ENGLISH COMMUNICATION HUB

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

TECHNOLOGY & DIGITAL SOLUTIONS · DEVELOPMENT PORTFOLIO

Your Business Challenges. Our Expertise. Targeted Development.

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



Tech to Business Impact

Trusted Recommendations

Executive Briefings

Human in the Loop

REQUEST A TAILORED PROPOSAL →

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

Translate technology into business value.

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

Technology teams need professionals who can explain complex solutions in business terms, clarify trade-offs, and keep human judgment at the center of AI-assisted work.

THE CHALLENGE

Technical solutions that never translate into business impact.

Trade-offs that decision-makers cannot weigh.

Briefings that over-explain and under-recommend.

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 · TECHNOLOGY & DIGITAL SOLUTIONS

Inside This Portfolio

Your guide to professional development, expertise, and partnership for technology and digital solutions.

EXPLORE ECH

01 **Why Your Team Needs ECH** 05
The challenges this portfolio addresses

02 **Academic Leadership & International Experience** 06
The Director's academic and professional background

03 **Faculty & Partners** 07
USJ expertise across three areas of excellence

04 **The ECH Approach** 08
A needs-assessment pathway built around your goals

YOUR EXECUTIVE CERTIFICATE

05 **Technology & Digital Solutions** 09
Technology Communication & Human Judgment in the AI Era

06 **How Participants Learn** 10
Practice, apply, and refine on real work

07 **In Their Words** 11
What participants say about ECH courses

ADVISORY & PARTNERSHIP

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Sector focus and advisory methods

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Focused, flexible engagement options

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From first conversation to review

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Three more Executive Certificates

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Request a tailored proposal



WHY YOUR TECHNOLOGY TEAM NEEDS ECH

Translate technology into business value.

Technology teams need professionals who can explain complex solutions in business terms, clarify trade-offs, and keep human judgment at the center of AI-assisted work.

The business challenge

- Technical solutions that never translate into business impact.
- Trade-offs that decision-makers cannot weigh.
- Briefings that over-explain and under-recommend.
- AI outputs presented without verification or accountable judgment.

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 Technology Communication & Human Judgment in the AI Era**, 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
Business impact
Complex solutions made compelling to non-specialists.

02
Trusted recommendations
AI output turned into verified advice.

03
Executive briefings
Explain more by saying less.

04
Human in the loop
Responsible writing, review, and communication with AI.

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.



04

EXECUTIVE CERTIFICATE 04 OF 04

TECHNOLOGY & DIGITAL SOLUTIONS

Technology Communication & Human Judgment in the AI Era

Translate technical solutions into business value while retaining human judgment.

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

01 **From Tech Speak to Business Impact**
Making Complex Solutions Compelling

02 **Beyond the AI Output**
Turning Information into Trusted Recommendations

03 **The Executive Briefing Lab**
Explain More by Saying Less

04 **Human in the Loop**
Writing, Reviewing & Communicating with AI

DESIGNED FOR

Technology teams, digital transformation leaders, product specialists, and technical consultants.

APPLICATION & ORGANIZATIONAL VALUE

Explain complex technology solutions, clarify business trade-offs, and critically review AI-assisted recommendations, supporting informed decisions while retaining human judgment and accountability.

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 technology and digital solutions 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 technology decisions and trade-offs; identify the business audience, clarify the issue, and build a reasoned recommendation.

Professional writing labs

Develop technology briefings and business-impact explanations of complex solutions.

Presentations & simulations

Rehearse executive briefings that explain more by saying less; respond to questions and refine delivery.

Responsible AI practice

Review AI outputs with a human in the loop; check claims against evidence and revise for accuracy, relevance, and accountability.

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 technology and digital solutions 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 →

Sector expertise. Practical insight.

Complementary approaches to designing, strengthening, and evaluating professional development initiatives, applied to the priorities of technology and digital solutions.

ADVISORY FOCUS FOR TECHNOLOGY & DIGITAL SOLUTIONS

Technology briefings, AI-assisted writing review, and communication of trade-offs.

01

ALSO AVAILABLE

NEEDS ASSESSMENT & ANALYSIS

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

02

ALSO AVAILABLE

PROGRAM EVALUATION

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

03

PRIMARY FOR THIS SECTOR

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 →

CORPORATE & PROFESSIONAL SERVICES

Strategic Influence, Writing & AI-Era Communication

01 The Executive Attention Challenge

02 From AI-Generated Noise to Decision-Ready Intelligence

03 Write Less. Influence More.

04 Command the Room

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 technology and digital solutions 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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ech.fdlt@usj.edu.lb

+961 1 421 000, ext. 5512–5513

usj.edu.lb/en/fdlt/ech

Explore ECH

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