ENGLISH COMMUNICATION HUB

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

CORPORATE & PROFESSIONAL SERVICES · DEVELOPMENT PORTFOLIO

Your Business Challenges. Our Expertise. Targeted Development.

Industry-specific Executive Certificates in communication and AI-era skills, issued by USJ



Executive Attention

Strategic Writing

Command the Room

AI-Era Communication

REQUEST A TAILORED PROPOSAL →

Delivered in English ◆ Live online, hybrid, or face-to-face ◆ Issued by USJ

Gain executive attention. Communicate with influence.

Industry-specific Executive Certificates in communication and AI-era skills, issued by USJ

Four courses each · 64 live hours · 8 university credits · delivered live in English

Professional services organizations need people who can cut through information overload, write with precision, and present recommendations that persuade.

THE CHALLENGE

Executive messages that bury the recommendation.

Information overload competing for leaders' attention.

AI-generated content that adds noise instead of insight.

WHY ECH

University-level expertise

Delivered by USJ experts in communication, learning design, and digital innovation, led by a Director with AUB, Harvard Kennedy School, and GW credentials.

Built for the AI era

Grounded in the Director's doctoral work on a new learning taxonomy for the AI era: what professionals must master to work effectively alongside AI.

Live and interactive

Real-time sessions online, hybrid, or face-to-face, never self-paced: breakout rooms, guided debriefings, and direct instructor feedback.

Built around your needs

Four Executive Certificates and sixteen courses; we select the courses your teams need, applied to their real documents and decisions.

LEARNING TOGETHER

Learn with peers

Small live cohorts where professionals practice, give feedback, and learn from one another's real challenges.

Grow your network

Open cohorts bring together professionals from different companies across the industry.

Team building & a shared standard

In-house cohorts strengthen working relationships and build a common language and expectations across your teams.

AUB · Harvard · GW	4 · 16	Live	USJ
Director's academic & executive credentials	Executive Certificates · specialized courses	Online, hybrid, or face-to-face delivery	Executive Certificates issued by USJ

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

UNIVERSITY-ISSUED CERTIFICATES AT CORPORATE-TRAINING PRICES

Every hour live.

Instructor-led and built around your industry

STANDARD RATE

$2,000

per certificate · 64 live hours
$500 per course · $250 per credit

GROUP RATE · 10+ PARTICIPANTS

$1,600

per certificate · 64 live hours
$400 per course · $200 per credit

The group rate applies to 10 or more participants from the same organization. Customized programs, coaching, editorial services, and advisory are quoted on request.

PROGRAM FACTS & ADMISSION

Course length	16 contact hours (2 credits) per course; courses selected according to your needs
Certificate	Four courses (64 contact hours, 8 credits); Executive Certificate issued by Saint Joseph University of Beirut (USJ). Single courses also available
Formats	Live online (breakout rooms, debriefings, direct feedback), hybrid, or face-to-face, depending on demand
Admission	Bachelor's degree or at least three years of professional experience, and intermediate English (B1) or above, confirmed by a short placement check
Cohorts	Typically 12–15 participants for interaction and individual feedback
Language	English

HOW TO ENROLL

01 — Nominate
Send participant names, or individual CVs, to **ech.fdlt@usj.edu.lb**.

02 — Placement check
A short English placement check confirms each participant's level.

03 — Needs conversation
We agree on goals, courses, format, and schedule with HR.

04 — Enroll & start
Participants are enrolled and the cohort begins.

GETTING STARTED

A 30-minute conversation. A tailored proposal.

Tell us your business challenge, who you want to develop, and the results you are seeking. We will recommend the right courses, format, and schedule.

REQUEST A PROPOSAL →

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

ECH PORTFOLIO · CORPORATE & PROFESSIONAL SERVICES

Inside This Portfolio

Your guide to professional development, expertise, and partnership for corporate and professional services.

EXPLORE ECH

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The challenges this portfolio addresses

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USJ expertise across three areas of excellence

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A needs-assessment pathway built around your goals

YOUR EXECUTIVE CERTIFICATE

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Strategic Influence, Writing & AI-Era Communication

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Practice, apply, and refine on real work

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What participants say about ECH courses

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From first conversation to review

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Request a tailored proposal



WHY YOUR ORGANIZATION NEEDS ECH

Gain executive attention. Communicate with influence.

Professional services organizations need people who can cut through information overload, write with precision, and present recommendations that persuade.

The business challenge

- Executive messages that bury the recommendation.
- Information overload competing for leaders' attention.
- AI-generated content that adds noise instead of insight.
- Presentations that inform but do not persuade.

