ENGLISH COMMUNICATION HUB

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



PARTNERSHIPS WITH UNIVERSITIES

Stronger faculty. Stronger programs.
A future-ready university.

University-backed professional development in English-Medium Instruction (EMI) for faculty members, program coordinators, and department chairs.

University credit	Diagnosis first	Whole faculty	All in one
toward graduate degrees	evaluate, then advise	faculty, coordinators, chairs	English, pedagogy, AI

IN COLLABORATION WITH

FACULTY OF EDUCATION (FsEDU)

cinia
CENTER FOR DIGITAL INNOVATION & ARTIFICIAL INTELLIGENCE

Book a consultation →

ech.fdlt@usj.edu.lb
usj.edu.lb/en/fdlt/ech

Make English-medium teaching your university's strength.

Prepare every student 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 discipline does not guarantee teaching it clearly in English. Unclear explanations, questions, and feedback confuse students, and faculty 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 where faculty practice, observe, and give one another structured feedback.

Connect across disciplines

Faculty from different departments, and from other universities, exchange approaches that work.

Team building & shared standards

Learning together strengthens faculty teams and builds common methods across your institution.

AUB · Harvard · GW	Live	$400	USJ
Director's credentials	Online, hybrid, or face-to-face	per course for groups of 10+	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

INDIVIDUAL PARTICIPANTS

$500

per course · $250 per credit
$2,500 per certificate · $5,000 Diploma

GROUP RATE · 10+ PARTICIPANTS

$400

per course · $200 per credit
$2,000 per certificate · $4,000 Diploma

The group rate applies to 10 or more participants from the same institution. Program evaluations are quoted per engagement.

PROGRAM FACTS & ADMISSION

Start	A short consultation and, where useful, a program evaluation and needs assessment, quoted per engagement
Formats	Live online (breakout rooms, debriefings, direct feedback), hybrid, or face-to-face, in English, around your academic calendar
Credentials	The Foundation and Executive Certificates in EMI together earn the University Diploma in EMI (20 credits); all are issued by USJ
Admission	Courses and certificates are open to faculty and staff; to receive the Diploma, participants must hold a bachelor's degree and at least B1 English (CEFR)
Cohorts	Departments, faculties, or mixed groups, typically 12–20 participants
Open Diploma cohort	Level 1: March – July 2027 · Level 2: October 2027 – April 2028; in-house schedules are agreed with each institution

HOW A PARTNERSHIP WORKS

01 Consult
A short conversation about your goals and context.

02 Evaluate
Review what is in place and identify the gaps.

03 Propose
A tailored pathway, format, and schedule.

04 Deliver & review
Courses run; progress is reviewed against agreed goals.

WHERE DOES A PARTNERSHIP START?

With a short consultation to understand your goals and recommend the right pathway.

BOOK A CONSULTATION →

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

In this *brochure*

From diagnosing your institution's needs to building the capacity of your faculty, coordinators, and department chairs, ECH offers one connected path for professional growth.

ENGLISH COMMUNICATION HUB

Faculty of Languages and Translation (FdLT)
Saint Joseph University of Beirut

IN COLLABORATION WITH

Faculty of Education (FsEDU)
Center for Digital Innovation and AI (CINIA)

CONTENTS

01 **The Challenge** — The pressures universities face today. — p. 3

02 **Why ECH** — Six reasons to partner with us, in faculty's words. — p. 4

03 **Program Evaluation** — Evaluate what you have against your goals. — p. 5

04 **Who It's For & What They Learn** — Faculty, coordinators, and department chairs. — p. 6

Diploma Timeline — The open Diploma cohort: March 2027 – April 2028. — p. 7

05 **How Participants Learn** — Learn it. Apply it. Demonstrate it. — p. 8

06 **Ways to Partner** — Partnership options and pathways to a University Diploma. — p. 9

07 **Academic Leadership** — The ECH Director's experience and expertise. — p. 10

08 **Faculty & Partners** — USJ expertise with FsEDU and CINIA. — p. 11

09 **Common Questions** — Answers for academic leaders. — p. 12

ech.fdlt@usj.edu.lb · usj.edu.lb/en/fdlt/ech · +961 1 421 000, ext. 5512–5513

01 THE CHALLENGE

Sound familiar?
You are not alone.

Universities are asking more of their faculty than ever: communicating clearly, designing coherent courses, engaging diverse learners, and using AI responsibly.



01 ### Teaching in English
More programs run in English, and faculty must explain, question, and assess with confidence.

02 ### Language anxiety in lectures
When faculty or students hesitate to speak, participation and learning drop.

03 ### Accreditation and quality reviews
Agencies expect clear outcomes, aligned assessment, and evidence of teaching quality.

04 ### AI arriving faster than policy
Leaders need clear direction, and faculty need practical, responsible ways to use AI.

05 ### Training that doesn't stick
One-off workshops rarely change what happens in lectures and seminars.

