Pearson

EELU
الجامعة المصرية للتعلم الإلكتروني الأهلية
THE EGYPTIAN E-LEARNING UNIVERSITY

# Transforming Digital Learning at EELU:

## A Strategic Partnership with Pearson

# A unique and progressive institution

## EELU's Vision and Mission

*"The Egyptian E-Learning University (EELU) was established to provide quality Higher Education through its unique blended learning model that combines face to face, online and self-learning approaches,"* explains **Prof. Hisham Abdelsalam**, President of EELU.

Founded in 2008, EELU is Egypt's first university to adopt an e-learning model. In 2018, under Presidential Decree No. 71, it transitioned from a private to a national university, reinforcing its commitment to deliver **high-quality, accessible, and affordable education** across all Egyptian governorates.

EELU offers students the flexibility to learn **anytime and anywhere**, while maintaining active engagement between faculty and learners. Its programs are designed around **market-relevant curricula** and supported by **innovative e-learning technologies**, enabling graduates to meet the evolving demands of the national and regional labor markets.

## The challenge

By 2018, EELU was serving approximately **1,200 students**. A newly appointed Board of Trustees established a bold strategic objective: to modernize the university's digital infrastructure and expand its national footprint to reach **10,000 enrolled students**.

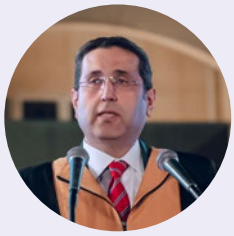
Achieving this vision required a comprehensive approach—enhancing digital capabilities, introducing new pedagogical models, and improving student engagement and learning outcomes. The goal was clear: to position EELU as a **leader in technology-enabled Higher Education,** producing **innovative and competitive graduates** on local, regional, and global scales.

Student engagement emerged as a key area for improvement, particularly given the **diversity of learners' backgrounds and abilities**.

*"Everything else—better engagement, new assessment strategy, alignment with the university's 'DigitalFirst' initiative—was a welcome byproduct but solving that initial teaching bottleneck was the main reason we adopted the platform."* – **Prof. Mahmoud Shoman**, Vice President for Academic Affairs and Accreditation.

## A world-class partnership

In Pearson, EELU sought a trusted global partner capable of supporting its digital transformation and academic growth ambitions. Faculty describe the collaboration as "world-class, efficient, convenient, challenging, fun, interactive, and smart."



***"Pearson will contribute positively to our mission and objective through the years."***

**Prof. Hisham Abdelsalam**, President, EELU

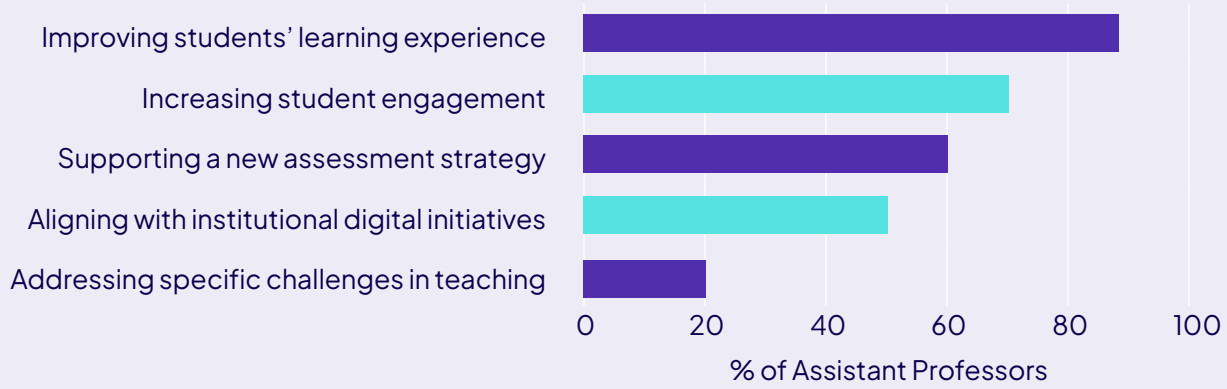
# Choosing the Right Partner for Digital Transformation

## A commitment to enhancing the learning experience

EELU faculty identified **improving the student learning experience** as their primary motivation for adopting Pearson's digital resources, with 90% of professors citing it as their top priority.

Recognizing the **diverse starting points and learning needs** of their cohorts, faculty members sought tools that would allow them to meet each student where they are—supporting **personalized learning pathways** and improving overall engagement and outcomes.