The ECH response

The English Communication Hub (ECH), based at the Faculty of Languages and Translation of Saint Joseph University of Beirut, offers the **Executive Certificate in Strategic Influence, Writing & AI-Era Communication**, alongside customized courses, coaching, editorial services, and strategic advisory.

Every engagement is built around your business context and delivered by USJ experts in communication, learning design, and digital innovation.

Business relevance first	University-based expertise	Aligned with your priorities	Corporate-training prices

WHAT YOUR TEAM CAN DEVELOP

01

Executive attention

Messages that make every word count.

02

Strategic writing

Less text, more influence.

03

Decision-ready intelligence

AI-generated information turned into sound recommendations.

04

Presence & persuasion

Ideas presented with clarity, credibility, and confidence.

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.

Learn from USJ experts across three areas of excellence.

USJ expertise in communication, learning design, educational research, and digital innovation. Faculty contributions are matched to the needs of each engagement.

English Communication Hub

Faculty of Languages and Translation (FdLT)



Nada Salem Abisamra

Director, English Communication Hub (ECH)

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



Dr. Ghada El Hachem Akiki

Assistant Professor, FdLT · ECH Faculty & Editorial Collaborator

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

Pedagogy & Educational Research

Faculty of Education (FsEDU)



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.



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.

Digital Innovation & AI

Center for Digital Innovation and Artificial Intelligence (CINIA)



Wadad Wazen Gergy

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

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



Mario Gharib

Team Leader – Educational Platforms Administrator, CINIA

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

THE ECH APPROACH

Your goals. Your gaps. Your pathway.

A needs-assessment pathway scaled to each engagement and aligned with organizational priorities.

01 **VISION & STRATEGIC GOALS**
Clarify priorities and what communication must support.

02 **DESIRED CAPABILITIES**
Define required communication, decision-support, and AI-judgment skills.

03 **CURRENT CAPABILITIES**
Review existing practices, needs, and available evidence.

04 **GAP ANALYSIS & PRIORITY NEEDS**
Identify and prioritize differences between current and desired performance.

05 **TARGETED ECH SOLUTIONS**
Courses, certificates, coaching, editorial services, or advisory.

06 **EVALUATION & REVIEW**
Agree on indicators and review relevant learning or deliverable outcomes.

Methodological foundation. Established needs-assessment, gap-analysis, and program-evaluation principles, informed by the Director's experience at GWU and Harvard University, including work through AFEE.



03

EXECUTIVE CERTIFICATE 03 OF 04

CORPORATE & PROFESSIONAL SERVICES

Strategic Influence, Writing & AI-Era Communication

Gain executive attention and communicate recommendations with precision.

FOUR SPECIALIZED COURSES — **INDIVIDUAL COURSES ALSO AVAILABLE**

01 **The Executive Attention Challenge**
Making Every Message Count

02 **From AI-Generated Noise**
to Decision-Ready Intelligence

03 **Write Less. Influence More.**
High-Impact Professional Communication

04 **Command the Room**
Presenting Ideas with Clarity, Credibility & Confidence

DESIGNED FOR

Executives, managers, consultants, HR teams, and client-facing professionals.

APPLICATION & ORGANIZATIONAL VALUE

Create concise strategic messages, assess AI-generated information, and present persuasive recommendations, helping leaders and professionals communicate with greater clarity, credibility, and influence.

Delivered in English · Live online, hybrid, or face-to-face · Issued by USJ

Request this certificate →



HOW PARTICIPANTS LEARN

Practice. Apply. Refine.

Applied learning connects communication and responsible AI use with the decisions, documents, and conversations corporate and professional services professionals face at work.

DELIVERY FORMATS · CHOSEN TO FIT YOUR TEAM

Live online

Real-time sessions, never self-paced: breakout rooms, guided debriefings, and direct feedback from the instructor.

Hybrid

On-site and live online sessions combined for distributed or regional teams.

Face-to-face

On-site at your premises or at USJ in Beirut.

Business cases & decision scenarios

Work through business situations that call for a clear recommendation; identify the audience, sharpen the message, and build the case.

Professional writing labs

Develop executive summaries, strategic memos, and high-impact professional messages.

Presentations & simulations

Rehearse persuasive presentations and executive conversations; respond to questions and refine presence and delivery.

Responsible AI practice

Turn AI-generated information into decision-ready intelligence; check claims against evidence and revise for accuracy and relevance.

Feedback, revision & application

Use structured feedback to improve drafts and performance, then identify how to apply the learning in your professional context.

Built around your context.
Activities are selected to fit the course, participants, and agreed scope. Learning can use realistic corporate and professional services cases or suitable workplace materials.

IN THEIR WORDS

Confidence. Engagement. Progress.

