

Transforming Education in MENA through Skills Development



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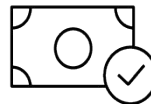
Investment in skills development pays off



A country's level of skills proficiency is strongly correlated with:



Higher labor force participation

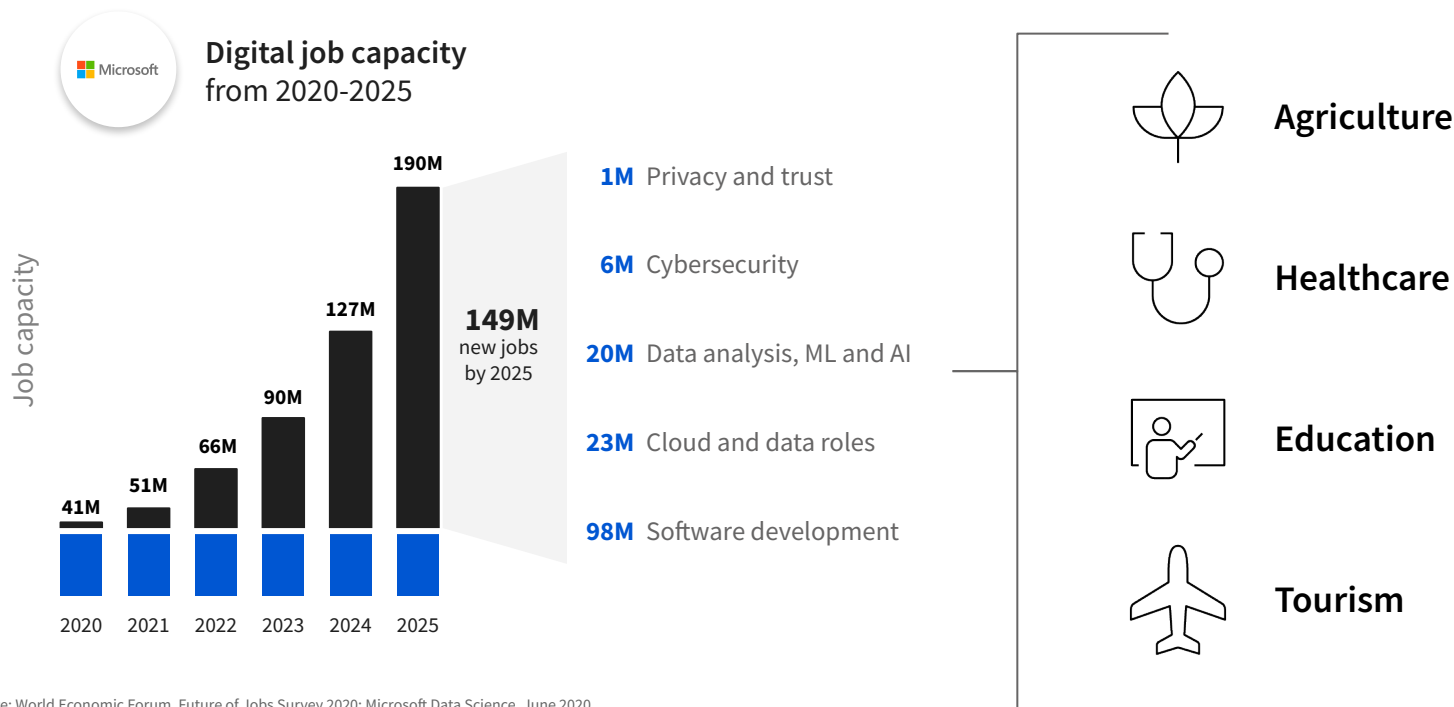


Increased wages and economic output



Greater social equity

New digital jobs will emerge across all sectors and functions



Source: World Economic Forum, Future of Jobs Survey 2020; Microsoft Data Science, June 2020

Digital skills are crucial for roles in these in-demand fields

WORLD ECONOMIC FORUM - FUTURE SKILLS

Cloud Computing Delivering innovative computing services	Marketing Building brand and acquiring customers
Content Production Driving brand through creative visual or written assets	People & Culture Creating positive work environments
Data & AI Driving strategy with insights	Product Development Fulfilling customer needs through innovation
Engineering Developing software solutions	Sales Finding customers and solutions for their challenges
Green Economy Building a sustainable future	Care Economy Supporting the well-being of our communities