### Main reasons for using the resources




*"Pearson provides an AI-driven platform that can analyze the performance of students so every student can have his own pathway of learning according to his capabilities."*

**Prof. Hisham Hassan**, Dean, Faculty of Computer Science and Information Technology

*"These tools are so important for students to provide them with practice and self-testing opportunities."*

**Dr. Kamal Hamza**, Director of Information Technology Academic Program

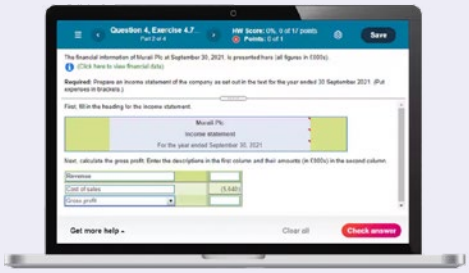
*"Our students each have a different background, so we have to make a plan for each of them."*

**Prof. Rafaat Ahmed**, Dean, Faculty of Business Administration

## The solutions

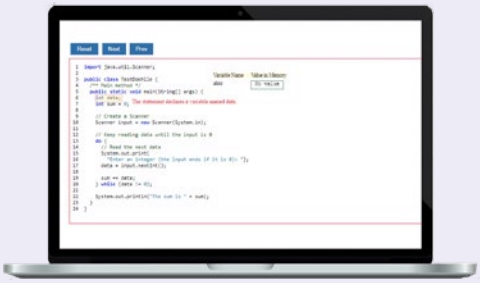
To support EELU's vision for technology-enabled learning, **Pearson implemented a suite of digital learning solutions** across thirteen courses within the Faculties of Computer Science and Business Administration, reaching 8,400 learners.

These solutions were designed to enhance teaching efficiency, provide actionable learning data, and empower students to take control of their own progress.



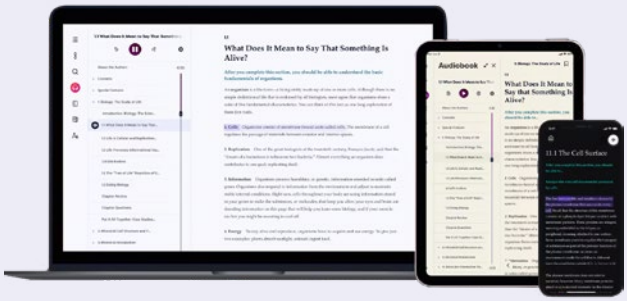
### MyLab

Customizable and automatically graded assessments allow faculty to personalize learning, reinforce concepts and deepen comprehension. Built in AI-powered Study Tool personalizes the student learning experience.



### Revel

An active learning experience that integrates multimedia, activities and assessments into reading, cementing student understanding.



### eTextbook

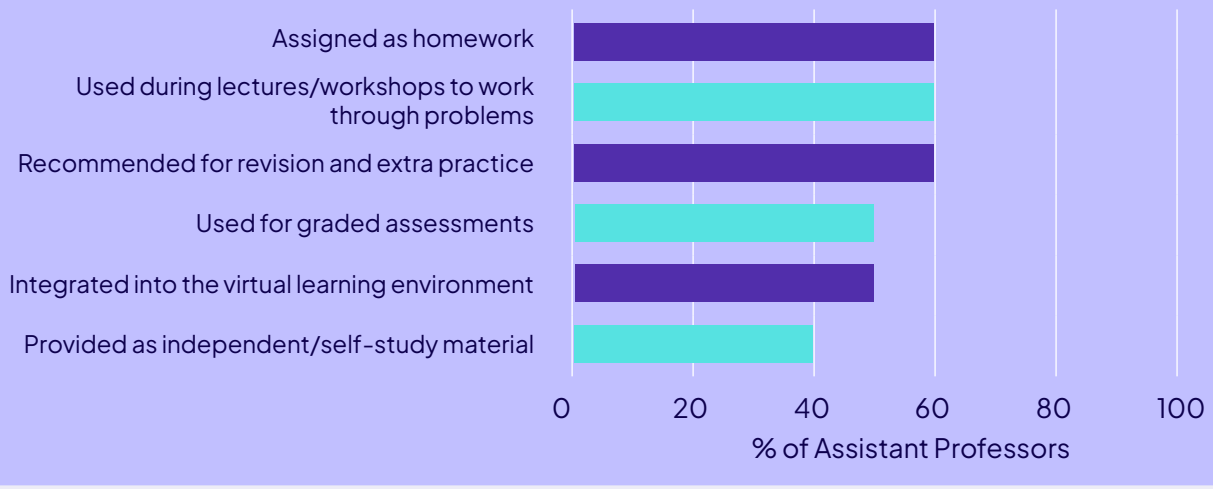
eBooks with practical tools such as notes, highlights, audio and instant AI help embedded. Also offers one-tap translation into over 100 languages including Arabic, Turkish, and Afrikaans.

