

## **PEDAGOGY: Portal of Educational Development, Accreditation, and Technology**

### **Who We Are**

Welcome to the world of **PEDAGOGY**, where we blend advisory and administrative services with cutting-edge research and academic exploration. **PEDAGOGY**, the portal of educational development, accreditation, and technology, is dedicated to providing consulting and administrative services to educational institutions as well as developing academic research and studies in the Middle East and North Africa.

At **PEDAGOGY**, we adopt a comprehensive vision that encompasses all aspects of educational institutions: administrative, financial, educational, and marketing in order to enhance the quality of education and apply international standards in educational environments. Our focus lies in integrating international standards while keeping the learning experience engaging.

We craft top-notch educational curricula with rich content, captivating activities, and innovative strategies. Additionally, we provide training to build and develop human resources, empowering individuals with essential skills and competencies.

**PEDAGOGY** has a licensed publishing house under the name **PEDAGOGY PUBLISHERS P<sup>2</sup>**, overseen by a distinguished team consisting of a select group of specialized professionals including:

- **Educational Psychologists**
- **Educational Technology Experts**
- **Educational Specialists**
- **Curriculum Engineers**

### **Our Vision**

**PEDAGOGY** strives to be the benchmark for transforming education in the Middle East and North Africa. Our efforts are focused on reshaping the reality of education and fostering a new understanding of education in the Arab world.

### **Our Mission**

At **PEDAGOGY**, we are dedicated to providing solutions that meet your needs. We hold the belief that education is crucial for the growth of individuals, organizations, and institutions.

Our approach is grounded in research and utilizing advanced technologies to create administrative and educational systems that benefit both individuals and educational institutions alike.

## **Our Offerings**

### **Exceptional Advisory Services**

At **PEDAGOGY**, our commitment to excellence is clearly demonstrated in our top-notch academic advisory services. We believe that every educational institution holds the potential to reach International Educational Accreditation Standards. To unlock this potential, we leverage our advanced **APIS** (Analysis, Planning, Implementation, Structure) system. This comprehensive and systematic approach is designed to identify areas for growth, devise strategic plans, implement effective measures, and structure the system to ensure consistent quality enhancement.

Our expert advisors collaborate closely with institutions, providing them with tailored guidance, actionable strategies, and ongoing support to elevate their educational quality.

### **In-depth Research & Studies**

We offer advisory services and extensive educational research, empowering leaders, research centers, and global organizations with valuable insights. Our team of seasoned experts leverages in-depth industry knowledge and cutting-edge research methodologies to provide valuable guidance, enabling clients to make informed strategic decisions and achieve their business objectives.

### **Specialized Training for Capacity Building**

**PEDAGOGY** provides capacity-building workshops for Continuing Professional Development (CPD) needs, enhancing skills of directors, supervisors, teachers, and curriculum developers. Programs target teaching foundations, objectives, skills, competencies, and assessments.

Our projects are steadfastly dedicated to catalyzing sustainable growth within diverse organizations. This is accomplished by implementing customized programs and workshops as part of our unwavering commitment. These initiatives aim to enrich professional competencies while also embedding a culture of innovation, resilience, and adaptability.

### **Establishing & Developing Interactive Digital Curricula**

At the forefront of educational transformation, **PEDAGOGY PUBLISHERS P<sup>2</sup>** is a licensed publisher that creates digital interactive curricula in Arabic, French, and English, transforming traditional textbooks into interactive e-books with advanced educational design.

We are committed to reshaping the future of education through the development of advanced teaching strategies and methodologies tailored for educators. Our projects harness the power of digital innovation to create engaging, comprehensive curricula that prepare teachers to excel in a dynamic educational environment.

### **Advisory Services**

#### **Pioneering Educational Excellence**

**PEDAGOGY** is a beacon of progress in the Arab educational sector. We have proudly partnered with numerous institutions to navigate the path to international accreditation. Our services have reached a wide array of educational entities spanning across countries, cultures, and curriculums, reflecting our adaptability and commitment to quality education.

#### **Crafting the Future of Education**

We focus on the fundamental elements that constitute a successful educational institution:

- **Financial stability**
- **Educational prowess**
- **Administrative efficiency**
- **Strategic marketing**

Our advisory transforms these components into a synchronized symphony of excellence, paving the way for accreditation success.

### **APIS: Our Framework for Success**

The **APIS** system stands as our core methodology for institutional enhancement. Through comprehensive assessment, meticulous planning, effective implementation, and robust structuring, we ensure a holistic upgrade of educational standards.

### **Research & Studies**

Under the umbrella of our executed advisory and research projects, we have successfully delivered tailored solutions and insights to a diverse clientele. Our team of seasoned experts leverages in-depth industry knowledge and cutting-edge research methodologies to provide valuable guidance, enabling clients to make informed strategic decisions and achieve their business objectives.

### **Academic Research on Education During Crises**

A collaborative study for the **Arab Bureau of Education for the Gulf States** focused on education in emergencies. The goal was to create an educational framework for crises, emphasizing support for first-graders and children with disabilities.

