



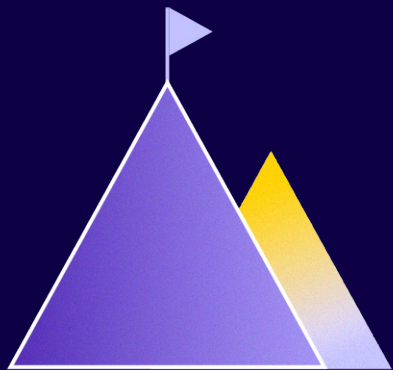
Celebrating BTECs in Jordan.

» Pearson



Pearson and the Ministry of Education's Groundbreaking Partnership to Reform Technical and Vocational Education

In May 2023, Pearson partnered with the Jordanian Ministry of Education to reform the country's technical and vocational education and training (TVET) system. This transformative initiative introduces BTEC qualifications into the national curriculum, elevating the quality of technical education in Jordanian schools.

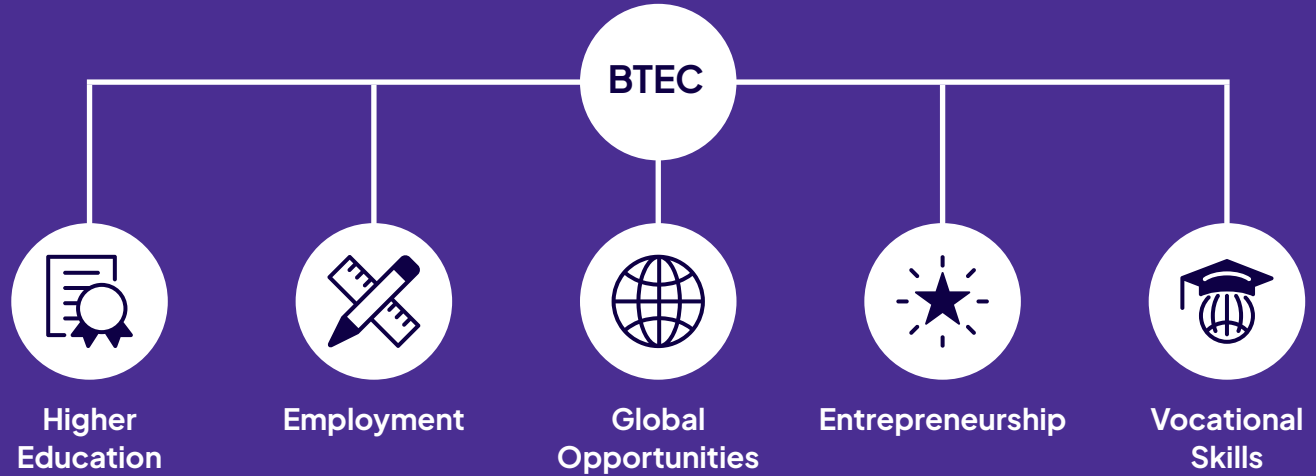
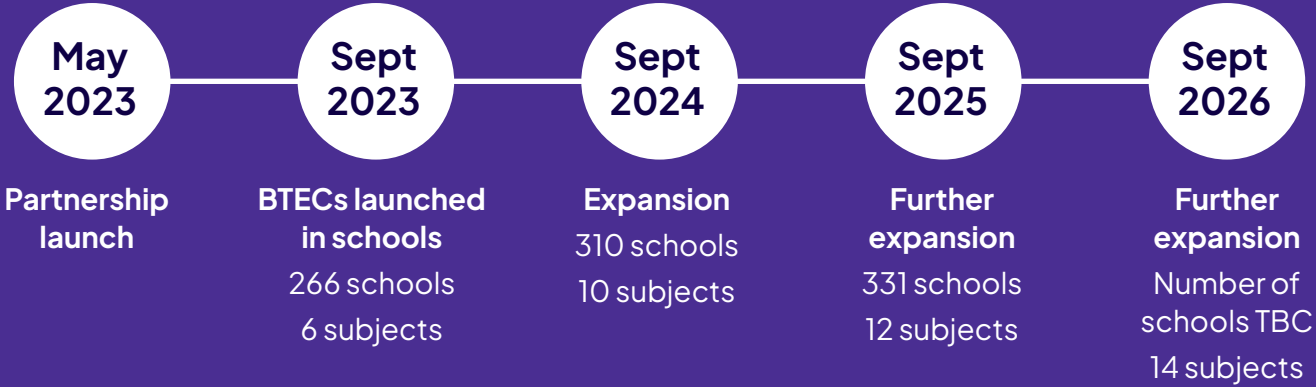


Meeting Jordan's Skills Challenge

Pearson, a global leader in lifelong learning, partnered with the Jordanian Ministry of Education, to address the country's technical skills gap.

Launched in May 2023, this partnership integrates BTEC qualifications into the national curriculum, providing learners with hands-on experiences to prepare them for both employment and higher education.

Developed alongside educators, employers, and government bodies, BTEC qualifications align with workforce demands, ensuring that learners gain industry-relevant skills. Over the five-year programme, the TVET curriculum will meet Jordan's economic and workforce needs.



Custom Solutions for Jordan

Pearson developed Arabic-language BTEC qualifications for Level 2 (one-year) and Level 3 (two-year) programmes in fields such as, Business, IT, Health & Social Care, Hair and Beauty, and Agriculture.

