



The Vocational Entrepreneurship Curriculum (VEC) programme

Embedding entrepreneurship in TVET to support youth inclusion in Jordan

Promising Practice

Implemented by: Vocational Training Corporation (VTC)

Where: Jordan

Status: June 2024 – ongoing

Summary: The Vocational Entrepreneurship Curriculum (VEC) is a nationwide programme embedding entrepreneurship education into the core curriculum for all VTC trainees across Jordan.

Overview

A significant proportion of young people in Jordan, including TVET graduates, lack the business knowledge, startup capital and entrepreneurial mindset needed to find meaningful employment or create their own ventures. Vocational training provides a direct and practical response to this challenge by equipping youth with relevant skills, knowledge and entrepreneurial capacities.

The Vocational Training Corporation (VTC), a UNEVOC Centre, is Jordan's national public institution for technical and vocational education and training, operating 35 training centres across the country and serving more than 23,000 trainees annually. VTC is financially and administratively independent, governed by a Board of Directors chaired by the Minister of Labour, and actively engaged in international partnerships to modernize TVET systems. VTC implements the Vocational Entrepreneurship Programme as part of its Life Skills course, complementing technical training with entrepreneurship education to better prepare graduates for the labour market.

The Vocational Entrepreneurship Curriculum (VEC) aligns with Jordan's Economic Modernization Vision. It is implemented through VTC training centres in collaboration with local chambers of commerce, private sector firms, universities, youth organizations, international development agencies and microfinance institutions.

Objectives

- Empower youth and women to become vocational entrepreneurs in promising sectors.
- Integrate entrepreneurship and innovation into vocational training programmes to enhance employability and self-employment.
- Provide practical skills in business planning, digital marketing and the use of AI tools to support entrepreneurial ventures.

The programme targets VTC trainees and graduates, university and college graduates seeking vocational pathways and job seekers, including women and persons with disabilities, across Jordan's governorates. The programme has been delivered through in-person and virtual workshops supplemented by national forums and showcases of successful entrepreneurial experiences.

Key components:

- Curriculum development: A specialized vocational entrepreneurship curriculum integrated into the Life Skills programme for all VTC trainees.
- Training and capacity building: Delivery of 32 workshops across Jordan's governorates, covering entrepreneurial culture, business skills and digital entrepreneurship.





- National forums and showcases: Organization of three national vocational entrepreneurship forums featuring 54 success stories of VTC graduates who successfully launched their own businesses.
- Stakeholder engagement: Collaboration with VTC training centres, local chambers of commerce, private sector partners, universities, youth organizations, international development agencies and microfinance institutions.
- Comprehensive support: Combination of classroom training, mentoring, digital marketing assistance and networking opportunities with incubators and accelerators to facilitate practical application and business growth.

Outcomes and impact

Quantitative results

- Over 1,600 participants reached through 32 workshops across Jordan and 54 success stories documented and showcased at 3 national forums.

Qualitative outcomes

- The programme has empowered youth and women to establish sustainable businesses in vocational sectors, with the aim of reducing unemployment and inspiring replication and scaling of successful entrepreneurial ventures across Jordan.

System impact

- The programme has strengthened the integration of entrepreneurship and innovation into Jordan's TVET system, aligning with the country's Economic Modernization Vision and positioning vocational education as a driver of inclusive economic growth.

Insights and challenges

Challenges

Several challenges constrain youth entrepreneurship in Jordan, such as limited access to financing to start or grow a business. In addition, misconceptions about entrepreneurship can discourage many trainees from pursuing entrepreneurial paths in the first place. Gaps in digital and language skills further limit their ability to succeed.

Responses to challenges

To address these challenges, VTC partnered with microfinance institutions to provide startup support and mentoring for young entrepreneurs. It also organized national forums and success-story showcases to shift mindsets and promote entrepreneurship as a viable career path. In addition, it introduced intensive modules on digital marketing, e-commerce and English language skills to strengthen trainees' competitiveness.

Lessons learned

Several important lessons emerge from this initiative. First, embedding entrepreneurship into TVET is a promising approach for increasing youth employability. Success stories, in turn, prove to be powerful tools, inspiring and motivating other trainees to see entrepreneurship as within reach. Finally, collaboration with the private sector and international partners strengthens the sustainability and relevance of the training offered, ensuring it stays connected to real market needs.

Conclusion and next steps

Looking ahead, VTC aims to build on the progress by:

- Establishing vocational entrepreneurship incubators and digital support platforms that leverage AI tools to guide trainees in business planning, market analysis and innovation, linked to both local and international financing opportunities.
- Launching an annual Vocational Entrepreneurship Award to recognize and incentivize outstanding startups and initiatives by VTC graduates.
- Expanding regional and international partnerships with industry, academia and development agencies to scale successful models, exchange best practices and enhance access to mentorship and funding.
- Integrating AI, digital transformation and innovative technologies into vocational entrepreneurship training to equip youth with skills relevant for the modern labour market.



Learn more

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To learn more about Vocational Training Corporation (VTC), see:
<https://vtc.gov.jo/Default/En>

Discover other practices

The UNESCO-UNEVOC innovative and promising practices database presents successful projects tackling key themes in TVET, such as entrepreneurship, youth employment, the green transition, digitalization, private sector engagement and more.

Learn more on our website at:
<http://www.unevoc.unesco.org/promisingpractices>

Questions or comments? Contact our team at:
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