



مركز اللغة العربية
the arabic language centre

Information Package 2016

أهلاً وسهلاً 'ahlan wa sahlan!'

Welcome to the Arabic Language Centre (ALC)

Our Mission

To teach the Arabic language to current and future generations, using the unique Maliha Wehbe methodology, which aims to enable students to learn Arabic in a simplified and friendly manner, while appreciating its inherent logic and beautiful cultures.

ALC is committed to provide professional and quality educational services to its students, in an environment that values work ethics and promotes multiculturalism.

Our approach to teaching Arabic

The ALC has been teaching Arabic as a foreign language for over 30 years. The longevity of our success is due to key factors such as our unique method of teaching, structured classes and team of enthusiastic, passionate and well-trained teaching staff.

ALC is the only language school in Dubai to teach Arabic from beginners through to A-levels. We use a simplified and logical approach, exclusively developed by the founder, Maliha Wehbe, to make the learning experience, easy, effective and fun. The Arabic we teach is the spoken Arabic, a simplified form of Modern Standard Arabic, which can be understood throughout the Arab World. We do identify regional expressions and accents as we understand many of our students travel throughout the Gulf and beyond. In more advanced levels, we gradually introduce classical Arabic, which is necessary for those intending to pursue our Advanced Arabic Programme and/or sit for international examinations. While our courses teach the script so our students can read and write in Arabic, the emphasis is getting our students to speak the language and use it with confidence.

Courses Offered:

- Beginners I (32 hours)
- Beginners II – III (30 hours each) followed by Beginners Conversation (30 hours) to reinforce all of the vocabulary learned in the first three levels.
- Intermediate I – III (30 hours each) followed by Intermediate Conversation (30 hours) to consolidate all of the vocabulary & grammar learned thus far, but in new situations.
- Transition (30 hours) which prepares students for the advanced courses.
- Advanced Arabic Programme I (240 hours)
- Advanced Arabic Programme II (120/240 hours)

For more details on the course content, please refer to the Course Description leaflet.

For students with an existing knowledge of Arabic, we can arrange a placement assessment to determine their current level of knowledge. The cost for this is AED100, which is deductible from the course fees. Certificates are issued after each level to students who have completed the course.

Types of Courses

Public Courses

Public Courses run six times a year. All of our courses are 30 hours in duration (unless specified otherwise) and classes are held for two hours, twice a week during the daytime and evening for maximum flexibility:

Morning :	9.00 am - 11.00 am
Lunchtime :	12.00 pm - 2.00 pm
Afternoon :	4.00 pm - 6.00 pm
Evenings :	6.30 pm - 8.30 pm

We limit the class size to a maximum of 12 students, and we require a minimum of 6 students to run a public course.

Private / Semi-Private Courses

For those unable to attend the scheduled public courses or wish to have a course structured to their requirements, we offer private tuition. Class timings are arranged to suit the needs of the individual, between 9.00 am and 6.00 pm and are usually held for 1½ or two hours, twice a week. However, more intensive schedules can be arranged if requested. Semi-private classes are conducted on the same basis with two to five people studying together.

Should you need to cancel a class, we request a minimum of 24 hours-notice, otherwise the full rate will still be charged.

All our public and private classes are held at our premises.

Corporate Courses

Many companies understand the importance of training several members of their staff in the Arabic language. For convenience, we offer corporate programmes that can be held on the company premises. Alternatively, if the company lacks sufficient training facilities, courses may be held on our premises. For this type of course, we would stipulate a maximum of 15 delegates per group.

Arabic for Children

Our sister school, dar el-ilm School of Languages, has been teaching Arabic to children (4-18 years) for over 20 years. In addition, they also teach foreign languages to both children and adults. For more information visit: www.dar-el-ilm.com

For further information or to enrol in a course please contact the ALC Team, who will be happy to assist you:

Tel +971 4 3315600
Fax +971 4 3318034
E-mail info@arabiclanguagecentre.com
Web www.arabiclanguagecentre.com

To keep up to date with our news, please follow us:

[facebook.com/arabiclanguagecentre](https://www.facebook.com/arabiclanguagecentre)
twitter.com/alcuae
Linkedin : Arabic Language Centre

COURSE DESCRIPTION

Cultural Arabic (14 hours)

The Course provides a good insight into cultural and social topics such as the values, traditions, social life, religions and geography of the Arab World. The course helps in creating cultural awareness and a better understanding of the Arabic norms and values. The course also includes an optional cultural trip.