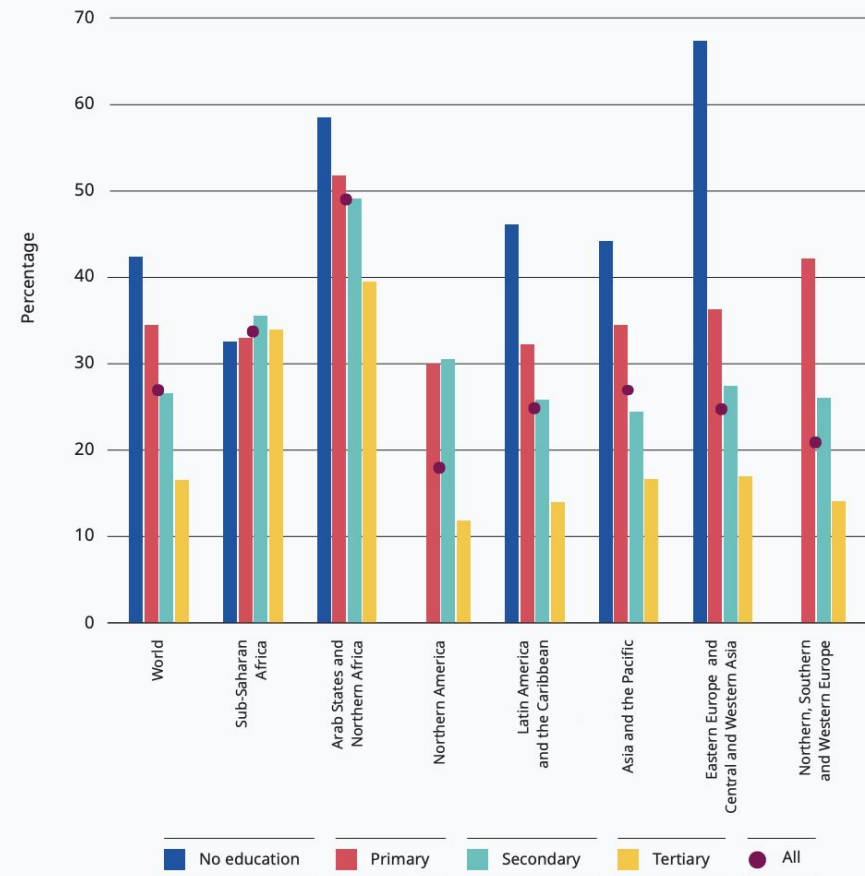
Top 5 jobs with increasing demand

- 1 Data Analyst and Scientists
- 2 AI / ML Learning Specialists
- 3 Big Data Specialists
- 4 Digital Marketing and Strategy Specialists
- 5 Process Automation Specialists

In the MENA region, youth have some of the lowest economic prospects globally..

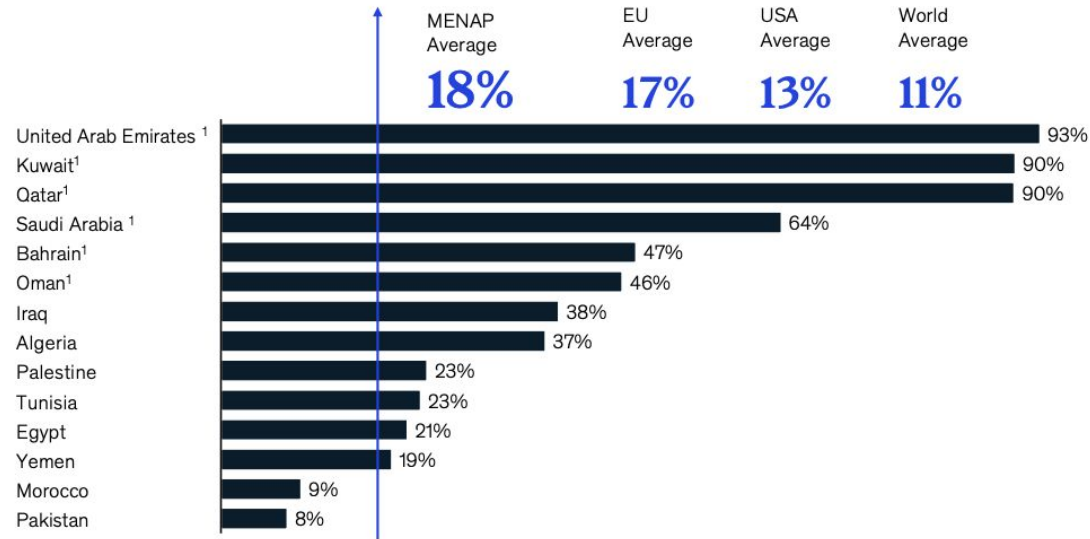
Over 30% of young adults are not in education, employment or training (NEET), regardless of their educational attainment.