### **Research Study on Education Loss in Arab Countries**

**PEDAGOGY** took part in a research study to assess the educational setbacks in Arab nations due to COVID-19 and to formulate recovery approaches. The team was actively involved in carrying out the study in **Saudi Arabia, Morocco, Tunisia,** and **Palestine**, and spearheaded the research efforts in **Lebanon**.

### **Policy for Educational Decision Makers**

The policy paper, part of the "**Education is Peace**" project and funded by the **King Salman Humanitarian Aid and Relief Center**, aims to assist countries in times of emergencies and crises. It was overseen by the **UNESCO Regional Bureau for Education in the Arab region**, with **PEDAGOGY** being instrumental in putting the guidelines into action.

## **Reference Framework for Education Policy Makers**

The field study investigated how Arab countries handled remote learning amid the COVID-19 crisis, gathering insights from educational experts, ministry personnel, school directors, teachers, and parents. It offered practical suggestions for improving online education in the region.

## **Field Study on the Distance Learning Experience**

### **Preparation of the National Plan for Blended Learning**

**PEDAGOGY** has developed a five-year plan for blended learning in **Lebanon**, encompassing administrative, organizational, financial, educational, technical, and logistical aspects considering Lebanon's health and economic conditions.

### **Evaluation of "Kayany" Schools in Lebanon**

**PEDAGOGY** conducted an evaluation of **UNESCO Middle Schools** which are run by the **Kayani Foundation** and focus on educating Syrian refugees in Lebanon. The assessment covered various educational factors including class sizes, curriculum distribution, instructional methods, student interaction with the material, and the oversight of e-learning practices.

### **Gulf Arab States Educational Research Center (GASERC)**

Implemented a three-stage program for **GASERC**, focusing on developing digital content, establishing a reference framework, and providing specialist training on implementing standards.

### **Review of Studies on Educational Sector in the Arab World**

**PEDAGOGY**'s research team validates academic studies on educational accreditation in Arab countries and **Saudi Arabia's** response to COVID-19, ensuring desired outcomes.

### **Welfare Association**

Evaluation of the learning process for teaching English at the preschool level, in addition to assessing the teachers who are involved in the process.

### **Teaching During Crises**

Initiated a two-phase project for **Kuwaiti educational decision-makers**. The first phase entailed doing research on crisis-affected teaching. The second phase involved establishing a reference guide that decision-makers may use to develop a protocol for teaching during emergencies.

### **Digitizing Iraqi Curricula**

**PEDAGOGY** has revolutionized Iraq's education system by digitizing paper curricula and integrating multimedia content, games, and virtual labs, enhancing learning effectiveness and accessibility.

### **UNICEF Curricula**

In partnership with **UNICEF**, we had the distinct privilege of developing an innovative curriculum tailored for young learners in grades **1 through 6**. Our approach interwove global competencies with local values, ensuring that every child was equipped not only with foundational knowledge but also with the critical thinking and socio-emotional skills needed to thrive in a diverse and dynamic world.

### **Academy of Learning - KSA**

In collaboration with the **Academy of Learning in Saudi Arabia (KSA)**, we are currently digitizing a comprehensive library of **240 books**. This project involves meticulously converting texts to digital formats, enhancing accessibility, and preserving the integrity of the content for future learners and educators. Through this initiative, we are reinforcing the Academy's commitment to modernizing education and facilitating seamless knowledge transfer in the digital age.

### **Training for Capacity Building**

#### **Initiatives for Growth**

Our projects are steadfastly dedicated to catalyzing sustainable growth within diverse organizations. This is accomplished by implementing customized programs and workshops as part of our unwavering commitment. These initiatives aim to enrich professional competencies while also embedding a culture of innovation, resilience, and adaptability.

### **"Kodrat" Digital Platform for Training Teachers in the Arab World**

**PEDAGOGY** has developed a cutting-edge digital platform along with training content to equip teachers with digital skills, e-learning basics, and blended learning techniques during the COVID-19 pandemic. The platform offers a range of distance learning courses complete with **UNESCO-accredited certificates**.

### **Digital "Agri-Learning" Academy for Entrepreneurial Projects**

With the **Digital Entrepreneurship Academy**, **PEDAGOGY** empowers small and medium-sized businesses to thrive by providing training content on feasibility studies, digital marketing, website design, and branding. The platform features modules on strategic planning, technical, financial, and environmental feasibility studies as well as company formation and legal research to master modern digital marketing.

### **Developing Digital Training Courses for CRDP**

In collaboration with **Lebanon's Educational Center for Research and Development (CRDP)**, **PEDAGOGY** has created interactive digital training modules. This organization is responsible for establishing and developing the national school curriculum. The modules cover topics that enable teachers, supervisors, and department managers to seamlessly transition from traditional learning to distance learning and devise strategies through a self-training or asynchronous self-learning system.

### **Training Manuals for Instructors in Remote Learning**

We have developed digital training manuals containing modules for trainers on distance learning strategies, assessment, and digital teaching skills. These manuals feature a trainer's guide, a trainee's guide, and a training activities manual.