Beginners I Intensive Part A (18 hours)

Topics covered: Common Greetings, Introductions, Giving Personal Data (Name, Occupation, Country of Origin, Profession), Family and Relations, Welcoming a Guest, Asking Questions using When, Where, What, How, How Much, How Many, Days of the Week, Prepositions, Numbers and Rules of Counting 0 – 10, Telephone Numbers

Grammar: Basic Word Structure, Basic Sentence Structure with or without action words, Verb Conjugation - Present Future Verb Tense (for the pronoun I), Descriptive Pattern, Interrogatives, Pronoun Pattern (I, We, You), Function Words (want and have), Dual and Plural forms of Nouns, Negations, Masculine-Feminine Nouns and Adjectives Agreement, Demonstrative Articles

Extras: Listening Comprehension, Role Plays, Translations

Beginners I Intensive Part B - Continued From Part A (18 hours)

Topics covered: Arabic Script: Recognition of all letters, The rules of Arabic Writing, The Long Sounds (vowels) and Short Vowels (Harakaat), Symbols and stressed Syllable, The sun and moon letters

Topics: (Continued from Part A): Giving Personal Data, Family and Relations, Welcoming a Guest, Inviting a Guest, Talking about someone, Asking Questions using When, Where, What, How, How Much, How Many, Prepositions (in/at), Common Expressions, Numbers and Rules of Counting 0 – Infinity, Telling the Date, Telling the Time, Mathematical Symbols

Grammar: Basic Word Structure, Verb Conjugation - Present Future Verb Tense, Descriptive Pattern, Pronoun Pattern (He, She, They), Function Words (have been and can), Dual and Plural forms of Nouns, Negations, Masculine-Feminine Nouns and Adjectives, Words showing Time and Place, The Nunation

Extras: Listening Comprehension, Role Plays, Translations, Little Words

BEGINNERS I (32 hours)

Topics Covered: Basic Rules of Arabic Writing • Recognition of Script • Pronunciation of Sounds • Common Greetings • Getting Acquainted • Introductions • Giving Personal Data (Name, Occupation, Country of Origin, Nationality) • Family and Relations • Welcoming a Guest • Asking Questions using When, Where, What, How, How Much, How Many • Telling the Time • Days of the Week • Numbers and Rules of Counting • Prepositions • Adverbs of Time • Expressions •

Basic Word Structure • Present Future Verb Tense • Descriptive Pattern • Interrogatives • Pronoun Pattern • Function Words • Dual and Plural forms of Nouns • Negations • the Article “al” • Demonstrative Articles

BEGINNERS II (30 hours)

Topics covered: Giving and receiving directions • Travelling and holiday (Where to?) • Address (Where is?) • Life in the Emirates • Bio Data • Learning the Arabic Language • Present/Future Verb Pattern • Descriptive Pattern • Word Structure • Doer/Receiver • Prepositions • Translation

BEGINNERS III (30 hours)

Topics covered: Appointments • Telephone Conversation • Timing • Working Hours • Shopping • At a party • Introducing • Inviting • Colours • Months of the Year • Present/Future Verb Pattern continued • Comparatives • Introduction to Past Tense Pattern • Word structure extended • Verb Forms

BEGINNERS CONVERSATION (30 hours)

Course description: A course revising all topics covered in the first three Beginners levels by using the same vocabulary and material in new situations. Emphasis is placed on oral communication skills, through role plays, guided and unguided conversations, translations and situations. Its aim is to present the same information in a new and different light to enable students to become more familiar with the vocabulary and to be able to communicate more fluently and with confidence.

INTERMEDIATE I (30 hours)

Topics covered: Business Trip • Travelling • Family • Traffic regulations • Car Accident • Personal Data • Education • Past Tense Pattern • Verb Forms continued

INTERMEDIATE II (30 hours)

Topics covered: Travelling and Booking a Holiday • Opinions • Hotels & Restaurants • New Office/Home • Weather • A Tourist • Reinforcement of all Grammatical Patterns • The Imperative Mood • Verb Forms continued

INTERMEDIATE III (30 hours)

Topics covered: Immigration Department • Ministries • Weather & Climate • Means of Entertainment • At a Party • Past Continuous • Verb Forms • Nominal & Descriptive Patterns

INTERMEDIATE CONVERSATION (30 hours)

Course description: A course allowing students to strengthen their communication skills by revising the information they have covered in the previous Beginners and Intermediate levels through practical every day situations. This gives students the opportunity to further improve their knowledge of the topics covered through new situations. It aims to allow delegates to familiarise themselves with the many usages of the vocabulary they already know thus enabling them to converse fluently and with more confidence.