NEET rate for young adults (aged 25–29) by level of educational attainment, global and by subregion, latest available year (percentages)



They have the lowest youth labor force participation rates in the world (27%), and a 40% underutilization rate

Public Sector Employment Compared to Total Employment



Source: [McKinsey](#) (2021)

Labor Underutilization Rate

40%

Underutilization rate of MENA youth

20%

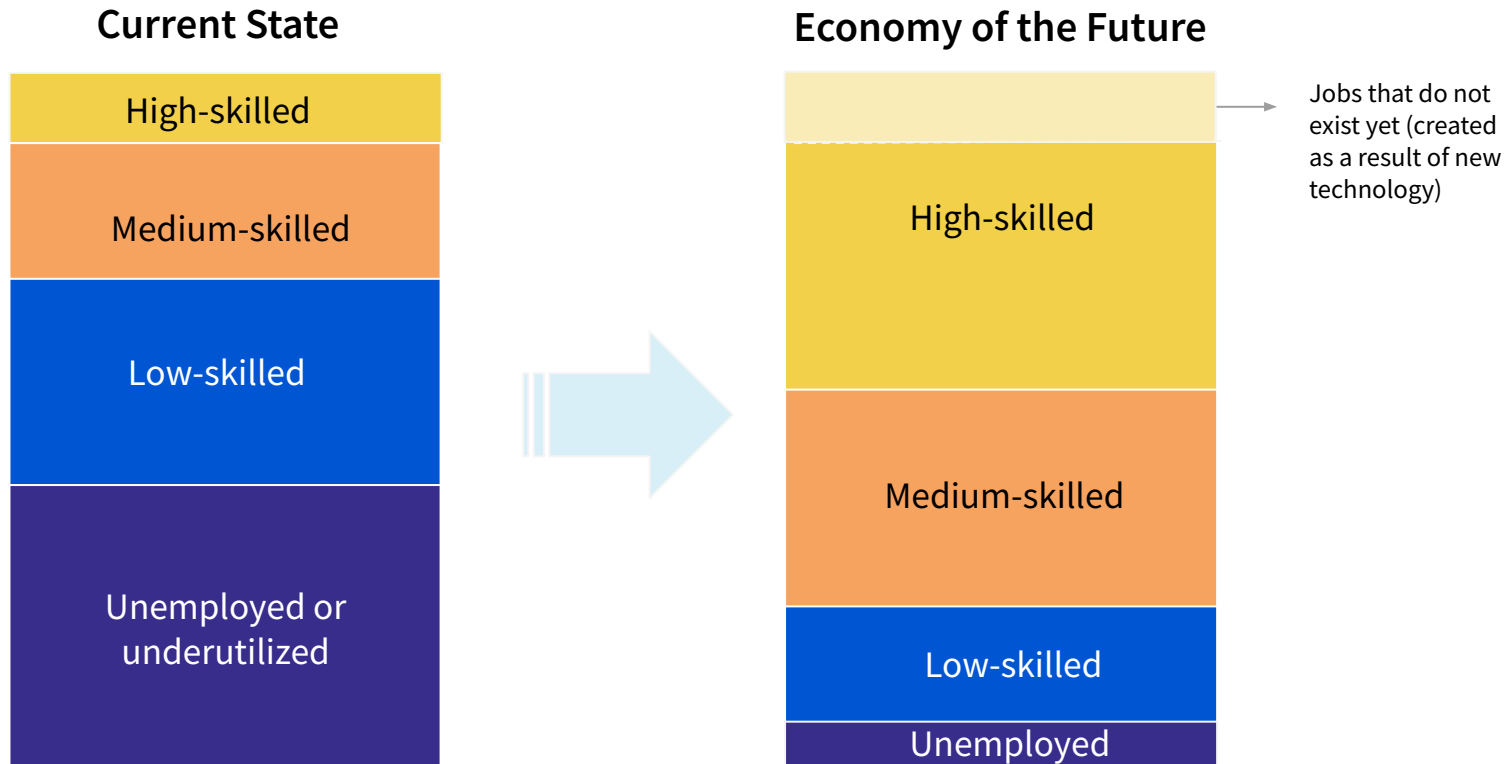
Underutilization rate of youth globally

11%

Underutilization rate of youth in North America

[ILO](#) (2020)