### **4,000 Digital Trainers in Iraq**

**PEDAGOGY** has successfully trained and prepared trainers on distance education and digital teaching skills. Educational supervisors, coordinators, and union officials from the educational preparation offices in the governorates of **Basra**, **Qadisiya**, **Dhi Qar**, **Rusafa**, and **Nineveh** have participated in our training programs.

## Care International

Developed and implemented a training program on **communication, leadership, time management, digital marketing, and finance. Training of Trainers (TOT)** sessions were then held with local NGOs, enabling them to further cascade their training to other beneficiaries.

## Egypt Training Courses

Developed six training courses on the topics of **citizenship, climate change, and digital skills for teachers** for the **Egyptian Ministry of Education** and the **Academy of Teaching in Egypt**. The project involved developing content, digitizing it, uploading it to a designated self-paced learning portal, and providing the required training for it.

## Establishing & Developing Interactive Digital Curricula

### PEDABOOKS: Our Complete Interactive Digital Academic Library

**PEDAGOGY PUBLISHERS P<sup>2</sup>** is proud to announce the completion and launch of **PEDABOOKS**, its complete digital interactive and cohesive academic library comprised of **143 books** and covering all subjects, in addition to social studies and special programs like physical education, music, character shaping, and ICT for K-12 schools.

### Subjects Offered Include:

- **Literature:**
  - **Arabic**
  - **English**
  - **French**
- **Mathematics:**
  - **Mathematics**
- **The Sciences:**
  - **Science**



- **Physics**
  - **Chemistry**
  - **Biology**
- **Social Studies:**
  - **Geography**
  - **History**
  - **Social Studies**
- **Extra Curricular:**
  - **Arts**
  - **Music**
  - **Physical Education (P.E.)**
  - **ICT**
  - **Character Shaping**

## **Expert Team**

The **PEDABOOKS** curriculum has been developed by a professional team of educational experts, psychologists, designers, technology engineers, and authors. They ensured content aligns with academic standards, provides insights into child development, and creates engaging materials. The team's expertise forms the backbone of their comprehensive educational program.

The team comprises **131 specialists** with a diversity of experiences and accumulated expertise:

- **68** involved in **Authoring and Content Development**
- **19** involved in **Coordination**
- **8** in **Scientific Review**
- **10** in **Linguistic and Content Editing**
- **12** involved in **Programming Design of Educational Activities**

- **14 in Videography**

### **PEDAGOGY Curricula Concept**

The digital books produced by **PEDAGOGY** are comprehensive and constantly evolving. They allow for continuous interaction between the development and programming team on one side and the educational team of educational institutions on the other.

This enables proposed modifications and changes to be considered in line with the vision of each educational institution, whether through educational activities or in terms of illustration methods, assessment activities, and more.

The curricula have been developed to promote higher-order thinking skills in learners, such as critical thinking, creative thinking, and problem-solving skills. Educational activities have been crafted to accommodate individual differences among learners, considering their varying academic levels and personal styles.

This approach places the learner at the center of the learning process and creates a stimulating educational environment that encourages knowledge discovery. It aims to cultivate positive interactive individuals who engage with their communities and remain lifelong learners.

### **PEDAGOGY Curriculum Standards**

**PEDAGOGY PUBLISHERS P<sup>2</sup>** has taken care to adhere to international general and specific curriculum standards and objectives. The curricula have received accreditation from **Quality Matters** and **ARRAY Global Educational Services** for their alignment with the following:

- **Compliance with Common Core State Standards (CCSS)**
- **Compliance with Next Generation Science Standards (NGSS)**
- **Alignment with applicable laws and regulations**
- **Adherence to the principles of educational freedom, respect for religion, beliefs, and public ethics**
- **Consideration of fundamental concepts for educational subjects in the academic years without overtaking them**

### **Additional Curriculum Features:**

- **Clear instructions** for both teachers and learners regarding the course structure and overall objectives.
- **Measurable competencies** and learning objectives consistent with general goals.
- **Gradual and varied assessment tools** that ensure the achievement of learning outcomes.
- **Documentation of educational materials** and diverse activities.
- **Ease of use** of the technical requirements used in the course.
- **Availability of diverse learning resources** to accommodate learner diversity.

### **Device Features**

Employing modern educational approaches in the learning process contributes to effective learning outcomes and enriches academic innovation and excellence. These approaches offer numerous advantages including:

- **Seamless integration** with learning management systems
- **User-friendly interface** for educational applications
- **Powerful and reliable performance**
- **Affordable prices**

### **TAG Devices: The First Smart Device Brand in the Arab World**

**Talal Abu Ghazaleh Group** has invested tremendous effort in establishing the first smart devices brand in the Arab world by setting up factories for these devices in:

- **Egypt**
- **Jordan**
- **Lebanon**

### **Proud Partners & Esteemed Clients**

**PEDAGOGY** is proud to work alongside a wide range of distinguished partners and clients, contributing to the advancement of education in the region. Our partnerships include:

- **Governmental Entities**
- **Educational Institutions**
- **International Organizations**
- **Non-Governmental Organizations**