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Saint Joseph University of Beirut

Faculty of Languages and Translation



ECH

ENGLISH COMMUNICATION HUB

Empowering faculty members, researchers, students, professionals, and organizations through excellence in communication, teaching, research, and professional development.

Advancing English-Medium Instruction (EMI), research publication quality, academic communication, and lifelong learning across disciplines and sectors.

FACULTY EXCELLENCE
Strengthening teaching and learning in English-taught programs

SCHOLARLY RIGOR
Promoting research quality and publication excellence

PROFESSIONAL GROWTH
Fostering skills, confidence, and long-term independence

Face-to-face Online Hybrid

ECH FACULTY TRAINING

Strengthening English-Medium Instruction
for Academic Rigor and Institutional Impact

Primary Audience: Universities, Faculties, Schools, Departments

ECH Faculty Training strengthens excellence, especially in English-taught programs, through structured EMI development at foundational and advanced levels, serving national and international audiences.

Typical participants

- Faculty members
- Department heads
- Deans
- Program coordinators



Courses

1 English Language Proficiency for EMI

1.1 Oral Communication: Foundational (16 hours) I Advanced (16 hours)
Strengthening clarity, structure, delivery, and confidence in English instruction — from foundational classroom communication to advanced academic discourse.

- Pronunciation, accuracy, and pacing for intelligible EMI delivery
- Scaffolded explanation calibrated to multilingual classrooms
- Discourse-marked mini-lectures and higher-order questioning
- Storytelling, debate facilitation, and human–AI collaboration strategies

1.2 Academic Writing: Foundational (16 hours) I Advanced (16 hours)
Developing precision and coherence in instructional and scholarly writing — from core structure (course materials and assessments) to research-level, publication-ready communication.

- Accuracy, clarity, structure, and argumentation in academic writing
- Paraphrasing, summarizing, and source integration
- Modeling and EMI-aligned feedback for multilingual writers
- Genre-based writing toward publication-ready abstracts and literature reviews

Faculty Outcomes

- Clearer lectures
- Stronger scholarly communication
- Greater confidence in EMI delivery

2 Pedagogy: Instructional Excellence & Classroom Leadership in EMI

2.1. Instructional Course Design: Foundational (16 hours) | Advanced (16 hours)
Designing clear, structured, EMI-aligned courses and syllabi — from measurable learning outcomes to coherent, student-centered learning progression.

- UbD-based lesson and course design with measurable outcomes
- An original taxonomy for the AI era, building on Bloom's framework
- EMI-calibrated rubrics and mastery-based assessment
- Universal Design for Learning (UDL): learner variability and inclusion

2.2. Classroom Leadership & Student Engagement: Foundational (16 hours) | Advanced (16 hours)
Developing effective multilingual classroom management strategies — from structured participation and instructional clarity to dynamic, student-centered learning environments.

- EMI-aligned management of multilingual classroom dynamics
- Psychological safety and equitable participation that reduce language anxiety
- Problem-based, inquiry-based, and case-based learning that build autonomy
- Cognitive load principles and scaffolded feedback for multilingual learners

Course & Classroom Outcomes

- More coherent, EMI-aligned courses
- Higher student engagement
- Stronger classroom leadership



3 Educational Technology & AI Integration in EMI

3.1. Educational Technology & Artificial Intelligence: Foundational (16 hours) | Advanced (16 hours)
Integrating digital tools and AI responsibly in teaching and learning — from practical classroom applications to strategic human-AI collaboration in higher education.

- Multimodal design — Canva, websites, Moodle — supporting, not replacing, oral instruction
- Tools for formative assessment and active participation
- Prompt/context engineering, from scaffolded explanation to higher-order thinking
- AI literacy, digital identity, and professional adaptability for jobs not yet created

Institutional Impact

- Enhanced teaching quality
- Improved student success
- Increased international competitiveness

ECH ACADEMIC PROOFREADING & EDITING

Precision | Structural integrity | Publication alignment

Primary Audience: Faculty Members, Researchers, Students

ECH Editorial Services support faculty members, researchers, and students in achieving international academic publication standards.

Academic Articles

PROOFREADING

Correction of grammar, spelling, punctuation, and linguistic accuracy while preserving the author's voice and meaning.

EDITING

Comprehensive revision of structure, clarity, coherence, academic tone, and overall readability. This includes sentence restructuring, paragraph organization, and academic style refinement.

SPECIALIZED EDITING (Technical & Indexed Fields)

For technical, scientific, and specialized disciplines, ECH offers a coordinated dual-review process:

- General academic revision (language, structure, clarity)
- Discipline-specific revision ensuring terminological precision and alignment with field conventions

Articles submitted to indexed journals (Scopus / Web of Science) in technical and specialized fields undergo coordinated academic and disciplinary review to ensure alignment with international publication and peer-review standards.

Theses, Dissertations, & Academic Books

PROOFREADING

Global language correction, grammar revision, and terminological consistency across the manuscript.

EDITING

Advanced revision of structure, clarity, academic tone, coherence, and logical flow across chapters.

SPECIALIZED EDITING

Dual-review process ensuring compliance with international scholarly standards in specialized disciplines.

Scientific validation, content rewriting, and data analysis are not included in any services.



SERVICES: TURNAROUND & SERVICE PROCESS

Services are provided upon request. Each document is evaluated based on its type, length, complexity, and turnaround time. A quotation and timeline are provided following an initial review by the English Communication Hub.

Turnaround Options

STANDARD

Regular Review Timeline

- Best for planned submissions
- Most economical option

ACCELERATED

Priority Review

- Faster delivery
- Ideal for tight deadlines

HIGHLY ACCELERATED

Urgent Review

- Fastest possible delivery
- For critical deadlines

Delivery time depends on document length, complexity, and level of service requested.

Service process

SUBMISSION

Receipt of the document by the English Communication Hub.

INITIAL REVIEW

Evaluation of document type, length, complexity, and service requirements.

QUOTATION & TIMELINE

Preparation of a customized quotation and estimated delivery timeline.

CONFIRMATION

Approval of the quotation and timeline.

SERVICE DELIVERY

Delivery of services according to the agreed timeline.

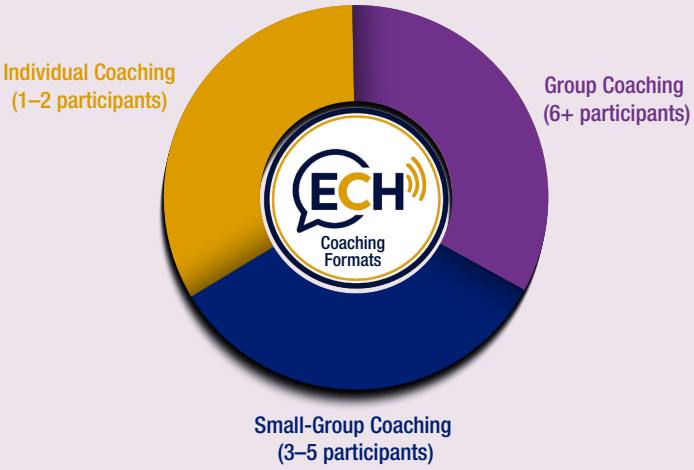


ECH PROFESSIONAL COACHING & SKILL DEVELOPMENT SERVICES

Progressive competence | Personalized growth | Sustainable impact

Primary Audience: Researchers, Students, Professionals, Organizations, and Corporate Teams

ECH Professional Coaching & Skill Development Services are designed for researchers, students, professionals, organizations, and corporate teams seeking personalized support, targeted skill development, and customized professional growth opportunities.
These services strengthen communication, writing, research, leadership, and technology-related competencies while fostering long-term independence, continuous improvement, and sustainable professional growth.
Coaching sessions are designed to support progressive skill development.
Group coaching promotes peer interaction, collaborative learning, and skill reinforcement.



Customized Coaching Packages Available

CORE AREAS



Core Professional Coaching & Skill Development Areas

1 **Professional Communication & Presentation Skills**
Presentations, public speaking, audience engagement, and professional communication — strengthening fluency, clarity, structured delivery, confidence, and communication effectiveness.

2 **Professional & Academic Writing Skills**
Structure, coherence, style, citation practices, and scholarly and professional writing conventions — strengthening organization, clarity, precision, and written communication.

3 **Research, Writing, & Analytical Thinking**
Problem framing, argument development, literature integration, research organization, and ethical practice — strengthening analytical rigor, critical thinking, evidence-based reasoning, and methodological consistency.

4 **Learning, Training, & Workshop Design**
Learning design, curriculum planning, measurable outcomes, participant engagement, and AI-informed instructional design — strengthening coherence, alignment, learner-centered progression, instructional clarity, transferable mastery, and cognitive agency.

5 **Leadership, Facilitation, & Team Engagement**
Leadership, facilitation, group dynamics, structured participation, and stakeholder engagement — strengthening communication, collaboration, inclusivity, team effectiveness, and organizational impact.

6 **Technology, Artificial Intelligence, & Digital Productivity**
Digital tool integration, responsible AI use, instructional and workplace innovation, human–AI collaboration, and AI-enhanced productivity practices — strengthening technological fluency, ethical implementation, adaptability, and strategic performance.



Our commitment

ECH is committed to advancing excellence across teaching, research, communication, and professional development through:

- **Excellence in English-Medium Instruction (EMI)** through structured training
- **International publication standards** through rigorous academic editing
- **Dual academic–disciplinary review** for specialized and technical fields
- **Accreditation-aligned academic rigor**
- **Responsible integration of educational technology and Artificial Intelligence**
- **Structured coaching and skill development** that promote long-term academic independence, continuous improvement, and professional growth
- Flexible delivery through **face-to-face, online,** and **hybrid formats**
- Engagement with **national and international academic** and **professional communities**
- **Clarity, integrity, and excellence** across all services

ECH is committed not only to supporting immediate academic and professional needs, but also to strengthening faculty members, researchers, students, professionals, organizations, and corporate teams for long-term growth, institutional impact, and global engagement.





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