To be more competitive, MENA countries need to significantly transform the skills of their populations, especially youth



A woman wearing a green hijab and a yellow long-sleeved shirt is sitting at a desk, looking at a large computer monitor. The monitor displays a software interface with various data visualizations, including line graphs and a 3D sphere. A laptop is also visible on the desk. The background is a bright, out-of-focus indoor space.

The transformation of education through online learning

We've consolidated
80,000+ skills

from our

92+ million learners

into the **roles** and **skills** that
matter most for today's
leading businesses.

Data Analyst	Software Engineer	Database Architect	IT Support Associate
Security Engineer	Data Scientist	ML Engineer	Cloud Architect
Android Developer	iOS Developer	Cybersecurity Analyst	Cloud Security Engineer
Network Administrator	Designer	Product Manager	Sales Leader
Cybersecurity Manager	Penetration and Vulnerability Tester	DevOps	Web Developer

Business

Functional Business Areas

Accounting	Fin Analysis	Accounting	Tax
Comms	Advertising	Public Relations	Media
Finance	Finance Mgt	Payments	Risk Mgt
HR	Talent	Training	HR Ops
Marketing	Brand Mgt	Digital Mark	Social Media
R&D	Research	Innovation	User Exp
Sales	Sales Strategy	Bus Dev	Account Mgt
Strategy	Strategy	Performance	Change
Operations	Process Mgt	Project Mgt	Ops Mgt
Supply Chain	Supply Chain	Procurement	Planning
Entrep'ship	Innovation	Research	Product Mgt

Leadership & Management

Leadership	Org Dev	Bus Strategy	Culture
People Mgt	Bus Analysis	Psychology	Planning

Human Skills

Communication	Critical Thinking	Creativity	Collaboration
Influencing	Negotiating	Conflict Mgmt	Problem Solving
Adaptability	Emot. Intel	Resilience	Learning

Data Science

Maths & Statistics

Probability	Basic Statistics	Regression	Forecasting
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Data Analysis

Desc Statistics	Data Analysis	Data Mining	Data Software
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Data Management

Big Data	Data Models	Data Warehouse	SQL
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Data Science

Programming	Python	R	SQL
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SAS	Visualization	Dat Vis Tools
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Artificial Intelligence

Machine Learn	ML Algorithms	ML Software	Computer Vision
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NLP	Reinforcement	Neural Network	Deep Learning
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Technology

Software Engineering

Agile Dev	Programming	Engineering	Mobile Dev
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Web Dev	DevOps	Architecture	Soft Security
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Design and Graphics

Graphics	Design	Product	HCI
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Infrastructure

