ENGLISH COMMUNICATION HUB

USJ 1875 fdlt
Saint Joseph University of Beirut
Faculty of Languages and Translation

UNIVERSITY DIPLOMA IN ENGLISH-MEDIUM INSTRUCTION (EMI)



NEXT INTAKE: SPRING 2027
Applications open now

BEYOND ENGLISH PROFICIENCY. BEYOND TRADITIONAL TEACHER TRAINING.

A distinctive, post-bachelor's professional university diploma that develops the communication, pedagogical, instructional design, and responsible AI competencies needed to deliver high-quality English-Medium Instruction and enhance learning in universities, schools, and organizations.

Elevate Your Teaching ◆ **Enhance Learning** ◆ **Lead the AI-Era Classroom**

Lebanon's only live, credit-bearing university diploma in English-Medium Instruction, integrating communication, pedagogy, course design, and AI.

20	10	160	14
Academic credits	Courses	Contact hours	Months

READY TO ADVANCE YOUR TEACHING? REQUEST PROGRAM & ADMISSION INFORMATION →

Instruction in English | **Live online, hybrid, or face-to-face** | **In collaboration with FsEDU and CINIA**

Teach any subject in English, with confidence.
Prepare every learner for the AI era.

Lebanon's only live, credit-bearing university diploma in English-Medium Instruction: preparing educators to teach any subject in English, design courses that develop critical thinkers for a changing world, and lead the AI-era classroom.

Built on the Director's doctoral research on a new learning taxonomy for the AI era.

THE CHALLENGE

Teaching *in* English is not the same as teaching English.

Subject mastered. Message lost.

Knowing a subject does not guarantee teaching it clearly in English. Unclear explanations, questions, and feedback confuse students, and educators cannot tell whether the gap is language or understanding.

Feedback given. Improvement unclear.

Vague instructions, criteria, and feedback leave students guessing what is expected, and unable to build coherent arguments, weigh evidence, or use sources responsibly.

Content covered. Learning unproven.

Completing the syllabus does not show that students understand or can apply what they learn, unless outcomes, activities, and assessment are designed to reveal it.

Discussion open. Most students silent.

Differences in English, confidence, and prior knowledge turn discussion into an activity for a few, while hesitant learners disengage.

Exercises completed. Independence missing.

Students reproduce explanations and complete familiar exercises, yet struggle to investigate a question, solve an unfamiliar problem, or justify a decision.

Submissions polished. Thinking outsourced.

AI helps students produce answers they cannot explain, verify, or apply, leaving each student's own learning uncertain.

WHY ECH

University-level expertise

USJ specialists, led by a Director with AUB, Harvard Kennedy School, and GW credentials.

Five specialists in one

Communication, writing, course design, classroom dynamics, and educational technology & AI.

Live and interactive

Online, hybrid, or face-to-face, never self-paced: breakouts, debriefings, direct feedback.

Issued by USJ

Credit-bearing courses, certificates, and Diploma, at continuing-education prices.

LEARNING TOGETHER

Learn with peers

Small live cohorts of educators who practice, observe, and give one another structured feedback.

Join a professional network

Connect with educators from universities and schools across Lebanon and the region.

A community of practice

Share materials, ideas, and classroom experience that continue beyond the Diploma.

AUB · Harvard · GW	Live	From $250	USJ
Director's credentials	Online, hybrid, or face-to-face	per course at USJ · $500 external	All credentials issued by USJ

TUITION · PER PARTICIPANT, PER COURSE (EACH 16-HOUR COURSE = 2 CREDITS)

UNIVERSITY CREDIT AT CONTINUING-EDUCATION PRICES

Five specialists. One program.

One University Diploma, issued by USJ

USJ · VIA YOUR FACULTY

$250

per course · $125 per credit

$2,500 Diploma

USJ · INDIVIDUAL TEACHER

$300

per course · $150 per credit

$3,000 Diploma

EXTERNAL PARTICIPANTS

$500

per course · $250 per credit

$5,000 Diploma

Group rate: $400 per course ($200 per credit, $4,000 Diploma) for 10 or more external participants from the same institution.

USJ rates apply to USJ faculty and staff.