06 ### Proving that it works
Deans and councils need evidence that faculty development pays off.

Excellent teaching requires more than subject knowledge.

It takes clear communication, sound pedagogy, thoughtful design, and responsible use of AI.

What makes ECH different.
Six reasons to partner with us.

01

University credit

Courses lead to certificates and a 20-credit University Diploma. These credits may later count toward a master's or doctorate.

02

Diagnosis first

Before any training, we evaluate what your institution already has against its vision and goals, then advise you on what to do.

03

The whole faculty

Faculty, coordinators, and department chairs develop together, while deans guide the plan through evaluation.

04

One integrated pathway

No need for separate providers: one program covers how to communicate, how to teach, and how to use AI well.

05

Measurable progress

Participants practise teaching short lessons, redesign their own courses, and get feedback. Progress is measured against goals agreed with you.

06

Three USJ units

Courses are taught by specialists from USJ's Faculty of Languages and Translation, Faculty of Education, and Center for Digital Innovation and AI.

IN THEIR WORDS · USJ FACULTY

> *The ECH English course was very interesting and engaging, and the instructor was exceptional. She knew how to keep us motivated and involved.*
>
> **Nada Farhat Mchayleh, DDS, MSc, PhD**
> Dean, Faculty of Dental Medicine, Saint Joseph University of Beirut

> *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, 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, USJ

Evaluate what you have. *Know where to go next.*

We start from what is already in place in your faculty or program, evaluate it against your vision and goals, identify the gaps, and advise you on how to proceed.



What we review

- Programs & curricula
- Syllabi & course plans
- Assessments & rubrics
- Teaching practice
- Faculty & leadership input
- Technology & AI use

What you receive

1. **Evaluation findings** — what works and what does not
2. **Gap analysis** — against your vision and goals
3. **Roadmap** — priorities and progress indicators

Flexible: commission the evaluation on its own, or follow it with targeted development for your staff.

For your whole team.
Five areas of practice.

ECH develops everyone who shapes learning in your institution. Each area offers two levels of 16 hours, delivered face-to-face, online, or hybrid.

Deans
Set direction and act on evaluation findings

Department chairs
Guide faculty and align curricula and assessment

Program coordinators
Support, coach, and monitor teaching quality

Faculty members
Strengthen communication, course design, and teaching practice

COMMUNICATE

Oral Communication for EMI
Clear explanations, pronunciation, pacing, questioning, and discussion, so students can access subject knowledge in English.

WRITE & GUIDE

Academic Writing
Clear materials, instructions, assessment tasks, and feedback, and stronger guidance of student writing.

DESIGN & ASSESS

Instructional Course Design for the AI Era
Aligned outcomes, lessons, and assessment through backward design, inclusive design, scaffolding, and mastery-oriented rubrics.

TEACH & ENGAGE

Classroom Leadership & Student Engagement
Participation, psychological safety, and productive routines that reduce language anxiety and build collaboration.

INTEGRATE TECH & AI

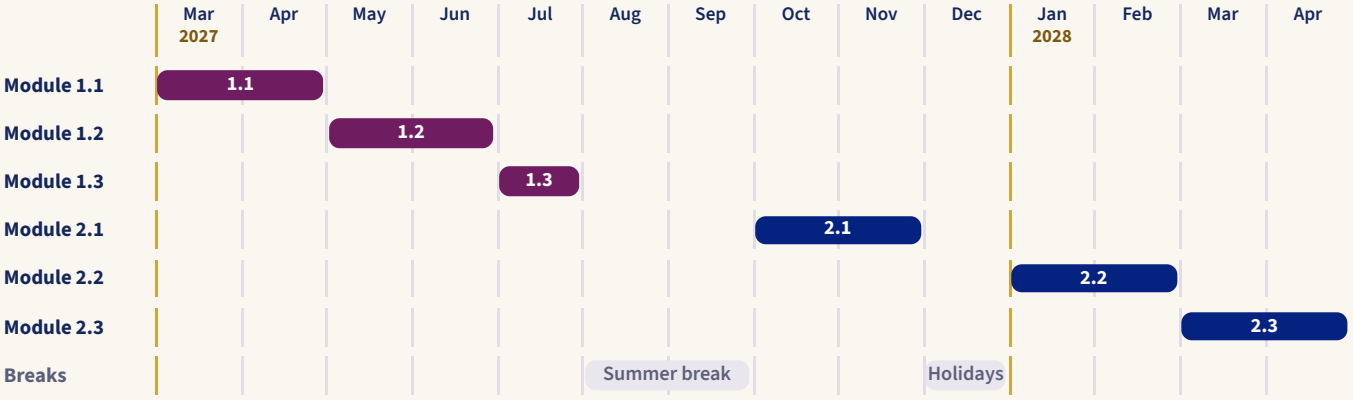
Educational Technology & AI Integration
Digital tools for active learning, formative assessment, and feedback, with responsible, critical use of AI.