Databases	Networking	Op Systems	IT Support
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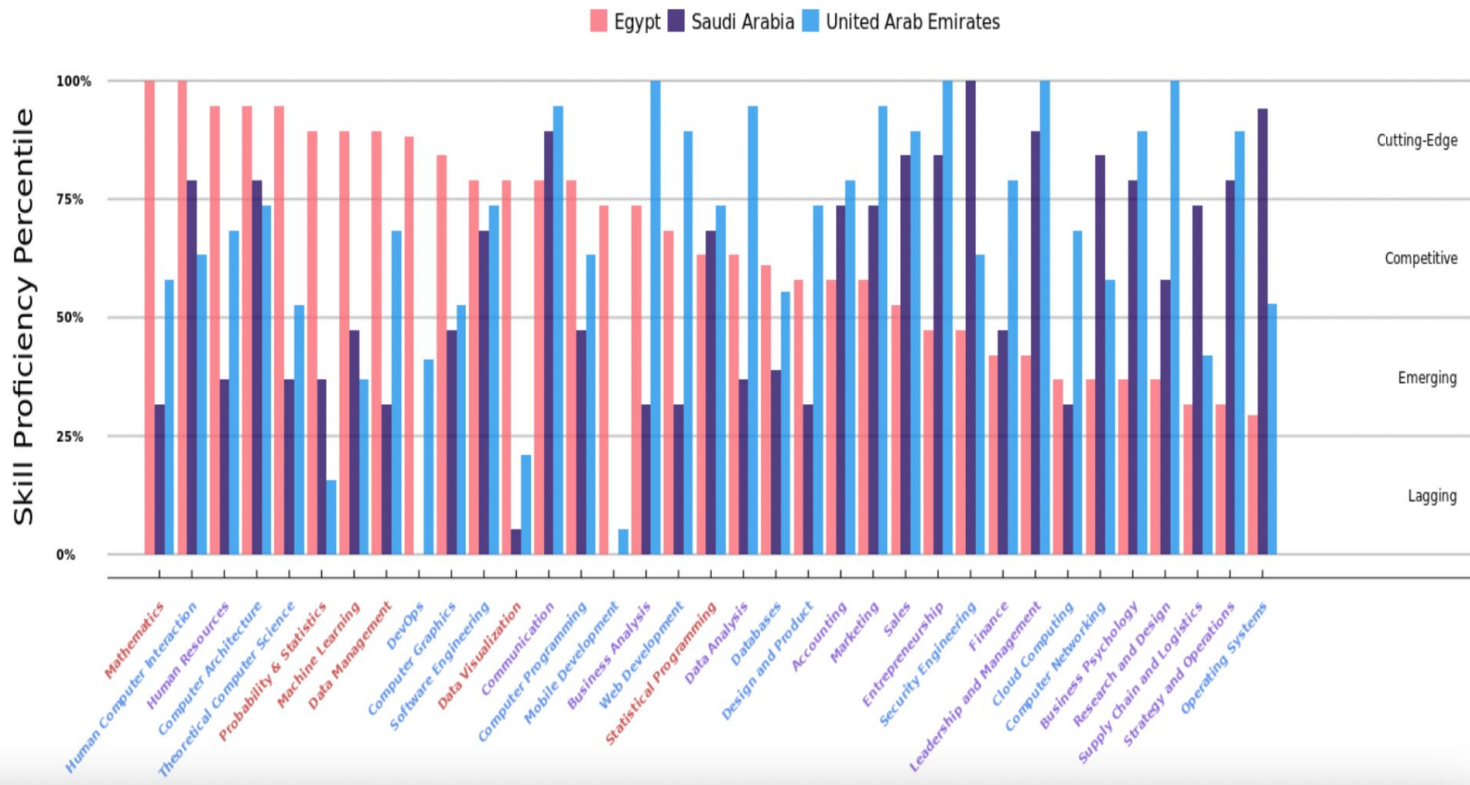
Learners in the region are developing a broad selection of foundational skills. These can be built on to design bespoke learning pathways...

Top 10 courses in Middle East in 2021

1	Learning How to Learn: Powerful mental tools to help you master tough subjects	Personal Development
2	Machine Learning	Data Science
3	English for Career Development	Language Learning
4	The Science of Well-Being	Personal Development
5	Programming for Everybody (Getting Started with Python)	Computer Science
6	Speak English Professionally: In Person, Online & On the Phone	Language Learning
7	Successful Negotiation: Essential Strategies and Skills	Business
8	Write Professional Emails in English	Language Learning
9	Introduction to Psychology	Health
10	Financial Markets	Business

Skills development dashboards provide insights & benchmarking to ^{coursera} inform future skills strategies, priorities & programs.

Benchmarking the skills proficiency of learners by country on Coursera



How we partner



We partner with governments and educational institutions to address...



Access to Quality Education

Online learning is here to stay and can be an equalizer of opportunity. Investing in high quality content to increase access to education at scale can transform the future of education.



Student Employability

Skills are more important now than ever. Equipping students with digital skills, hands-on learning experiences, and recognized credentials from industry leaders will prepare them for the future of work.



Digital Transformation & Upskilling

Educational staff and leaders are central to any successful educational initiative. Investing in their skills to drive transformation and innovation will determine the impact on the broader education system.

CASE STUDY

Upgrading a national higher ed system



Kingdom of Morocco
Ministry of National Education, Vocational Training
Higher Education and Scientific Research

PROBLEM

Switching public universities to the four-year bachelor system to lower student drop-out rates and enhance student employability

SOLUTION

Launching the new curriculum using skill-first content on Coursera – namely due to its popularity with students during COVID

15,000

learners reached
during COVID

100,000

enrollments
during COVID

320,000

students in next
four years



15 universities

Thank you
www.coursera.org/campus