PROGRAM FACTS & ADMISSION

Credential	University Diploma in English-Medium Instruction, issued by USJ
Structure	Two levels: the Foundation Certificate (5 courses) and the Executive Certificate (5 courses). Both certificates together earn the University Diploma: 10 courses · 20 credits · 160 contact hours
Formats	Live online (breakout rooms, debriefings, direct feedback), hybrid, or face-to-face, in English
Admission	Bachelor's degree and at least intermediate English (B1, CEFR) or equivalent; CV, and an interview or placement assessment when necessary
Further study	Eligible credits may be recognized toward future master's or doctoral studies, subject to the receiving program's approval
Dates	Level 1: March – July 2027 · Level 2: October 2027 – April 2028 · applications open now (see the program timeline)

HOW TO APPLY

01

Apply

Email your degree and CV to **ech.fdlt@usj.edu.lb**.

02

Assessment

An English placement check or short interview, when necessary.

03

Admission

Receive your admission decision and course schedule.

04

Start

Begin the Diploma in Spring 2027.

ADMISSIONS ARE OPEN

Spring 2027 intake. Places are limited.

REQUEST PROGRAM & ADMISSION INFORMATION →

Everything you need to decide is on the pages that follow →

UNIVERSITY DIPLOMA IN EMI

Inside This Brochure

Your guide to the program, its learning journey, and admission.

EXPLORE THE DIPLOMA

01 **Why This Diploma?** 03
The case for integrated EMI preparation

02 **Learning Outcomes & Who It Is For** 04
Competencies and intended participants

03 **The ECH EMI Approach** 05
From learning to professional impact

04 **The 10-Course Curriculum** 06
Five areas of integrated practice

05 **Program Timeline** 07
Two levels, month by month: March 2027 – April 2028

06 **How You Will Learn** 08
Applied, mastery-oriented learning

07 **In Their Words** 09
What USJ faculty say about ECH courses

08 **How the Diploma Compares** 10
A distinctive preparation for EMI

09 **Certificate or Diploma?** 11
Choose the pathway that fits your goals

10 **Academic Leadership** 12
The Director’s background and expertise

11 **Faculty & Partners** 13
USJ expertise across three areas

12 **Program at a Glance** 14
Admission, tuition, credits, and FAQs

13 **Contact Us & Apply** 15
Application information and contact details



WHY THIS DIPLOMA?

Excellence in EMI requires more than English.

Teaching a course in English is not simply a matter of translating content into another language. Effective English-Medium Instruction requires faculty members to communicate complex ideas clearly, design coherent learning experiences, engage multilingual learners, assess learning meaningfully, and integrate technology and Artificial Intelligence responsibly.

Academic Communication in EMI

Strengthen oral communication, academic writing, academic discourse, and feedback for effective teaching in English.

Pedagogical & Instructional Excellence

Design coherent courses, engage multilingual learners, manage classroom dynamics, and develop meaningful, mastery-oriented assessment.

Educational Technology & Responsible AI

Use digital technologies and Artificial Intelligence strategically, ethically, and purposefully to enhance teaching and learning.



LEARNING OUTCOMES

From knowledge to instructional excellence.

COMMUNICATE	Deliver clear, structured, confident academic explanations in English and facilitate effective interaction in multilingual classrooms.
WRITE & GUIDE	Strengthen academic writing, model effective scholarly communication, integrate sources ethically, and provide developmental feedback.
TEACH & ENGAGE	Apply EMI principles, scaffolding, psychological safety, cognitive-load optimization, and student-centered approaches.
DESIGN & ASSESS	Use Understanding by Design (UbD) and Universal Design for Learning (UDL) to align outcomes, learning experiences, assessment, and mastery expectations.
INTEGRATE TECHNOLOGY & AI	Use educational technologies and AI responsibly to enhance comprehension, engagement, feedback, personalization, assessment, and Human–AI collaboration.