DIPLOMA TIMELINE (TENTATIVE): MARCH 2027 – APRIL 2028

The open Diploma cohort. *Month by month.*

Faculty can join the open University Diploma cohort, or follow an in-house schedule agreed with your institution. 10 live courses · 20 credits · 160 contact hours.



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**.

Learn it. Apply it. *Demonstrate it.*

A hands-on, practice-oriented journey that turns knowledge into professional practice in lectures and seminars.

Explore
Identify teaching challenges and learner needs.

Design
Develop practical teaching solutions and materials.

Apply
Put learning into practice through micro-teaching, simulations, or case work.

Reflect & improve
Evaluate results and refine practice.

Micro-teaching
Practise EMI instruction and refine performance through structured feedback.

Course & lesson redesign
Transform existing courses using UbD, UDL, EMI principles, and coherent alignment.

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

Student-centered learning
Apply problem-based, inquiry-based, collaborative, and scaffolded approaches.

Technology & AI integration
Use digital tools and AI for feedback, formative assessment, and differentiation.

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

Mastery-oriented: Assessment emphasizes demonstrated competence, authentic application, feedback, revision, and continuous improvement, rather than minimal completion.

The result

- **Practical, classroom-ready skills** for lectures and seminars
- **Greater confidence** and professional growth
- **20 university credits** that may count toward a master's or doctorate

Three ways to partner.
Clear pathways for your staff.

EVALUATE

Program Evaluation

An independent review of what is in place, measured against your institution's vision and goals.

- ✓ Evaluation findings
- ✓ Gap analysis
- ✓ Recommendations and roadmap

DEVELOP

Targeted Program

Focused courses for a defined group, such as a department, program, or faculty.

- ✓ Courses chosen with ECH
- ✓ Face-to-face, online, or hybrid
- ✓ Optional certificates

TRANSFORM

Institution-Wide Partnership

Evaluation, faculty development, and follow-up, as one connected plan across faculties.

- ✓ Evaluation and roadmap
- ✓ Development across faculties
- ✓ Progress review against indicators

PATHWAYS FOR PARTICIPANTS



Targeted courses

One course or a faculty initiative

Foundation Certificate in EMI

5 courses × 16 hours

Executive Certificate in EMI

5 courses × 16 hours

University Diploma in EMI

20 credits · 14 months

March 2027 – April 2028

20 CREDITS

Credits that keep counting

The Diploma's 20 credits may count toward future **master's or doctoral studies**, subject to the receiving program's approval.

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.*

ECH brings together USJ faculty in communication, pedagogy, and digital innovation, so each competency is taught by specialists in that field.

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, 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.

09 COMMON QUESTIONS

Answers for *academic leaders.*

THE FIRST QUESTION WE HEAR

Where does a partnership start?

With a short consultation. We evaluate what you have against your goals, then propose a tailored plan.

Good to know

- **Diploma admission: a bachelor's degree and at least B1 English, or equivalent readiness.**
- **Both Certificates together earn the University Diploma.**
- **Diploma credits may count toward future studies, subject to the receiving program's approval.**
- **Scope, methods, timelines, and fees are agreed for each institution.**

Book a consultation
Scan to email us

Who should take part?

Faculty members, program coordinators, department chairs, and teaching assistants. Deans partner with ECH on evaluation and planning.

Is it only for English-medium programs?

No. ECH works with any institution. Pedagogy, course design, engagement, and responsible AI apply in every language, with English support where needed.

Do we have to commit to a full program?

No. Start with an evaluation or a single course, then build toward certificates or the Diploma.

How is it delivered?

Live online (breakouts, direct feedback), hybrid, or face-to-face, in English, around your academic calendar.

How do participants show what they learned?

Through practical assignments, micro-teaching, course redesign, and applied assessments. Diploma participants also build a portfolio.

Can participants earn a university credential?

Yes. Courses, certificates, and the University Diploma in EMI are all issued by USJ. Diploma: 20 credits, March 2027 – April 2028.

What does it cost?

$500 per 16-hour course (2 credits), $2,500 per certificate, $5,000 for the Diploma. Groups of 10+ from one institution: $400 per course.

Another question?

Email us at ech.fdlt@usj.edu.lb



PARTNERSHIPS WITH UNIVERSITIES

Prepare your university *for the future.*

Student success starts with those who lead and teach.

Support your faculty, coordinators, and department chairs, advance your institution's goals, and ready your students for an AI-shaped world.

1	2	3	4
Book a consultation	Share your goals	Receive a tailored proposal	Start and track progress

EMAIL
ech.fdlt@usj.edu.lb

WEBSITE
usj.edu.lb/en/fdlt/ech

PHONE
+961 1 421 000, ext. 5512–5513

Scan to email us and book a consultation

ENGLISH COMMUNICATION HUB

FACULTY OF EDUCATION (FsEDU)

cinia CENTER FOR DIGITAL INNOVATION & ARTIFICIAL INTELLIGENCE

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