com)

“Schools, universities and companies are working together to foster the creativity and collaboration humans will need to set us apart. We are starting to see less rote learning and more critical thinking. Many global companies, and their employees, are prospering by investing more in continuous learning. Most importantly, we can see that, as we apply technology to transform education, just as surely as in every other sphere of life, it is a race that we can most certainly win.”

John Fallon,  
CEO, Pearson



## Finding innovative ways to support growing enrolment

As the number of tertiary learners in the region expands rapidly, Pearson is working with institutions of all shapes and sizes to create state-of-the-art learning environments that maximise this unique opportunity.

Pearson delivers comprehensive full-service programme development, including revamping discipline-specific content, embedding online and blended solutions to help ensure growing enrolment success.

The demand for education services across the Arab region is predicted to grow sharply in the coming years. UNESCO figures forecast an additional 9.5 million students across the GCC region between 2011 and 2030.



## Powering online and blended learning

As we transform universities to be able to deliver high quality, blended learning, we understand comprehensive, institution-wide solutions are necessary. Our all-inclusive approach means learners, educators and administrators are all taken into account through state of the art technology platforms. Our unique solutions ensure personalised, localised and adaptive content is complemented by faculty change management and transformation, resulting in a truly successful uptake of the technology that tangibly improves results.

“I have learned a lot from Pearson online technology. Integrating Mastering Microbiology into my curriculum was definitely a new experience, but I challenged myself and insisted on learning how to use the technology as best I could. I am really grateful for this as I am currently able to enjoy teaching.”

Dr. Sanaa G. AlAttas,  
Department of Biological  
Sciences, King Abdulaziz  
University, Jeddah, Saudi Arabia



## Accelerating career and college readiness

We take career and college readiness seriously, and everything we do in this field is about ensuring new college entrants have the best chance of success in both their tertiary studies and future careers. We know that a one-size-fits all approach simply doesn't work, so we make sure students are correctly placed and that their specific needs are being met. We are also committed to creating more effective and more tailored learning solutions so students can progress faster with better results. Our programmes are all about learners completing their studies and becoming more desirable, and more effective employees.

"The game has changed when it comes to digital, blended and online learning. No longer is it enough to rely on one product or one programme. A holistic approach is necessary, embracing data-driven learning and catering to every aspect of the university and those operating within it, including instruction and programme management. Pearson has set new ground in this field, and it is showing in the results of our learners."

**Dr Waleed Al Amri, Dean of the Preparatory Year Programme, Taibah University, Medina, Saudi Arabia**



## Improving student outcomes

At Pearson, improving learner outcomes is at the heart of everything we do. Using our technology to connect infrastructure, instruction and assessment, Pearson can create holistic views of the student, classroom, and institution. Our advanced capabilities in data, analytics, and adaptive learning – and our leading efficacy research – enable us to design a smarter, adaptive learning path for every student. The pursuit of better learner outcomes is our responsibility and our mission.

"Educators globally have already embarked on the path to efficacy. We hope to collaborate with them and learn as we go."

**Sir Michael Barber, Chief Education Advisor, Pearson**



## Maximising educator effectiveness

Teacher shortages are a global problem. In the Arab World, where there is a rapidly growing school age population soon to reach 9.5 million, the issue is urgent. Pearson offers Professional Development Training that makes a real difference to students' educational attainment. Our programmes help ensure that teachers are rigorously trained, well-qualified and ready to help their students perform in a 21st Century learning environment.

**Dr Mohammad Al-Zaghibi, CEO of T4EDU, on the Pearson designed and delivered Saudi Math and Science Teacher Development Programme:**

"I am delighted by what this group of educators has been able to achieve. The scores of those taking part in the Foundation Programme attest to the quality of the programme itself, the commitment of the certified trainers who delivered it and most of all, to the exceptional dedication of participants."

# Partnerships in the Arab World

Today's educational environment is complex. The student population has changed dramatically and institutions face new challenges. No two students, educators or institutions are alike. At Pearson, we partner with our customers to unlock the solution that is right for them.

Our partnerships start with a shared understanding of the opportunity for improvement – be it to raise achievement with engaging experiences and insights to reliable performance data; provide unlimited access to education with powerful and accessible online educational resources; or present more affordable solutions that address some of the biggest and most pressing opportunities in education. Absolutely everything we do is focused on improving results and increasing student success.

To best meet this shared goal, we work with you to address and help solve the challenges you are facing today.

For more information,  
please contact a local Pearson representative at:

[enquiries.middleeast@pearson.com](mailto:enquiries.middleeast@pearson.com)

We look forward to hearing from you.

<http://middleeast.pearson.com/>

## About Pearson

At Pearson we have a simple mission: to help people make more of their lives through learning.

We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives.

We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential.

Our commitment to them requires an holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organisations to develop ideas, and it comes back round by measuring the outcomes of our products.