Feedback from USJ faculty who participated in ECH English and Oral Communication 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

"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

Confidence

Engagement

Progress

BRING THIS EXPERIENCE TO YOUR TEAM · CONTACT ECH →

STRATEGIC ADVISORY · CORPORATE & PROFESSIONAL SERVICES

Sector expertise. Practical insight.

Complementary approaches to designing, strengthening, and evaluating professional development initiatives, applied to the priorities of corporate and professional services.

ADVISORY FOCUS FOR CORPORATE & PROFESSIONAL SERVICES

Executive writing, persuasive presentations, and evidence-based recommendations.

01

ALSO AVAILABLE

NEEDS ASSESSMENT & ANALYSIS

Identify desired and current capabilities; prioritize needs linked to ECH expertise.

02

PRIMARY FOR THIS SECTOR

PROGRAM EVALUATION

Review program relevance, delivery, learning, and available evidence of outcomes.

03

ALSO AVAILABLE

LOGIC MODELING

Connect resources and activities with outputs, intended outcomes, and indicators.

04

PRIMARY FOR THIS SECTOR

THEORY OF CHANGE

Clarify assumptions and conditions linking improved capabilities to priorities.

Assess · Design · Implement · Evaluate · Improve

Stand-alone or combined. Advisory can stand alone or complement the certificate, individual courses, and customized engagements.

Scope of advice. ECH advises on communication and professional development capabilities, not technical business operations.

BEYOND THE CERTIFICATE

Not every challenge needs a full certificate.

Focused expertise and flexible engagement options, shaped around the people, documents, and priorities that matter to your organization.



01

Develop your people

Customized workshops, short courses, and targeted professional communication training.

02

Strengthen executive communication

Individual coaching in leadership communication, presentations, writing, and professional influence.

03

Elevate your documents

Professional editing, proofreading, and specialized review for clarity, accuracy, and credibility.

04

Build institutional capability

Strategic needs assessment, program design, implementation support, and evaluation.

ONE-OFF ENGAGEMENT OR LONGER-TERM PARTNERSHIP

Flexible delivery formats.

Live online | Hybrid | Face-to-face

HOW WE COLLABORATE

Your objectives determine the pathway.

A straightforward engagement process, scaled to the nature and complexity of your request.

DISCOVER
Step 01

Discuss your business priorities, intended audience, communication challenges, and desired results.

DEFINE THE NEED
Step 02

Clarify the relevant competencies; conduct a deeper needs assessment where appropriate.

PROPOSE & DELIVER
Step 03

Agree on courses, certificates, coaching, editorial work, or advisory services and their scope.

REVIEW
Step 04

Examine agreed deliverables, feedback, and appropriate learning indicators.

TO START THE CONVERSATION, TELL US

Your business challenge

Who you want to develop

The results you are seeking

EXCEPTIONAL VALUE

University-level quality. Corporate-training prices.

Certificates issued by USJ, taught live by university specialists, at prices set for organizations. Customized quotations reflect scope, format, and number of participants.



ALSO AVAILABLE

Three more Executive Certificates. One partner.

Each Executive Certificate integrates four complementary courses. Individual courses and tailored engagements are also available for teams across your organization.

FINANCIAL SERVICES

Financial Communication & Decision Clarity in the AI Era

01 Beyond the Dashboard

02 When AI Gets the Numbers Wrong

03 From Complex to Compelling

04 The One-Page Advantage

Request the full program →

CONSTRUCTION & ENGINEERING

Project Communication & Decision-Ready Reporting in the AI Era

01 From Site to Boardroom

02 Beyond Technical Jargon

03 When Projects Go Off Track

04 AI on the Project Desk

Request the full program →

TECHNOLOGY & DIGITAL SOLUTIONS

Technology Communication & Human Judgment in the AI Era

01 From Tech Speak to Business Impact

02 Beyond the AI Output

03 The Executive Briefing Lab

04 Human in the Loop

Request the full program →

ONE PORTFOLIO. MULTIPLE WAYS TO ENGAGE.

4 Executive Certificates

16 Courses

Customized programs

Coaching

Strategic advisory

Editorial services

PARTNER WITH ECH

Your priorities.
Our next conversation.

Make communication a strategic capability. Explore an Executive Certificate, develop a customized learning pathway, or discuss an advisory engagement for your corporate and professional services teams.

LET'S DEFINE THE RIGHT PATHWAY

Request a tailored proposal

Tell us your business challenge, who you want to develop, and the results you are seeking. We will discuss the scope, delivery format, and a customized quotation.

REQUEST A PROPOSAL →

- Industry-specific Executive Certificates
- Customized courses
- Executive coaching
- Editorial support
- Strategic advisory
- Live online · Hybrid · Face-to-face

OUR COMMITMENT

Industry-specific development informed by international academic and executive education experience, aligned with your organization's priorities.

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Explore ECH

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