



T-106  
2022

# Annual Program Report





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## Annual Program Report

Program Name: <b>Bachelor of English Language and Translation</b>
Program Code (as per Saudi university ranking):
Qualification Level: <b>Level 6</b>
Department: <b>Department of English Language and Translation</b>
College: <b>College of Science and Theoretical Studies</b>
Institution: <b>Saudi Electronic University (SEU)</b>
Academic Year: <b>1443-1444 AH (2022-2023)</b>
Main Location: <b>Riyadh</b>
Branches offering the Program (if any): <ul style="list-style-type: none"><li>• Riyadh (Males &amp; Females)</li><li>• Dammam (Males &amp; Females)</li><li>• Jeddah (Males &amp; Females)</li><li>• Medinah (Males &amp; Females)</li><li>• Tabuk (Males)</li></ul>



## Table of Contents

Content	Page
<b>A. Program Statistics</b>	3
<b>B. Program Assessment</b>	3
1. Program Learning Outcomes Assessment and analysis according to PLOs assessment plan	3
2. Evaluation of Courses	5
3. Students Evaluation of Program Quality	7
4. Scientific research and innovation during the reporting year	8
5. Community Partnership	8
6. Other Evaluation (if any)	9
<b>C. Program Key Performance Indicators (KPIs)</b>	10
<b>D. Challenges and difficulties encountered by the program (if any)</b>	
<b>E. Program development Plan</b>	13
<b>F. of Annual Program Report</b>	14





## A. Program Statistics

Item	Number
Number of students enrolled in the program	1205
Number of students who started the program (in reporting year)	454
Number of students who completed the program	681

## B. Program Assessment

### 1. Program Learning Outcomes Assessment and analysis according to PLOs assessment plan \*

#	Program Learning Outcomes	Assessment Methods (Direct and Indirect)	Targeted Performance (70%)	Assessment Results
<b>Knowledge and understanding</b>				
K1	Recognize the principles and concepts related to English language and their translation into Arabic.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	78.84%
K2	Outline major approaches to translation and recognize their application in different fields of human knowledge and experience.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	81.90%
<b>Skills</b>				
S1	Utilize translation strategies and techniques to develop a reflective approach to translation and interpretation.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	70%
S2	Utilize relevant technological advances in the fields of translation and interpretation.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	79.45%





S3	Communicate effectively in English and Arabic in oral and written form.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	89%
S4	Demonstrate a high level of competency in analyzing and translating various types of texts in multiple arenas.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	94.10%
S5	Perform individual and team-based tasks effectively.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	80.30%
<b>Values, autonomy, and responsibility</b>				
V1	Employ professional, interpersonal skills, and ethical values necessary for successfully pursuing a career as a professional translator.	1- Assignments 2- Quizzes 3- Midterm exam 4- Final exam 5- Discussion boards 6- Projects 7- Presentations	70% to 100%	86.85%

\*Attach a separate report on the program learning outcomes assessment results for male and female sections and for each branch (if any).

[PLOs Assessment Plan, Results, and Report \(2022-2023\)](#)

**Strengths**

- The achievement rate of the PLOs is higher than the targeted performance.
- There is a variety of assessment methods in the program.

**Aspects that need improvement with priorities:**

- Revising the PLOs regularly and updating them to keep pace with the labor market.



## 2. Evaluation of Courses

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results (out of 10)	Developmental Recommendations
ENG 201	English Grammar I	76	32.2%	9.06	Available upon request
ENG 202	Reading and Vocabulary Development	72	30.51%	8.44	Available upon request
ENG 210	Academic Writing I	70	31.25%	8.32	Available upon request
ISLM 101	Introduction to Islamic Culture I	Not available	Not available	Not available	Not available
ENG 220	Listening & Speaking I	57	30.32%	8.80	Available upon request
ENG 240	English Grammar II	69	31.22%	9.04	Available upon request
ENG 250	Academic Writing II	59	27.96%	8.58	Available upon request
ARAB 211	Arabic Composition I	47	22.6%	4.26	Available upon request
ENG 231	Listening & Speaking II	10	23.81%	8.80	Available upon request
ENG 230	Advanced Reading Comprehension	15	31.25%	8.66	Available upon request
ISLM 102	Introduction to Islamic Culture II	Not available	Not available	Not available	Not available
ARAB 260	Applied Syntax and Morphology (Arabic)	43	22.28	7.72	Available upon request
ENG 301	Introduction to Linguistics	29	31.18%	7.72	Available upon request
ENG 310	Lexicography	26	26%	6.92	Available upon request





Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results (out of 10)	Developmental Recommendations
ENG 340	English Language Cultural Studies	33	30.84%	7.46	Available upon request
ISLM 103	Introduction to Islamic Culture III	Not available	Not available	Not available	Not available
TRA 330	Introduction to Translation	18	21.43%	8.12	Available upon request
ENG 320	Comparative Constructions	16	24.24%	7	Available upon request
ISLM 104	Introduction to Islamic Culture IV	107	11.61%	9.06	Available upon request
ENG 380	Stylistics	14	17.07%	6.58	Available upon request
ENG 350	Introduction to Semantics and Pragmatics	15	27.27%	7.46	Available upon request
ENG 360	Discourse Analysis and Text-linguistics	10	18.18%	8.60	Available upon request
ARAB 221	Arabic Composition II	13	24.07%	7.70	Available upon request
TRA 370	Legal & Business Translation	7	14.58%	9.42	Available upon request
ENG 401	Introduction to Syntax and Morphology	29	16.38%	8.42	Available upon request
TRA 410	Consecutive and Bilateral Interpreting	23	15.03%	8.44	Available upon request
TRA 420	Principles and Practice of Computer Assisted Translation	30	17.24%	8	Available upon request





Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results (out of 10)	Developmental Recommendations
TRA 430	Summary and Sight Translation	26	15.66%	9.08	Available upon request
TRA 440	Technical and Scientific Translation	55	29.57%	8.76	Available upon request
TRA 450	Research Methodology	51	29.31%	8.44	Available upon request
TRA 460	Simultaneous Interpreting	59	30.73%	8.34	Available upon request
TRA 480	Media Translation	54	29.67%	8.78	Available upon request
TRA 470	Issues and Problem in Translation Studies	3	9.38%	9.34	Available upon request
TRA 490	Conference Interpreting	3	8.11%	9.34	Available upon request
TRA 499	Translation Project	1	3.03%	10	Available upon request

### 3. Students Evaluation of Program Quality

Evaluation Date: 20-06-2023	Number of Participants: 554
Students Feedback	Program Response
<p>Strengths:</p> <ul style="list-style-type: none"> <li>The instructors were fully committed to the delivery of the courses. (E.g., classes started on time, instructor always present, material well prepared, etc.).</li> <li>The things I had to do to succeed in the courses, including graded assignments and tasks; and criteria for assessment, were made clear to me at the beginning of the courses.</li> <li>The faculty members are familiar with the content of the courses.</li> </ul>	<ul style="list-style-type: none"> <li>Students are always encouraged to participate in the evaluation of program quality.</li> <li>Moreover, there is an ongoing development and update for all the components of the program.</li> </ul>







<ul style="list-style-type: none"> <li>• These courses helped me to improve my ability to think and solve problems rather than just memorize information.</li> <li>• The courses helped me develop my team work skills.</li> <li>• Overall, I am satisfied with the quality of the courses of the program.</li> </ul>	
<p>Areas of Improvement:</p> <ul style="list-style-type: none"> <li>• There is a need to have an internship at translation companies.</li> <li>• It is suggested to increase activities in all the branches in which the program is offered.</li> </ul>	<ul style="list-style-type: none"> <li>• The program coordinator states that in the new updated plan of the program, an internship will be available.</li> <li>• The program established the committee of students' activities and events to increase the number of activities in all branches.</li> </ul>
<p>Suggestions for improvement:</p> <ul style="list-style-type: none"> <li>• The program should concentrate on practical training.</li> <li>• There is a need to offer summer courses.</li> </ul>	<ul style="list-style-type: none"> <li>• Students' suggestions will be taken into account in the next year improvement plan.</li> </ul>

#### 4. Scientific research and innovation during the reporting year

Activities Implemented	Number
Published scientific research	14
Current research projects	40
Conferences organized by the program	None
Seminars held by the program	None
Conferences attendees	16
Seminars attendees	37

##### Discussion and analysis of scientific research and innovation activities

There is an increase in the number of published researches and current research projects conducted by the staff members of the program. Also, the number of staff members who attended conferences and seminars has increased in comparison to the last year. There is a need to organize conferences and hold seminars in the program.

#### 5. Community Partnership

Activities Implemented	Brief Description*
Workshop	Giving an online workshop on how to present a speech for all SEU university students.
Training	Giving training in simultaneous interpreting with Literature, Publishing and Translation Commission.



Participation	Participation in the Voluntary Program of Attracting Outstanding Students / Applied College / Umm Al-Qura University.
<b>Comment on community partnership activities**</b>	
There is a need to increase the number of community partnership activities. Many workshops are being organized nowadays to increase the awareness of staff members of the importance community partnership activities.	

\* Including action time, number of participants, results and any other statistics.

\*\* Including performance evaluation on these activities

## 6. Other Evaluation (if any)

(e.g., independent reviewer, program advisory committee, and stakeholders (e.g., faculty members, alumni, and employers)

Evaluation method: (Not Available)	Date: None	Number of Participants: None
Summary of Evaluator Review		Program Response
Strengths: None		None
Points for Improvements: None		None
Suggestions for development: None		None

\*Attach independent reviewer's report and stakeholders' survey reports (if any).





## C. Program Key Performance Indicators (KPIs)

Including the key performance indicators required by the NCAAA.