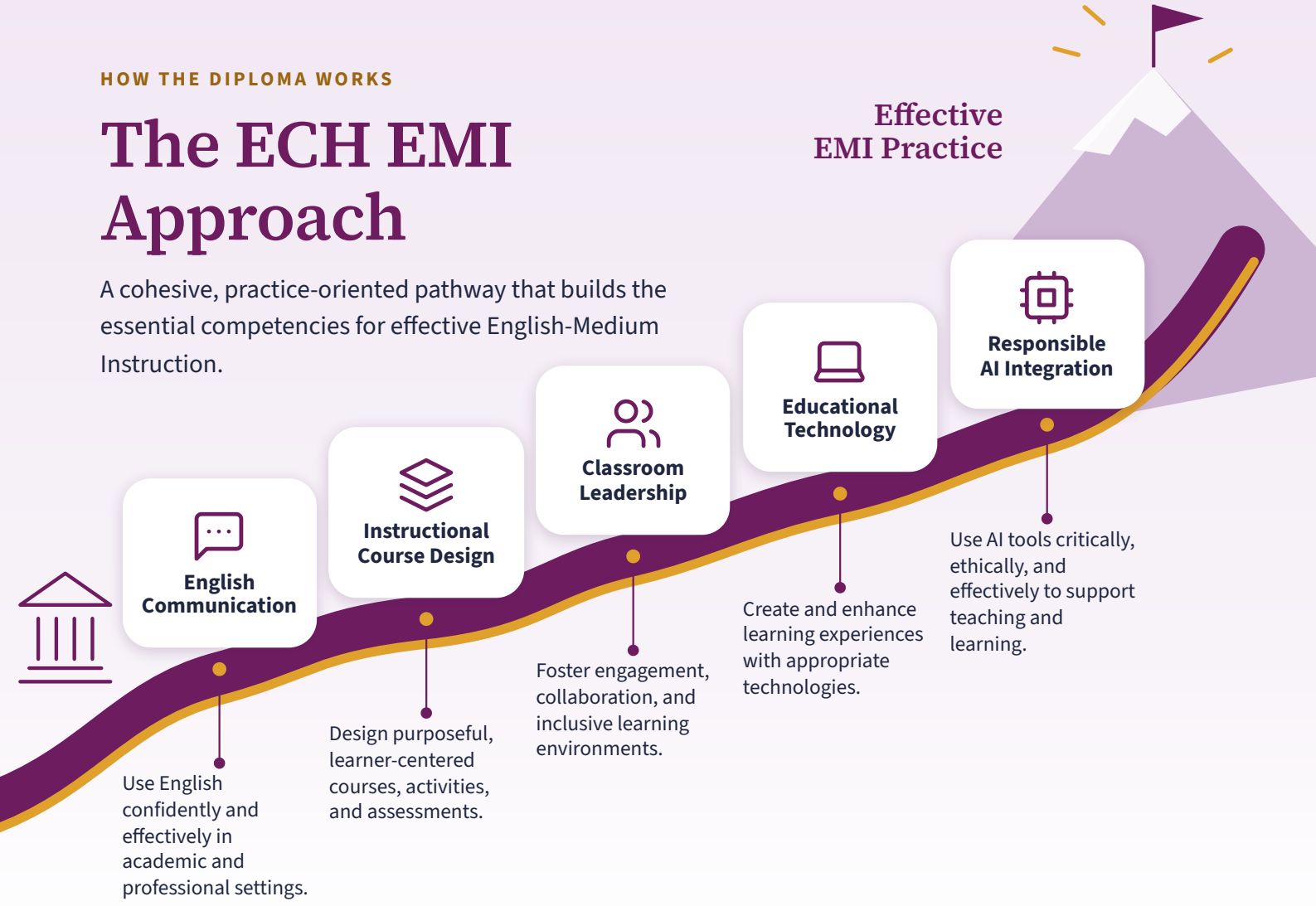
Who is it for?

- ✓ University faculty members and instructors
- ✓ School teachers and educators
- ✓ Academic and program coordinators
- ✓ Educators preparing to teach in English-medium programs
- ✓ Teacher trainers and instructional leaders
- ✓ Professionals in curriculum design, assessment, or educational leadership
- ✓ Professionals seeking to expand their expertise, advance their careers, or explore new opportunities in education, teaching, training, and instructional design

HOW THE DIPLOMA WORKS

The ECH EMI Approach

A cohesive, practice-oriented pathway that builds the essential competencies for effective English-Medium Instruction.



From Learning to Impact

A hands-on learning journey that turns knowledge into professional practice.

EXPLORE
Identify teaching challenges and learner needs.

DESIGN
Develop practical teaching solutions and materials.

APPLY
Put your learning into practice (e.g., micro-teaching, simulations, or case work).

REFLECT & IMPROVE
Evaluate results and refine your practice.

The Result

- Practical, job-ready skills for EMI contexts
- A credit-bearing university diploma (20 credits)
- Greater confidence and professional growth

CURRICULUM: THE 10-COURSE LEARNING JOURNEY

Ten courses. Five core areas. One integrated practice.

20 credits **10** mandatory courses **2** credits per course **16** contact hours per course

ACADEMIC COMMUNICATION IN EMI

01 Oral Communication

Foundational Oral Communication — EMI Context

Clear explanations, intelligible delivery, academic discourse, questioning, discussion, and debate, practiced through micro-teaching.

Advanced Oral Communication — EMI Context

Structured academic presentations, advanced facilitation, multilingual comprehensibility, persuasive discussion, and micro-teaching.

02 Academic Writing

Foundational Academic Writing — EMI Context

Clear organization, coherent argument, summarizing, paraphrasing, and responsible source integration.

Advanced Academic Writing

Academic argumentation, research writing, constructive feedback, responsible AI-supported writing, and development toward publication-ready work.

INSTRUCTIONAL DESIGN & CLASSROOM LEADERSHIP

03 Instructional Course Design

Foundational Instructional Course Design — UbD + EMI

Learning outcomes, constructive alignment, backward design, inclusive course design, and assessment planning.

Advanced Instructional Course Design — UbD + UDL

Mastery-oriented assessment, rubric design, Universal Design for Learning, and AI-era course design.

04 Classroom Leadership & Student Engagement

Foundational Classroom Leadership: Managing Classroom Dynamics & Student Engagement

Classroom dynamics, psychological safety, equitable participation, engagement, and scaffolding.

Advanced Classroom Leadership: Student-Centered Teaching Approaches

Inquiry-, problem-, and case-based learning; cognitive-load considerations; facilitation and feedback.

EDUCATIONAL TECHNOLOGY & AI

05 Educational Technology & AI

Foundational Educational Technology & Responsible AI Integration

Digital pedagogy, multimodal course materials, formative assessment, and responsible AI foundations.

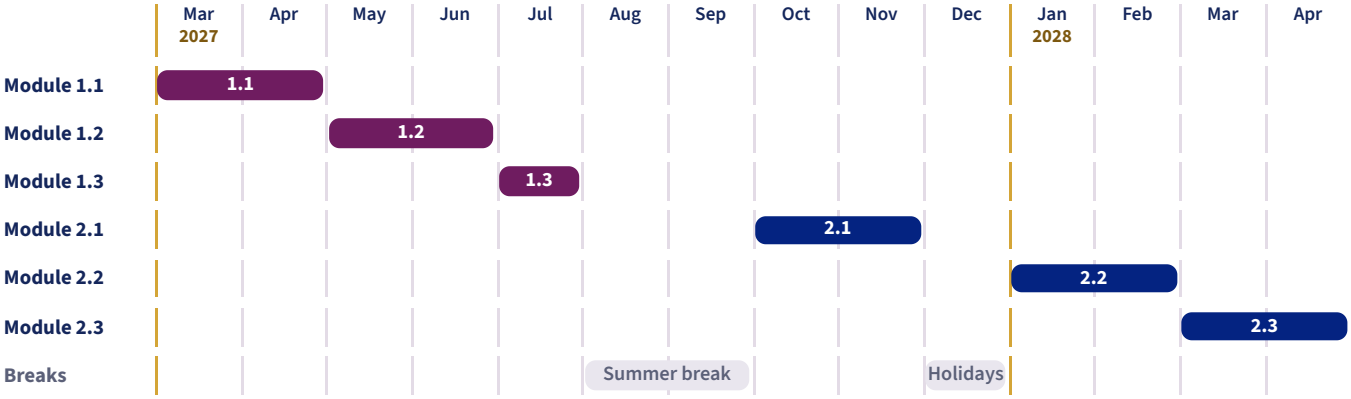
Advanced Educational Technology

AI-enhanced instruction, prompt design, learning analytics, and purposeful Human–AI collaboration.

PROGRAM TIMELINE (TENTATIVE): MARCH 2027 – APRIL 2028

Fourteen months. Two levels. One University Diploma.