# Embedding Pearson Tools into Teaching Practice

EELU faculty implemented the digital resources in a variety of ways. The most common were:

- Setting regular homework.
- Demonstrating how to work through problems during face-to-face time with students.
- Recommending it for revision and extra practice.

## How Assistant Professors implemented the digital resource




## Assigning homework to drive student engagement

Implementing Pearson's digital resources required faculty to reflect on their teaching objectives and redesign elements of their courses to fully leverage the opportunities offered by the new tools. Once in place, the next step was ensuring that students actively engaged with the digital platforms to support their learning.

Across all implementation models, **regular, structured homework assignments** proved to be the most effective strategy for sustaining student engagement. Where digital activities were **timetabled, graded, and closely linked to course content**, student participation was highest.

## Implementation examples

The table below gives examples of how faculty have adapted their use of Pearson's tools to match their teaching goals—achieving **greater engagement, flexibility, and measurable improvement**.

| Faculty member and module | Goal | Digital Tool | Implementation | Key Outcomes |
|---|---|---|---|---|
| **Dr. Amany Magdy,** Assistant Professor, Faculty of Computer Science and Information Technology<br>**MATHEMATICS** | To enhance student understanding through structured online quizzes. | MyLab embedded in Virtual Learning Environment | • *Math 1:* 6 assignments + 3 quizzes (≈30% of final grade).<br>• *Math 2:* 8 assignments + 3 quizzes (≈20% of final grade). | • Reinforced conceptual learning through continuous assessment.<br>• Provided consistent feedback and tracking of student progress. |
| **Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology<br>**COMPUTER NETWORKS** | To deliver core content and encourage student self-study. | Pearson eTextbook embedded in Virtual Learning Environment | • 2–3 reading assignments per semester (within coursework).<br>• Integrated into weekly face-to-face teaching.<br>• Recommended for self-study and revision. | • Positive student feedback on convenience, clarity and alignment with module objectives. |
| **Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology<br>**PROGRAMMING LANGUAGES** | Support student progression through material, and motivate continuous independent study. | Revel embedded in Virtual Learning Environment | • 4 assignments across semester (30–40% of final grade).<br>• Used in lectures, workshops, and virtual sessions. | • Promoted independent learning and active participation.<br>• Strengthened student confidence and retention of concepts. |

*"The four assignments collectively account for a significant portion of the final grade, emphasizing the importance of continuous engagement with the course material."*

**Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology

*"In some cases, the eBook includes interactive elements (e.g. quizzes or clickable diagrams), which I use in workshops to prompt discussion and group activities."*

**Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology

# Training and Support

## Responsive, proactive, and effective

Pearson provided EELU faculty with comprehensive training and ongoing support before, during, and after implementation. **Ninety percent of faculty** participated in live online or in-person training sessions tailored specifically to the university's needs.

EELU also benefits from a **dedicated Pearson Customer Success Consultant**, ensuring direct, consistent communication and rapid issue resolution. Faculty and students have access to **technical support in Arabic and English** via live chat and local phone lines, ensuring help is always available when needed.

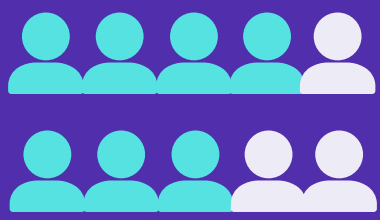
**81%**

rated support as excellent or good

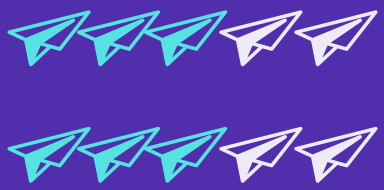
*"Every query—whether enrolment imports, gradebook mapping, or simulation settings—was answered within 24 hours. Mrs. Esraa Moataz also checked in after the first assessment deadline to make sure analytics were flowing correctly, which felt genuinely proactive rather than box ticking. That level of responsiveness and follow-up warrants the top rating."*

**Dr. Mohamed El-Masry**, Director of Business Administration Academic Program

# Measurable Impact



**7 out of 10**
Assistant Professors said students reported increased engagement with the module



**6 out of 10**
Assistant Professors reported greater ease in delivering the module

**6 out of 10**
Assistant Professors reported improved student understanding of complex topics

## Engagement, understanding and achievement

The implementation of Pearson's digital learning tools has led to measurable improvements across EELU. Faculty report higher levels of student participation, smoother delivery of modules, and deeper understanding of course content. The digital resources have helped transform teaching from lecture-centric delivery to interactive, data-driven learning—empowering students to take greater ownership of their progress while enabling faculty to focus on high-value engagement and feedback.

