



UNIVERSITI TEKNOLOGI MARA

BAP550: ARABIC FOR THE WORKPLACE I

Course Name (English)	ARABIC FOR THE WORKPLACE I APPROVED
Course Code	BAP550
MQF Credit	3
Course Description	This course focuses on communication in formal and semi formal workplace. Various communicative situations are introduced like telephone conversation, note-taking, reception skills, career guidance, presentation skills and others. The activities involve cover a broad range of areas (tourism, banking, business, politics, health, education and others).
Transferable Skills	-Demonstrate ability to communicate clearly and confidently, and listen critically (Effective communicator) -Demonstrate enthusiasm, leadership and the ability to positively influence others (Confident) -Demonstrate ability to work professionally and contribute positively in a team (Experienced collaborator)
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Listening Activity, Discussion, Presentation, Small Group Sessions
CLO	CLO1 Explain the principle of oral communication in workplace CLO2 Use the oral communication techniques at workplace CLO3 Use the correct register according to the types of oral communication skills in the workplace CLO4 Communicate effectively and able to receive and disseminate information at the workplace
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to various types of communication at the workplace 1.1) The basic principles of conversation 1.2) How to manage a successful conversation at workplace: 1.3) Before starting a conversation 1.4) Starting a conversation 1.5) Ending the conversation	
2. Language expressions at the workplace 2.1) First day at workplace: 2.2) Introducing yourself to the HR 2.3) Meeting new colleagues 2.4) Introduce yourself to the various departments of the organization 2.5) Situations: 2.6) Dialogues at the faculty 2.7) Dialogues at the travel agency 2.8) Dialogues at the shopping mall 2.9) Dialogues at the Airport 2.10) Dialogues at the Hotel	
3. Introductory skills and Telephoning skills 3.1) Communication across telephoning: 3.2) General rules 3.3) Making a call to some one you do not know 3.4) Locate the person 3.5) Making a request 3.6) Making an arrangement 3.7) Giving Information	

- 3.8) Making an appointment
- 3.9) Cancelling an appointment
- 3.10) Leaving messages or asking the caller to leave a message.
- 3.11) Ending a call

4. Conversation skills in the workplace

- 4.1) Tips for better telephone skills
- 4.2) Phrases to avoid in conversation
- 4.3) Rules of how to make a successful small talk

5. Announcement and briefing at the workplace

- 5.1) How to make announcement and briefing properly:
- 5.2) At the shops
- 5.3) At hospital
- 5.4) At tourist stations
- 5.5) At airports
- 5.6) At the office

6. Interviewing

- 6.1) Questions an employee may ask during an interview
- 6.2) Questions an employer may ask during an interview
- 6.3) Describing a lack of work experience

7. Meeting

- 7.1) Useful arabic vocabulary phrases for business negotiations and meetings.
- 7.2) Sample dialogues - Running a business meeting

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group presentation	20%	CLO1 , CLO2 , CLO3 , CLO4
	Presentation	Presentation 1	20%	CLO1 , CLO2 , CLO3 , CLO4
	Quiz	Multiple choice & True -false	10%	CLO1 , CLO2
	Writing Test	Mid term test (Short strucutred & essay)	20%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> • ‘Abd al-Hakam Ahmad al-Khazami, <i>The Language of Communication In Business Circle</i>, Maktabah Ibn Sina Kaherah
	Reference Book Resources	<ul style="list-style-type: none"> • ‘Abd al-Hakam Ahmad al-Khazami 2012, <i>The Language of Management Skill</i>, Maktabah Ibn Sina Kaherah • Abd al-Hakam Ahmad al-Khazami 2011, <i>The Persuasive Profesional Writing in Workplace</i>, Maktabah Ibn Sina Kaherah • ‘Abd al-Rahman al-Tawfiq 1995, <i>Manhaj al-maharat al-idariyyah: l’dad al-taqarir wa idaratt al-ijtima’aat</i>, Markaz al-khibraat al-mihniyyatt li al-idaratt Kaherah • ‘Izz al-Din Faraj 1998, <i>Fann al-hadith wa adab al-istima’ wa al-munaqashatt wa al-samṭ</i> Dar al-fikr al-‘Arabiyy Kaherah • Akram ‘Abd. al-Wahhab 2003, <i>Fann al-Hadith wa al-Ta’amul ma’a al-Nas</i>, Maktabatt Ibn Sina Kaherah • Fahd Khalil Zayid 2007, <i>Fann al-hiwar wa al-iqna’</i>, Dar al-Nafa’is li al-nasyr wa al-tawzi’ Kaherah • Jamal Hajj Najib, Hilal Qishqish 2005, <i>Fan al-kitabatt wa al-muhadathatt fi ‘Alam al-‘amal</i>, Dar ‘Alam al-thaqafatt lil nashr wa tawzi’ Kaherah • Jun Watcherly Bayn 1998, <i>al-Ijtima’at al-najihatt</i>, al-Dar al-‘Arabiyyatt li al-ulum Kaherah • Maher Sya’ban ‘Abd al-Bari 2011, <i>Maharat al-Tahadduth al-‘Amaliyyatt wa al-Ada’</i>, Dar al-Masiratt Amman
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	