Transferring E-Business Fundamentals to Syrian Refugees

Dr. Anas Alsobeh
anas.alsobeh@yu.edu.jo
Presentation Outline

• What does **TEFSR** Provide?
  • Web Development
  • E-Commerce

• Dissemination Activities

• Beneficiaries Registration Statistics
Take A Step Towards Starting Your Own Business with TEFSR Program

Let's help you enter the worlds of e-commerce to improve your higher education and business knowledge
What does **TEFSR** provide?

- **Transferring E-business Fundamentals to Syrian Refugees (TEFSR)** program aims to provide Syrian refugees with the necessary skills to
  - start and operate e-commerce businesses using the latest open source tools and web technologies
  - Improve their opportunities to pursue their (HE) degrees in ICT and business fields

- **Over the period of 18 months**
  - **6 Courses (45 hours each)**
    - **120 direct beneficiaries**
  - **6 ToT intensive classes**
    - Targeting **60 direct beneficiaries**
  - **On Saturdays to allow wider range of students to attend**
TEFSR Team

Dr. Anas Alsobeh

Dr. Abdel-Karim Al-Tamimi

Dr. Amani Shatnawi
TEFSR

Web Development

E-Commerce

Funded by the European Union
EU Regional Trust Fund ‘MADAD’
الصندوق الاستثمني الأوروبي ‘مدد’

This project is implemented under the grant scheme of HOPES

Higher and Further Education Opportunities & Perspectives for Students

DAAD, British Council, Campus France, Nuffic
Web Development

• Learn how to create your own website with HTML, CSS, and JavaScript
• ICT fields and Business fields
• W3Schools certificates
• Microsoft 70-480 (Programming in HTML5 with JavaScript and CSS3)
E-Commerce

- Learn the principles of e-business technologies that are necessary to build an electronic commerce and to start selling products and services on the Web
- ICT and Business fields
- **WooCommerce**: Open source with 41% market share
- Certified Web Designer Apprentice, Certified Apprentice Webmaster, Certified Web Developer
WooCommerce Growth

WooCommerce usage increased 13.6% in the first half of 2017.

- 25,500
- 19,125
- 12,750
- 6,375
Dissemination

Website:
http://tefsr.info/

TEFSR-WebDevelopment
https://www.facebook.com/groups/164496625666502/

THIS PROJECT IS IMPLEMENTED UNDER THE GRANT SCHEME OF HOPES

HOPES
HIGHERING AND FURTHER EDUCATION OPPORTUNITIES & PERSPECTIVES FOR SYRIANS

TEFSR
Transferring E-Business Fundamentals to Syrian Refugees (TEFSR) - Registration Form

* Required
Transferring E-Business Fundamentals to Syrian Refugees

Chapter 11: JavaScript Programming

ENTRY SURVEY

FUNDING BY THE EUROPEAN UNION
EU REGIONAL TRUST FUND 'MADAD'
الصندوق الاستثماني الأوروبي ‘مدد’

E-Commerce Course
Topics: Introduction to E-Commerce

ENTRY SURVEY

THIS PROJECT IS IMPLEMENTED UNDER THE GRANT SCHEME OF HOPES

HIGHER AND FURTHER EDUCATION OPPORTUNITIES & PERSPECTIVES FOR SYRIANS

DAAD | BRITISH COUNCIL | CAMPUS FRANCE | NUFFIC

UNIVERSITY OF BIR ZARUBA
Beneficiaries Registration Statistics

الجنسية

122 responses

38.6%

59.5%

21.3%
هل انت مسجل لدى المفوضية السامية للاجئين UNHCR

122 responses

- نعم: 79.5%
- لا: 20.5%

60.6% و 39.4%
الجنس

122 ردًا

68%

32%

59.9%

40.1%

ذكر

أنثى
122 responses
العمر
121 responses
هل تدرس في أي من الكليات أو الجامعات الأردنية؟

122 ردود

- نعم: 84.4%
- لا: 15.6%
السنة الدراسية
122 ردًا
هل لديك اهتمامات بملتاحة دراساتك الجامعية؟

122 ردًا

94.7% نعم
9.8% لا
كيف علمت عن هذا البرنامج والدورات التدريبية المطروحة؟
122 ردًا

- الطلاب واللاجرين: 65.6%
- الملفقات والمطروبات: 13.5%
- الموظفين في الجامعة: 11.5%
- اعتلات الجامعة: 12.3%
- مواقع التواصل الاجتماعي: أخرى
Indirect Beneficiaries

 هل لديك اهتمام بنقل المعلومات والمعرفة المكتسبة من خلال الدورة إلى غيرك من الطلاب وافراد المجتمع؟

نعم 842
لا

99%
ToT Sessions
Erudio  
October 23, 2018

Včera sme strávili celý deň v meste Irbid na severe Jordánska, asi 20 km od hranice so Sýriou. Veľmi živá diskusia s profesormi a študentmi na prestížnej Yarmouk University. Prekvapujúce bolo zistenie, že až dve tretiny študentov v oblasti IT tuívoria ženy... Kto ešte nevidel webdeveloperky zahalené v hidžábe, mal by sa sem príšť pozrieť 😊

Yesterday we spent all day in the city of Irbid in the north of Jordan, about 20 km from the border with Syria. Very lively discussion with professors and students at the prestigious Yarmouk University. Surprising was finding that up to two thirds of the students in the it area here form women... who hasn’t seen webdeveloperky veiled in hidžábe, he should come to see here 😊

THIS PROJECT IS IMPLEMENTED UNDER THE GRANT SCHEME OF HOPES
Transferring E-Business Fundamentals to Syrian Refugees
Thank You