## Student engagement and participation

Faculty consistently reported stronger student motivation and higher participation when using Pearson's digital tools. Regular assignments, diagnostic quizzes, and interactive eTextbook content helped students arrive better prepared, engage more deeply in class, and take greater control of their learning.

*"MyLab transformed the module from a lecture-centric course into an active learning experience. Students now arrive having already completed diagnostic quizzes, so class time is spent debating real-world cases rather than recapping basics. Average final marks climbed 13 percent."*

**Dr. Rana Magdy**, Assistant Professor, Faculty of Business Administration

*"Overall, the digital resource contributed to increased student engagement and understanding of complex networking concepts and improved academic performance across the module."*

**Dr. Safi Ibrahim**, Assistant Professor, Faculty of Computer Science and Information Technology

*"It improved student engagement by providing interactive content like Q&A and self-checks directly related to the material. Students used it more actively than a traditional textbook."*

**Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology

*"The eBook has had a positive and noticeable impact on my course. It has enhanced the accessibility and flexibility of learning for students, allowing them to study at their own pace and revisit materials whenever needed."*

**Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology

## Greater ease of course delivery

Efficiency gains achieved through Pearson's structured digital content and automated assessments were a highlight for faculty. Ready-made instructional materials, built-in quizzes, and analytics dashboards reduced preparation time, streamlined grading, and allowed instructors to focus more on facilitation and feedback.

*"It helped me deliver more focused lectures, as I could use its structured layout and questions to guide discussions and clarify key points."*

**Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology

*"It enhanced the overall structure and delivery of the course by providing high-quality, ready-made instructional materials such as slides, assignments and lab exercises."*

**Dr. Safi Ibrahim**, Assistant Professor, Faculty of Computer Science and Information Technology

*"The structured layout and embedded questions within the platform allowed me to deliver more targeted lectures. I was able to use these elements to guide class discussions and emphasize key concepts more effectively."*

**Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology

*"I found it easy for the instructor to assign parts of the material for reading. It was concise and easy to read, with ready-made questions."*

**Dr. Yasser Abdelhamid**, Associate Professor of Computer Science and Information Technology

## Improved understanding of complex topics

Faculty reported that Pearson's digital tools significantly improved students' conceptual understanding—particularly of complex or abstract material. Interactive exercises, immediate feedback, and analytics enabled both students and instructors to identify misconceptions early and close learning gaps effectively.

*"The alignment between lectures, assignments, and the eTextbook provided a more coherent and unified learning experience for students, helping them connect concepts more easily."*

**Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology

*"[It's] an easily accessible and comprehensive resource that students can revisit at their own pace, which I believe has contributed to their improved understanding of complex topics."*

**Dr. Kamal Hamza**, Director of Information Technology Academic Program

*"The analytics dashboard flagged common misconceptions so tutorials could be retargeted quickly. Concept inventory test scores on STP framework improved."*

**Dr. Rana Magdy**, Assistant Professor, Faculty of Business Administration

# Student Feedback Matters

The digital educational tools have received a wide positive response from students. President of the Egyptian E-Learning University, Prof. Hisham Abdelsalam, reported a remarkable rise in their satisfaction levels of content quality and the ease of using educational platforms, as well as the effectiveness of smart tools in supporting academic achievement.

*"The module feedback item 'digital resources helped my learning' climbed from 3.1 / 5 to 4.4 / 5, plus there was frequent free text praise for 'instant feedback'."*

**Dr. Rana Magdy**, Assistant Professor, Faculty of Business Administration

*"Student feedback has been consistently positive, particularly regarding the convenience and clarity of the eBook content, and its alignment with the module objectives."*

**Dr. Manal Shaaban**, Assistant Professor, Faculty of Computer Science and Information Technology

*"The students are motivated by the features."*

**Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology

## What students told us:

**83%**
would recommend Pearson tools

**72%**
agreed or strongly agreed that using these resources helped them understand more in their course

**74%**
agreed or strongly agreed that using these resources helped them prepare for mid-term tests and/or final exams

*"It's easy and flexible and not complicated."*

**Simone Gamal,** Student

*"It makes learning more flexible, modern and interactive."*

**Mazen Fathy**, Student

# Faculty Advice for Successful Integration

EELU faculty share practical recommendations for institutions and educators aiming to successfully implement new digital learning technologies.