10 live courses · 20 credits · 160 contact hours, at a pace that fits alongside teaching.
Applications are open for the Spring 2027 intake.



Level 1 Foundation Certificate in EMI

3 modules · 5 courses · 80 hours · 10 credits

MODULE 1.1

- Oral Communication
- Academic Writing

March & April 2027
4 hours/week

MODULE 1.2

- Instructional Course Design (UbD + EMI)
- Managing Classroom Dynamics

May & June 2027
4 hours/week

MODULE 1.3

- Educational Technology

July 2027
3.5 hours/week

Level 2 Executive Certificate in EMI

3 modules · 5 courses · 80 hours · 10 credits

MODULE 2.1

- Advanced Oral Communication
- Advanced Academic Writing

October & November 2027
4 hours/week

MODULE 2.2

- Advanced Course Design (UbD + UDL)
- Student-Centered Teaching Approaches

January & February 2028
4 hours/week

MODULE 2.3

- Advanced Educational Technology

March & April 2028
2 hours/week

Complete Level 1
Foundation Certificate in EMI

→

Complete Level 2
Executive Certificate in EMI

→

Complete both levels
University Diploma in EMI · 20 credits, issued by USJ

UbD: Understanding by Design · **UDL**: Universal Design for Learning · **EMI**: English-Medium Instruction. Dates are tentative and may be adjusted. Courses are delivered live: online (breakout rooms, debriefings, direct feedback), hybrid, or face-to-face. To apply or ask about dates, email **ech.fdlt@usj.edu.lb**.



HOW YOU WILL LEARN

Learn it. Apply it. Demonstrate it.

Micro-Teaching
Practice EMI instruction and refine performance through structured feedback.

Course & Syllabus Redesign
Transform existing courses using UbD, UDL, EMI principles, and coherent instructional alignment.

Authentic Projects
Create materials, activities, assessments, rubrics, and digital learning environments.

Student-Centered Learning
Experience and apply problem-based, inquiry-based, case-based, collaborative, and scaffolded approaches.

Technology & AI Integration
Use digital tools and AI for teaching, feedback, formative assessment, differentiation, and Human–AI collaboration.

Reflection & Revision
Use feedback, metacognition, and revision cycles to progressively strengthen professional competence.

A mastery-oriented approach. Assessment emphasizes demonstrated competence, authentic application, progression, feedback, revision, and continuous improvement rather than minimal completion.

IN THEIR WORDS

What USJ faculty say about ECH courses.

> *The ECH English course was very interesting and engaging, and the instructor was exceptional. She knew how to keep us motivated and involved, despite the fact that we are experienced professionals of a certain age.*

Nada Farhat Mchayleh, DDS, MSc, PhD
Dean, Faculty of Dental Medicine, Saint Joseph University of Beirut

"This ECH English course went far beyond teaching. It became a deeply human experience, filled with meaningful connections and genuine passion. It also reshaped some of our pedagogical approaches, giving us a better understanding of learning objectives and how to deliver courses more effectively."

Ronald Younes, DDS, MSc, PhD
Full Professor, Oral Surgery Department Head, Dean's Delegate for International Affairs, Faculty of Dental Medicine, USJ

"I now notice mental translation and word stress more clearly in my own EMI teaching."

Samar Bou Jaoude, DDS, MSc, PhD
Associate Professor, Department of Oral Medicine and Radiology, Faculty of Dental Medicine, USJ

"What I have found most useful about this course is the strategies and pedagogical approaches."

Nicolas Nassar
Clinical Instructor, Department of Orthodontics, Faculty of Dental Medicine, USJ

"The ECH English course was a truly enriching experience, combining interactive learning, humor, and a wonderful atmosphere. It was fascinating to discover that some words we had been confidently pronouncing for years were actually pronounced quite differently! Beyond improving our pronunciation and communication skills, we gained confidence and made remarkable progress. Learning has rarely been so enjoyable!"

Joseph Bassil, DDS, PhD
Head of the Department of Oral Surgery and Pedagogical Delegate, Faculty of Dental Medicine, USJ

"What I have found most useful about the ECH Oral Communication course is the confidence I have gained."