TRANSITION COURSE (30 hours)

A pre-requisite to joining the Advanced Arabic Programme, the course's objective is to allow students a smooth transition into the world of Classical Arabic. Course Description: Students are introduced to the classical form of words and grammatical concepts that have already been covered. The course aims to encourage students to develop an understanding of the written forms of the language and open the door to Arabic Media.

Advanced Arabic Programme I

(approx. 2 years) | 240 Hours

Course Description: The course addresses the four language skills at an advanced level. It aims to enable students to advance their knowledge of Classical Arabic and develop more sophisticated reading and writing skills, in addition to oral communication.

Topics covered: Personal Information • Education • Social Situations • Sports Cultural Events • Politics • Tourism • Letter Writing • Nature and Service Industries (banks, hotels, restaurants, airlines, shopping). At the Arabic Language Centre, the programme incorporates Arabic Media (Radio, TV, and Newspapers).

Advanced Arabic Programme II

(one/two year programme) | 120/240 Hours

The objective of the course is to give students a solid grounding in language skills, culture and society of the Arab world, allowing students to further their Classical Arabic knowledge to develop a good understanding of the written forms of the language in a variety of registers.

Topics Covered: Day-to-day matters • Society • Working world • Environment and Citizenship • International Context • Arab History • Arab Media • Culture • Socio-Culture • Vocalization • Nominal and Verbal Sentences • Noun Cases • Verb Moods • Adjectives • Adverbs • Particles and Numbers.

Phonetics courses available on request.

COURSE RATES

PUBLIC COURSES

COURSE LEVEL	HOURS	Tuition Fees	COURSE MATERIALS
Cultural Arabic	14 hrs	AED 980	AED 200
Beginners I	32 hrs	AED 2,100	AED 250
Beginners I Intensive A	18 hrs	AED 1,300	AED 100
Beginners I Intensive B	18 hrs	AED 1,250	AED 150
Beginners II	30 hrs	AED 1,950	AED 200
Beginners III	30 hrs	AED 1,950	AED 200
Beginners Conversation	30 hrs	AED 1,950	AED 200
Intermediate I	30 hrs	AED 1,950	AED 200
Intermediate II	30 hrs	AED 1,950	AED 200
Intermediate III	30 hrs	AED 1,950	AED 200
Intermediate Conversation	30 hrs	AED 1,950	AED 200
Transition	30 hrs	AED 1,950	AED 200
Advanced Arabic Programme I	30 hrs	AED 1,950	AED 300*
Advanced Arabic Programme I	30 hrs	AED 1,950	AED 300
Advanced Arabic Programme I	30 hrs	AED 1,950	AED 300*
Advanced Arabic Programme I	30 hrs	AED 1,950	AED 300
Advanced Arabic Programme II	30 hrs	AED 1,950	AED 300*

New Learner's Fee (one-time fee applicable to new students only)

AED 100

Assessment – upon request (AED 50 of the fee is refunded upon registration)

AED 100

* every other term

We require a minimum of six students to run a public course.

Prices are subject to change.

PRIVATE / SEMI PRIVATE COURSES

NUMBER OF STUDENTS	HOURLY RATE	COST PER STUDENT	COURSE MATERIALS
1 Student	AED 240	AED 240	Depends on the level
2 Students	AED 360	AED 180	Depends on the level
3 Students	AED 360	AED 120	Depends on the level
4 Students	AED 360	AED 90	Depends on the level
5 Students	AED 360	AED 72	Depends on the level

The cost of the course material ranges from 200 - 300 AED per student depending on the level.

CORPORATE COURSES

Our In-House Course fees are based on an hourly rate and depend on the number of students in a group. The detailed hourly rates for In-House courses are shown below :

NUMBER OF STUDENTS	HOURLY RATE	COURSE MATERIALS
1 Student	AED 320 (exc. course material)	Depends on the level
2 Students	AED 380 (exc. course material)	Depends on the level
3 - 7 Students	AED 440 (exc. course material)	Depends on the level
8 - 12 Students	AED 530 (exc. course material)	Depends on the level
13 - 15 Students	AED 610 (exc. course material)	Depends on the level

Additional fees : travel time dependent on location - from AED 40/- to AED 175/- and parking costs if applicable.

We have developed a number of In-House courses which concentrate on Arabic needed in specific work environments, i.e. Hotel, Banking, Medical, Motor and Electronic industries.