## 1 Start small but early

### Get all students onboarded at the beginning of the course, and familiar with the tool through low stakes activities.

*"Start small but early. Launch a low stakes quiz in Week 1 to get everyone through the sign on process before high value assessments are due."*

**Dr. Yasser Abdelhamid**, Associate Professor of Computer Science and Information Technology

*"Integrate it gradually into your lectures and provide clear guidance to students on how to use it."*

**Dr. Amany Magdy**, Assistant Professor, Faculty of Computer Science and Information Technology

## 2 Make it worth it

### Educators can motivate students to engage in learning activities in several ways. Assigning for credit is the most powerful.

*"Most of the students only care for marks."*

**Dr. Yasser Abdelhamid**, Associate Professor of Computer Science and Information Technology

## 3 Align digital activities with your course

### Ensure all activities align with your learning outcomes.

*"Start by exploring all the components (eTextbook, videos, quizzes) and identify which parts align best with your learning outcomes."*

**Dr. Amany Magdy**, Assistant Professor, Faculty of Computer Science and Information Technology

*"Align each MyLab activity with a tangible learning outcome. Students engage far more when they see why a simulation or quiz matters for the upcoming assessment."*

**Dr. Rana Magdy**, Assistant Professor, Faculty of Business Administration

## 4 Regularly communicate the "why"

### Explain to students how they benefit from using the digital resource, and remind them regularly.

*"Communicate the 'why' to students. A five-minute demo in the first lecture, plus a short "how-to" video in Moodle, reduced support emails to near zero."*

**Dr. Rana Magdy**, Assistant Professor, Faculty of Business Administration

*"Encourage students to use the eBook actively by assigning specific readings and pointing out key sections during lectures."*

**Dr. Kamal Hamza**, Director of Information Technology Academic Program

## 5 Leverage analytics

### Check how students are performing and engaging with the resource, so you can plan teaching interventions.

*"Leverage the analytics dashboard weekly. Spot common misconceptions and write your tutorial warmup around them; it keeps support highly targeted."*

**Dr. Rana Magdy**, Assistant Professor, School of Business Administration

# Looking Ahead

## Continued collaboration and innovation

The strong partnership between Pearson and EELU continues to grow. Under a new agreement signed in 2025, Pearson will provide training programs and internationally recognized certifications through the Certiport suite of educational solutions.

The partnership also expands access to high-quality digital content and interactive courses that enhance teaching and learning, including smart tools powered by artificial intelligence (AI).

## AI in education

Faculty at EELU are already using AI to plan, summarize, and enhance teaching. While some are encouraging students to use AI tools, concerns remain about overreliance and the impact on independent learning.

*"A major concern I've noticed,"* said **Dr. Manal Shaaban**, *"is that many students—particularly those in their early academic years—tend to rely on AI outputs without fully engaging with the underlying content. This overdependence can hinder their long-term understanding and critical thinking development."*

With these opportunities and risks in mind, Pearson is integrating AI into its learning platforms responsibly.

The AI-powered Study Tool in MyLab and eTextbook draws only on trusted Pearson content, providing individualized practice, feedback, and support—all within secure academic parameters. The eTextbook also includes instant Arabic translation, making content more accessible to students across the region.

These innovations will play a key role in EELU's continued use of Pearson technology to deliver engaging, future-ready learning experiences.

*"With students, I encourage responsible use. I show them how AI can help with summarizing texts, generating study questions, or brainstorming—but I also stress the importance of critical thinking, fact-checking, and ethical use.*

*In teaching, AI creates new opportunities for personalized learning. Students can get instant feedback, alternative explanations, and support outside classroom hours. This helps close learning gaps."*

**Dr. Mahmoud Bassiouni**, Assistant Professor, Faculty of Computer Science and Information Technology

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## Partnering with Pearson

Innovative digital learning enhances teaching, deepens engagement, and improves outcomes. That's why we're committed to empowering institutions like EELU with our world-leading solutions.

Together, we continue to build a future of accessible, personalized, and high-quality education for every learner.

**Explore a partnership with Pearson**

Scan the QR code or visit:
**pearson.com/en-gb/higher-education.html**