Roula El Hachem Wassef, DDS, MSc, PhD
Head of the Endodontics Department, Director of Biomaterials Unit, Faculty of Dental Medicine, USJ



HOW IT COMPARES

A more complete preparation for teaching in English.

	ECH University Diploma in EMI	General English course	Traditional teacher training
Academic communication for teaching in English	**Core**	General language skills	Rarely
Course design and assessment	**Core**	Rarely	Usually
Classroom leadership with multilingual learners	**Core**	Rarely	Sometimes
Educational technology and responsible AI	**Core**	Rarely	Sometimes
Micro-teaching and course redesign with feedback	**Core**	Rarely	Sometimes
Delivery	**Face-to-face, online, and hybrid**	Varies	Mostly face-to-face
Academic credit	**20 credits**	Usually none	Varies

General comparison of program types. Individual programs vary.

Language and pedagogy, together

One university credential, not two separate paths.

Performance, not attendance

Built on authentic performance, feedback, and revision.

Local roots, international expertise

Rooted at USJ, led by U.S.-trained academic leadership.

A taxonomy for the AI era

Course design draws on the Director's original taxonomy building on Bloom's framework.



CERTIFICATE OR DIPLOMA?

Two pathways. Different purposes. One continuum.

Begin with targeted professional development, or commit to a comprehensive university credential. Both advance the same goal: excellence in English-medium teaching.

From Certificate to Diploma. Completing both levels, the Foundation Certificate and the Executive Certificate in EMI, earns the University Diploma in EMI (20 credits), issued by USJ, for participants who meet the Diploma admission requirements.

EMI Professional Development Certificate Program

Best for educators who want to begin now and build targeted competencies progressively.

A flexible professional-development pathway organized in two levels. Each level includes five 16-hour courses, for a total of 80 hours per level. Develop specific EMI capabilities without committing immediately to a full university diploma.

University Diploma in EMI

Best for educators seeking a comprehensive university academic credential.

A structured 20-credit, 10-course program completed over 14 months (2027–2028). Credits may be used toward future master's or doctoral studies, subject to the receiving program's academic regulations, eligibility requirements, and formal recognition. Credit transfer or application is not automatic.

NOT SURE WHICH PATHWAY FITS YOU? ASK ECH FOR GUIDANCE →

Academic leadership. International experience.



NADA SALEM ABISAMRA

Director, English Communication Hub (ECH)
Faculty of Languages and Translation (FdLT), Saint Joseph University of Beirut (USJ)

American University of Beirut
Teaching Diploma & Master's in Education (TEFL) · currently teaches English Communication

Saint Joseph University
B.A. in Modern Languages · Maîtrise coursework in Translation (Attestation de maîtrise)

Harvard Kennedy School
Executive Certificate in Public Leadership

The George Washington University
Adjunct Professor · 39 credits of Ed.D. coursework in Curriculum & Instruction and Educational Technology Leadership

USJ · PhD in Education
Developing a new learning taxonomy for the AI era

3	2	4	1
universities where she teaches: USJ · AUB · GW	academic systems: U.S. & Lebanon	leading universities: USJ · AUB · GW · Harvard	new learning taxonomy for the AI era

THE DIRECTOR'S ACADEMIC & PROFESSIONAL BACKGROUND

Career

Taught English at USJ for 15 years, then spent 20 years building her academic and professional career in the United States. Back in Lebanon, she returned to teaching at USJ and currently teaches English Communication at AUB. She served as Representative of the USJ Rector for Educational Excellence and Philanthropy and serves on the USJ Ethics Committee.

The George Washington University

As Adjunct Professor at the GW School of Business, she teaches professional communication, academic writing, instructional course design, and educational technology, and mentors in executive education. From 2006 to 2014, she served as administrative director of its M.S. in Finance program, then as Assessment of Learning Coordinator for AACSB accreditation.

Harvard University Kennedy School of Government

She earned an Executive Certificate in Public Leadership through three programs: *Leading Successful Programs: Using Evidence to Assess Effectiveness*; *Women and Power*; and *Leadership, Organizing and Action: Leading Change*.

A New Taxonomy for the AI Era

Her PhD research at USJ reconceptualizes Bloom's Taxonomy, the most widely used framework for designing learning, for a world shaped by AI. It defines what learners and professionals must master to work effectively alongside AI, with direct implications for how every educator and trainer designs learning.

Diaspora Leadership in Washington, D.C.

She led Project Roots from 2011, then served as first Director of the Christian Lebanese Foundation in the World (now Maronite Foundation in the World, USA) until 2019, helping more than 20,000 Americans of Lebanese descent register as Lebanese citizens in Lebanon through nationwide campaigns. She also co-founded The Maronite Academy in 2012.

International Educational & Leadership Initiatives

As Founder and CEO of the American Foundation for Educational Excellence (AFEE) and the International Foundation for Women's Empowerment (IFWE), she leads initiatives in languages, leadership development, educational technology, and institutional collaboration.

RECOGNITION

Woman Leader

Selected in 2019 among 97 women leaders in the Arab world by the University of Maryland's Kahlil Gibran Chair for Values and Peace.

Marquis Who's Who in America

Recognized and featured as a Top Executive in Education and Leadership.

FACULTY AND PARTNERS

Learn from USJ experts across three areas of excellence.

The Diploma brings together faculty in communication, pedagogy, and digital innovation, so every competency is taught by specialists in that field.

English Communication Hub

Faculty of Languages and Translation (FdLT)

Pedagogy & Educational Research

Faculty of Education (FsEDU)

Digital Innovation & AI

Center for Digital Innovation and Artificial Intelligence (CINIA)



Nada Salem Abisamra

Director, English Communication Hub (ECH)

Professional communication, academic writing, instructional course design, and educational technology.



Prof. Bassem Kandil

Head, Department of Education – English & Arabic Sections, FsEDU

AI in education, data-driven decision-making, research methodology, quality assurance, and school improvement.



Wadad Wazen Gergy

Director, Center for Digital Innovation and Artificial Intelligence (CINIA)

Digital transformation, educational engineering, AI integration, and faculty development.



Dr. Ghada El Hachem Akiki

Assistant Professor, FdLT · ECH Faculty & Editorial Collaborator

Academic English, communication, research methodology, writing, curriculum design, and critical thinking.



Prof. Nehmé Safa

Professor · Head of the Scientific Committee – English & Arabic Sections, Educational Research Laboratory

Curriculum and instruction, educational technology, graduate education, and educational innovation.



Mario Gharib

Team Leader – Educational Platforms Administrator, CINIA

Digital learning, intelligent learning systems, instructional design, and AI-supported assessment.



PROGRAM AT A GLANCE

Admission and key facts.

CREDENTIAL
University Diploma, issued by USJ

CREDITS
20 academic credits

COURSES
10 mandatory courses

CONTACT HOURS
16 per course, 160 total

DURATION
March 2027 – April 2028

FORMAT
Live online, hybrid, or face-to-face, in English

PATHWAY TO FURTHER ACADEMIC STUDY

Eligible credits may be recognized toward future master's or doctoral studies, subject to the receiving program's academic requirements and approval.

TUITION

Per 16-hour course: $250 (USJ, via faculty), $300 (USJ teachers), $500 (external).
External groups of 10+ from one institution: $400.

Admission

Applicants must hold at least a **Bachelor's degree** from a recognized higher education institution and demonstrate at least **B1 English proficiency (CEFR)** or equivalent readiness.

Admission may be based on academic credentials, CV, professional experience, and, when necessary, an interview and/or English placement assessment.

Common questions

When does it start?
The next intake is Spring 2027, and applications are open now.

Is this a language course?
No. It integrates communication, pedagogy, design, classroom leadership, technology, and responsible AI.

How will I demonstrate what I have learned?
Through practical assignments, instructional design projects, applied assessments, and a professional portfolio demonstrating the integration of communication, pedagogy, and technology.

UNIVERSITY DIPLOMA IN ENGLISH-MEDIUM INSTRUCTION (EMI)

Teach. Design. Engage. Innovate.

Advance your teaching for English-medium, multilingual, and AI-enhanced learning environments.

NEXT INTAKE: SPRING 2027

Applications open now

Request program & admission information →

ech.fdlt@usj.edu.lb

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usj.edu.lb/en/fdlt/ech

Humanities Campus, Damascus Road, Beirut

↑ Back to Top 14

ENGLISH COMMUNICATION HUB

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Saint Joseph University of Beirut

Faculty of Languages and Translation