Payment Terms and Policies

Payment Terms

Course fees should be made in full before the start of the term for a student's place to be confirmed. Students who have registered and not paid for a class may lose their spot if they miss the payment deadline.

No Refund Policy

ALC follows a strict No Refund Policy and does not hold credit for uncompleted courses. Refunds are offered only when classes are cancelled by ALC.

Enrolments and payments can be made at the Arabic Language Centre, Dubai World Trade Centre, Sheikh Rashid Tower, Level 4. We are open Sunday to Thursday, 9am-6pm.

Payments can be made using the following methods:

- 1. Cash** (please remember to collect a signed receipt for your payment)
- 2. Cheque** - payable to Arabic Language Centre (please write the student's name on the back of the cheque).
- 3. Bank Transfer** - details are as follows (please email us at info@arabiclanguagecentre.com to advise of the transaction details). If you are not transferring money from an account with the same bank, please add AED25 to the total amount to cover the transaction fee:

Account Name	: Arabic Language Centre
IBAN account No	: AE41 0260 001014328122001
Swift Code	: EBILAEAD
Bank	: Emirates National Bank of Dubai
Branch	: Exhibition Hall Branch, Dubai World Trade Centre, Dubai, UAE
Email Id	: info@arabiclanguagecentre.com
Purpose	: Fee for _____ course (please mention the student's name)

- 4. Credit Card** only in person at our premises.

For more information or to book a course, please contact the ALC Team:

Tel 04 3315600

Fax 04 3314954

LIST OF OUR CLIENTS

British Embassy

Consulate General of Canada

HSBC

Dubai Mercantile Exchange

Dubai Chamber of Commerce

Consulate General of Italy

DIFC / DFSA

Emirates Airlines

Shell International

Bloomberg

Ducab

Dubal

Standard Chartered Bank

Nour Islamic Bank

Wild Wadi

Vella International

National Bank of Abu Dhabi

And many more...



مركز اللغة العربية
the arabic language centre

TESTIMONIALS...what people are saying about us

"The British Embassy has been using the ALC for several years to provide advanced level training to diplomats required to speak Arabic at a very advanced level. ALC has provided tailored, 1-1 training in the Embassy with an excellent teacher. With other parts of the Middle East now becoming less suitable for language training due to political events, we may look to use the ALC to provide language training to diplomats preparing for assignments in other parts of the Arab world, given our assessment that the ALC meets our standards for language training and in view of our positive past collaboration with the school and its teachers."

Rosemary Davis, The British Embassy

"Our members found the structure of the course very well thought-out and implemented. The course was delivered by teaching simple social and business Arabic language that can be utilized on a regular day to day basis. The teachers' techniques were excellent; they created a great learning environment by encouraging communication and active learning. The students enjoyed the classes immensely and feedback was very positive."

Vela Activities Club

"On behalf of Ducab, I would like to extend my sincerest thanks and appreciation to your Centre for the effort and professionalism that you have demonstrated and for your excellent service. The feedback was extremely positive, all the participants have enjoyed the workshop and found it to be useful as anticipated, and thus we might be considering the next level of this course after Ramadan."

Ducab

"The method of teaching and the environment is outstanding. I have never thought that Arabic could be easy. I would have to thank all of you for making it easy for us as by now I am able to read, write and speak according to my level."

Orit Abdella, Beg II Student

"It has been a very good learning experience. Spending 23 years in Dubai, now I've finally started understanding Arabic a lot. Thank you ALC, you have a great bunch of people and a very good curriculum!"

Sahar Latheef, Beginners II Student

"I found the strategy of the teaching excellent. I feel comfortable in the class and I was encouraged to speak and use my knowledge of Arabic language."

Francesca Furlanis, Beginners II student

"... the teachers and staff are very friendly and willing to help beyond their usual means. The atmosphere within the (class) study groups is very energetic and the delivery of lessons is done in an utmost professional manner."

Novara Kashif, Beginners III student

"The way of teaching is excellent, fun and rewarding."

Sophie, Beginners III student

"ALC has an excellent teaching methodology which makes learning Arabic very easy. The teachers are very experienced, knowledgeable and patient. The staff is very cooperative. The environment is very conducive to the learning."

Raza Ali Rashid, Beginners III student

"My journey with ALC has been a memorable one so far. The staff is friendly and helpful. I have enjoyed every bit of my Arabic learning days here!"

Tanushree Dalmia, Int III

