

Customer Success Story:

Northern Border University



Higher Education | Language Skill Development



Online learning complements conventional instruction.

Challenges

The Northern Border University (NBU), located in Arar, Saudi Arabia, sought an online language-learning solution to supplement conventional classroom instruction. The university looked for a program that could provide a visual core aid to improve students' listening and speaking skills. The NBU language-learning vision is to motivate students coming from high school to learn English at anytime and from anywhere. It also helps the native English-speaking teachers to learn Arabic. So, NBU needed a scalable and flexible language solution to help their approximately 5,500 preparatory year students learn quickly and at their own pace.

Implementation

NBU implemented the Rosetta Stone® program in 2012, mainly for students in their pre-college preparation year. The university uses the Out of Lesson Learning (OOLL) solution as part of the 101 and 102 English language courses. Activities in the program are assigned as part of homework. In order to graduate at NBU students must reach a certain level of English, depending on their career choice.

- 20% of the course weightage is allotted to the Rosetta Stone program
- Students are required to attend two sessions of lab hours for at least three hours per week
- OOLL program access is available at anytime
- Practice can take place inside the university, at home, or even in the cafeteria

Benefits

With access to the Rosetta Stone solution to supplement their classroom instruction, students at NBU were able to reach the required level of English set by the Department of English Language Skills at the Deanship of Preparatory Year & Supportive Studies. The following benefits have been realized since the 2012 implementation:

- Provided a cost-effective instructional technology to meet students' needs
- Gave students the liberty to study at anytime, from anywhere
- Improved students' confidence in their English-speaking skills



"In this Internet era, English being the global language, students need to master this Language to be confident and to stay competitive in their studies now and later in their profession."

Dr. Moqbil Salem Alenazi, Dean,
Deanship of Preparatory Year
& Supportive Studies

Importance of English in Saudi Arabia

Since Saudi Arabia's economy depends mainly on globally traded Petrol, the young generation must be trained to face the economic challenges. "In this Internet era, English being the global language, students need to master this Language to be confident and to stay competitive in their studies now and later in their profession," according to Dr. Moqbil Alenazi.

Students are well aware of the importance of English as a Second Language. The university provides them with ample opportunities to acquire the language skills and encourages them to take part in international academic programs. The NBU also receives students from the nearby Arab countries such as Syria, Yemen, and Jordan, as well as students from other parts of the world to study at the university. Students from Africa usually come to the NBU to study Arabic. So, for students at the pre-college preparatory year program, the Rosetta Stone program is an integral part of their Arabic and English learning process.

English teachers learning Arabic

Rosetta Stone® program users at the NBU are mainly students who aspire to learn the English Language in the best way possible, and some teachers of Arabic and Islam to whom the knowledge of English is an added advantage. The program also helps the native English-speaking teachers from the United States, Canada, Britain, and South Africa to learn Arabic. These teachers see it as an opportunity to learn Arabic so as to be more sociable with the students. "This gives the teachers an opportunity to get familiar with our culture while they are teaching," says Dr. Moqbil Alenazi.

Changes in attitude and language learning

In order to graduate from NBU, students have to complete certain courses in English, depending on their career choice. Since we follow the blended learning method (conventional and CALL-Rosetta Stone), students of Science, Arts, and Education have to finish English Level 2 of conventional learning (equivalent to A2 on the Common European Framework of Reference for Languages scale) and **Level 1 of American English in the Rosetta Stone Program**. Students of the Community Colleges have to finish Level 4 of conventional learning (equivalent to B1) and **Level 1 of American English in the Rosetta Stone Program**. Students of Medicine, Applied Medicine, Pharmacy, IT, Engineering, and Nursing have to finish Level 5 of conventional learning (equivalent to B2) and **Level 1 & 2 of American English in the Rosetta Stone Program**.

Dr. Moqbil Alenazi observed that "Since adding Rosetta Stone as part of the learning system, the students are more enthusiastic and feel encouraged to learn the English language. Moreover, the built-in assessment tool empowers the teachers to monitor the students' performance and provide valuable feedback in order to guide them to learn the language in the right manner. This makes learning English very interesting. Also, the Rosetta Stone Course Completion Certificate awarded to students who score 18 marks and above out of the 20 marks allotted induces motivation."

Language learning in the future

NBU's annual academic evaluation reveals that the students appreciate the simple approach, visual dynamics, different kind of exercises, and situations found in the Rosetta Stone program. In addition, students' confidence in speaking English has also improved. As a result of this success, there is a strong desire to improve and diversify English courses. One option considered is to increase the usage of the Rosetta Stone program and make it part of the in-class coursework to further complement the conventional teaching. In the future, NBU will also be creating smart classrooms to facilitate the use of Rosetta Stone in classrooms.



About Northern Border University

Northern Border University is a Saudi university founded by Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz, on his visit to the northern border in 2007. It offers many academic disciplines at the university, including Medicine, Applied Medicine, Pharmacy, Nursing, IT, Engineering, Science, Education, Arts, and Business Management.

www.nbu.edu.sa

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language-learning solutions for individuals, Educational Institutions, and Business Enterprises.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 educational institutions worldwide, and by millions of learners in over 150 countries.

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