No	KPI	Targeted Value	Actual Value	Internal Benchmark	Analysis	New Target
KPI-P-01	Students' evaluation of quality of learning experience in the program	4.3/5	4.2/5	4.19/5	The rate of students' evaluation of quality of learning experience is higher than the rate of the last year.	4.3/5
KPI-P-02	Students' evaluation of the quality of the courses	4.4/5	4.35/5	4.26/5	The rate of students' evaluation of the quality of the course is higher than the rate of the last year.	4.4/5
KPI-P-03	Completion rate	3:5	2.83:5	0.84:5	There is a notable increase in the completion rate in comparison to the last year.	3:5
KPI-P-04	First-year students retention rate	40%	37.44%	32.25%	There is a notable increase in the retention rate of the first-year students.	40%
KPI-P-05	Students' performance in the professional and/or national examinations	N/A	N/A	N/A	The program does not require or have professional and/or national examinations.	N/A





KPI-P-06	Graduates' employability and enrolment in postgraduate programs	Graduates' employability (10%) Enrolment in postgraduate programs (1%)	Graduates' employability (7.04%) Enrolment in postgraduate programs (0.15%)	Graduates' employability (39.15%) Enrolment in postgraduate programs (2.12%)	There is a decrease in the number of students who were employed and enrolled in postgraduate programs in comparison to the last year. The reason is that the number of graduates in this year (681) is higher than the number of graduates in the last year (189)	Graduates' employability (10%) Enrolment in postgraduate programs (1%)
KPI-P-07	Employers' evaluation of the program graduates' proficiency	5/5	5/5	Not available	With the effective contact with employers in the labor market, there is a notable response to the evaluation of the program graduates' proficiency.	5/5
KPI-P-8	Ratio of students to teaching staff	7:1	7:1	8:1	By employing enough instructors, the ratio of teaching staff to students is increasing.	7:1
KPI-P-9	Percentage of publications of faculty members	25%	20%	28%	There is a slight decrease in the publications of staff members in comparison	25%





					to the last year.	
KPI-P-10	Rate of published research per faculty member	30%	28%	50%	There is a notable decrease in the rate of published researches per faculty members in comparison to the last two years.	30%
KPI-P-11	Citations rate in refereed journals per faculty member	4/1	3.1/1	2.68/1	There is a slight increase in the citations rate in comparison to the last year. With the intention to increase the rate of published researches per faculty members, citation rates are going to increase.	4/1

#### Comments on the Program KPIs and Benchmarks results:

A thorough analysis of the KPIs above shows a slight increase in rates of students' evaluation of the quality of learning experience (4.2/5) and their evaluation of the quality of the course (4.35/5) than last year's rates (4.19) and (4.26) respectively. We can also note a clear increase in the completion rate (2.83/5) and the retention rate of first-year students (37.44%) in comparison to last year's rates (0.84/5) & (32.25%). For KPI No. 7, the program does not require or have professional and/or national examinations. With regard to KPI No. 7, with the effective contact with employers in the labor market, there is a notable response to the evaluation of the program graduates' proficiency. Concerning the sixth KPI, there is a decrease in the number of students who were employed and enrolled in postgraduate programs (7.04%) in comparison to last year's percentage (39.15%). The reason is that the number of graduates in this year (681) is higher than the number of graduates last year (189). Also, there is a decrease in the publications of staff members (20%) in comparison to last year (28%). There is a need to encourage staff members and organize workshops about research activities for them. Moreover, by employing enough instructors, the ratio of teaching staff to students is increasing, and the actual value achieved meets the target benchmark (7:1). Furthermore, there is a notable decrease in the rate of published researches per faculty member (28%) compared to last two years (50%). Finally, there is a slight increase in the



citations rate in referred journals per faculty member (3.1/1) in comparison to the last two years. The intention to increase the rate of published researches per faculty member will positively increase citation rates.

#### D. Challenges and difficulties encountered by the program (if any)

Teaching	None
Assessment	None
Guidance and counseling	A few students attend the guidance and counseling sessions.
Learning Resources	None
Faculty	None
Research Activities	None
Others	None

#### E. Program development Plan

No.	Priorities for Improvement	Actions	Action Responsibility
1	Organizing conferences and seminars	There is a need to prepare a plan for organizing conferences and seminars by the program.	Scientific Research Committee
2	Increasing the extracurricular activities provided to the program's students in a variety of fields.	Students' committee of activities and events prepares many extracurricular activities to be presented in all the branches in which the program is offered.	Students' Activities and Events Committee
3	Increasing community partnerships	Running workshops for staff members to be aware of the	Community Partnerships Committee





		importance of community partnerships	
4	Increasing scientific research activities	Running workshops for staff members to be aware of all the procedures of writing and publishing researches	Scientific Research Committee
5	Establishing a better relationship with the job market and professional entities.	There is a need to prepare a plan that strengthens the relationship with the job market and professional entities.	Graduates Follow-up Committee
6	Communicating with the graduates of the program and establishing a database that includes all the information about them.	The is a need to communicating with the graduates of the program and establishing a database that includes all the information about them.	Graduates Follow-up Committee
7	Providing students with the needed field training (field experience/internship).	It is required to add the field training (field experience/internship) to the structure of the program.	Programs and Courses Development Committee

Attach any unachieved improvement plans from previous report.

The annual program report needs to be discussed in department council

## F. Approval of Annual Program Report

<b>COUNCIL / COMMITTEE</b>	English Language and Translation Department Council
<b>REFERENCE NO.</b>	2
<b>DATE:</b>	11-10-2023

