



UNIVERSITI TEKNOLOGI MARA

ALS503: ARABIC CULTURE AND CUSTOMS

Course Name (English)	ARABIC CULTURE AND CUSTOMS APPROVED
Course Code	ALS503
MQF Credit	3
Course Description	This is a course designed to provide an understanding of the basic concepts in the Arabic culture and customs. It includes beliefs, ways of thinking, values and attitudes, family structure, business setting and how to socialize with Arabs. Students will also expose the difference between the cultures of the Arabs from various countries.
Transferable Skills	-Demonstrate ability to socialize with people from different walks of life (Responsive) -Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks (Ethically and socially sensitive)
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Discussion, Presentation, Self-directed Learning
CLO	CLO1 Identify different customs and traditions in Arab society CLO2 Identify Arabic business style and etiquette CLO3 Differentiate between the cultures of the Arabs from various countries CLO4 Analyse the culture aspect through oral and written modes of communication
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to custom 1.1) Definition of custom	
2. Welcome & greeting 2.1) Customs and traditions in Arab society 2.2) Gesture	
3. Family structure (kunyah, laqab etc) 3.1) Family group of people affiliated by marriage 3.2) Nickname in Arabic family	
4. Hospitality in Arabic countries 4.1) Hospitality in Arabic countries 4.2) Arabs services to the guests	
5. Food and drink 5.1) Types of food and drink service 5.2) Types of food and drink	
6. Dressing 6.1) Types of dress 6.2) The way of life of Arabs through dress	
7. Songs & poem 7.1) Types of Arabic songs dance 7.2) Songs and dance depending on the country and region	
8. Ceremony and festival 8.1) Marriage 8.2) Religious festival among Arab	
9. Values and attitudes 9.1) Relationship between Arabic women's beliefs 9.2) Relationship between Arabic men's beliefs 9.3) The common perceptions among all Arab cultures	

10. Business setting

10.1) Socializing with Arabs

10.2) Comparison of various Arab cultures from different Arab

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Students prepare a group assignment based on topic given	20%	CLO1 , CLO2 , CLO3
	Online Quiz	Multiple choice & true false (20 questions)	10%	CLO1 , CLO2
	Presentation	Evaluate students` achievement through their individual presentation	20%	CLO1 , CLO2 , CLO3 , CLO4
	Writing Test	Mid term test (short structured question and essay)	20%	CLO1 , CLO2 , CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Abas Hhideen 2012, '<i>Turats Qriaty</i>', Markaz al-Kitab Oman • Ahmad Isa, '<i>Al-Marah Al-'Arabiyyah wa Al-Ibda' Al-Syi'ry</i>', Dar: Garair al-Ordon • Ahmed rajab al- Asmar 2012, '<i>Thalai' al-Fajr.</i>', Dar: al-Forqan Oman • Ahmed rajab al- Asmar 2013, '<i>Karamah Al-Hayat</i>', Dar: al-forqan Oman • Ahmed Salim Zawa 2013, '<i>Mu'jam aAl-Turats.</i>', Dar: Azminah Oman • Aminah Abu Hajar 2002, '<i>Mausua'h al-Mudun al-A'rabiyyah</i>', Dar: Osama Jordan • Asraf Sabir 2012, '<i>Dzikru al-Thair wa Al-Hayawan al-libnaainah</i>', Dar: al- Massira • Ata allah al- Zakwan 2013, '<i>al-A'dat wa Al-Taqalid fi Jil AL-A'ra</i>', Dar: Ala al-Din Dimasyak • Basan al- Samed, '<i>al-Wujud aAl-Insani</i>', Dar: _al-Forqan Oman • Maznar 2013, '<i>Fannu al-Tabkh al-'Arabi.</i>', Maktabah Libnaniah • Mohamad Kamil 2012, '<i>Mausua'h A'garab al-Mu'taqidat Al-A'rabiyyah.</i>', al-Dar: la- Msiriah al-Libnaniah • Mohmad al- Katib 2012, '<i>al-Mujtama' Al-A'rabi Al-Qadim</i>', Dar: Ala al-Din Dimasyak • Omar abd al-Rhaman 2012, '<i>AL-Wa'yi Al-Felkluri fi Al-Ardan.</i>', Al-Ordon • Salm Ahmed 2013, '<i>Masrahiyah Al-Thifl Al-A'rabi.</i>', al-Markaz al-Kitab al –Academic • Shraf Abu Sininah 2005, '<i>Mausu'ah Ilmu al-Kaun wa al-Fdaa</i>', Dar: Osama Jordan [ISBN:BOOK] • Yusuf al- laz 2012, '<i>Qishas Wa Hikayat Sya'biyyah</i>', al-Markaz al-Kitab al –Academic Oman
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources