



KAUST Case Study



OBJECTIVES

Craft a tailor-made online learning strategy for entrepreneurship and regional impact. We developed micro-learning modules and a fully Arabic game-based MOOC to cater to diverse Arabic-speaking students based in the Saudi region and those around the world.



OUR APPROACH

Working closely with the KAUST Entrepreneurship and Innovation team we embraced a comprehensive learning-first strategy, prioritizing the learner experience from interface design to content localization. Together we developed a fully Arabic MOOC with a structured learning path, moving beyond traditional methods to a gamified experience driven by levels, challenges, mentors, and bonus content.



OUTCOMES

KAUST achieved remarkable learner engagement through dynamic content and cultural resonance. The course garnered an overwhelming response, with 71,000 enrollments and thousands completing the 8-level adventure.



“Our goal was to create the first Arabic course on entrepreneurship on edX.org. Launching the gamified ‘Entrepreneurship Adventures,’ we received an overwhelming response. We’ve got big plans to expand our impact and now will be running the course twice a year.”

HATTAN AHMED

Entrepreneurship Director at KAUST