Pearson has provided comprehensive training for Jordanian vocational teachers to ensure effective delivery. Successful students will receive a globally recognised BTEC certificate, accepted by universities in the UK, US, Australia, Canada, and MENAT regions. Whether it's upskilling in the workplace, getting ahead in school, making the grade at university, or learning a new language, our products and services help people realise the life they imagine every day

Arabic-language BTEC qualifications

Circa 50,000
active BTEC learners
in 2025/26

Fields of study (year launched):

- ✓ **Agriculture** (2023)
- ✓ **Business** (2023)
- ✓ **Engineering** (2023)
- ✓ **Hair & Beauty** (2023)
- ✓ **Hospitality** (2023)
- ✓ **IT** (2023)
- ✓ **Art & Design** (2024)
- ✓ **Construction** (2024)
- ✓ **Creative Media** (2024)
- ✓ **Travel & Tourism** (2024)
- ✓ **Health & Social Care** (2025)
- ✓ **Sport** (2025)
- ✓ **Early Year** (2026)
- ✓ **Esports** (2026)



Supporting Educators for Success

To date, Pearson has collaborated with the Ministry of Education to train more than 2000 teachers from 331 state schools to deliver BTEC programmes.

This training, which is now all delivered face to face using local Arabic speaking resources where possible, covered key areas such as teaching and assessing BTEC qualifications, holistic assessment planning, assignment writing, Pearson's principles of quality assurance, internal verification, and standardisation. Once the workforce began teaching the curriculum, participants expanded their expertise through the Pearson BTEC Educator Programme. The programme concluded with an end-point assessment to assess their understanding and application of the content in their respective sectors. Feedback revealed that 97% of participants were satisfied or extremely satisfied with the Continuous Professional Development (CPD) programmes, and 94% felt confident in applying the content they had learned. Pearson also conducted "Train the Trainer" sessions for 185 Ministry staff, ensuring sustainable delivery and meeting Pearson's commitment to capacity build.

The training has numerous benefits and provides crucial support to Jordanian state schools in areas such as: New teacher training on teaching and assessing, holistic assessment planning, assignment writing, and the internal verification process. Preparing for the International Standards Verification visit. Understanding Pearson's BTEC Principles of Quality Assurance. Trainees were also coached on best practices for delivering BTEC programmes, guided by subject matter experts who encouraged innovative and engaging teaching methods.



Over 2000
teachers trained in
331 state schools



700+ sessions
across **Amman,**
Irbid, and **Petra**



100+ subject
matter **experts**



"Train the Trainer"
sessions for **185**
Ministry staff



Strengthening Partnerships

Key partners and partnerships have been crucial to the success of this project. Over the past 30 months, Pearson has engaged with a wide range of stakeholders in Jordan to understand the needs of industry and higher education, and how they can support this initiative.

Pearson have invested in a dedicated resource in Jordan who is responsible for engaging with industry to increase the BTEC awareness and recognition of employers.

Pearson have directly engaged with more than 150 employers across the 14 sectors whilst building key relationships with industry chambers, sector skills councils and governmental bodies.

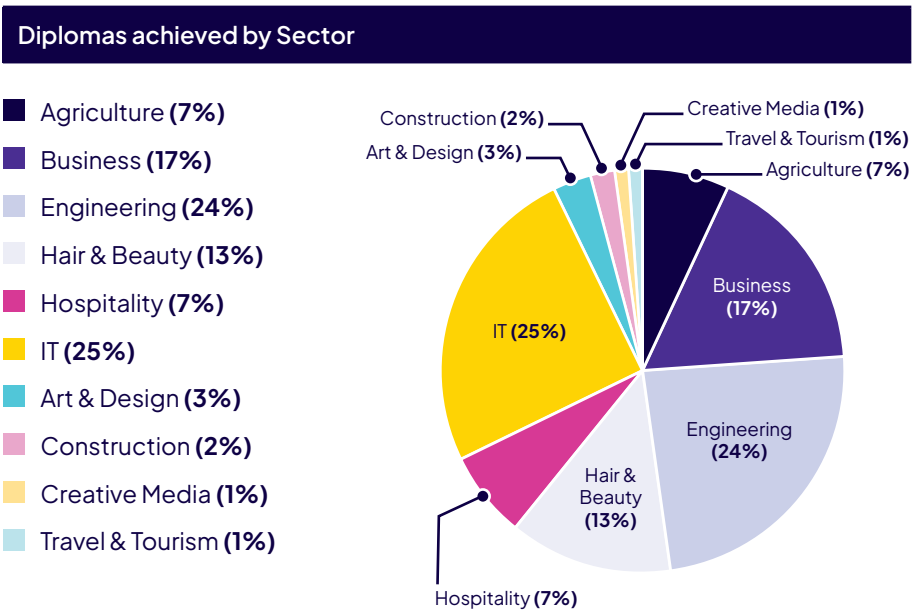
By offering comprehensive information on the skills that BTEC qualifications provide, Pearson will support students in pursuing both employment and higher education opportunities



Celebrating Achievements

The results from the first 2 years are extremely positive. The first 2 years of the partnership saw 35,336 learners enrolled in BTEC Level 2 Diplomas, with an 84% achievement rate. Of the 14,559 learners that enrolled in BTEC Level 3 Diplomas in September 2024, 90% have passed all units from the first year and we are excited to see their final achievement in summer 2026.

Region	Region Achievement Rate (%)
Jordan BTEC Achievement	86.4%
UK BTEC Achievement	82%
Global BTEC Achievement	85%



Looking forward

Pearson are very excited to discuss the extension of the partnership over future years with targets to reach 100,000 active learners expressed by the Ministry. This will be through the opening of new Vocational schools, expanding existing schools and the introduction of further sectors such as Music, Robotics and Aviation

Pearson extends its gratitude to the Jordanian Ministry of Education for their unwavering support in this transformative project. This collaboration continues to play a crucial role in shaping the future of Jordan's youth and their contributions to the country's workforce.

We also wish to thank all our partners for their ongoing efforts in ensuring the success of this initiative.

We look forward to continuing this partnership and delivering further impact in 2025/26.

