# MODULE SESSION 1 | وحدة الجلسة الأولى

# OPENING DOORS - التعارف

## BizArabic for ESQ165

الجلسة الأولى: فتح الأبواب - التعارف والانطباعات الأولى

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## 1. SESSION OVERVIEW | نظرة عامة

### \*\*Session Title\*\*

Opening Doors - التعارف

\*Perkenalan & First Impressions\*

### \*\*Session Number\*\*: 1 of 8

### \*\*Duration\*\*:

* Pre-Session: 30-45 minutes (self-paced)
* Live Session: 120 minutes
* Post-Session: 20-30 minutes

### \*\*Phase\*\*: Foundation (Week 1)

### \*\*Big Picture\*\*

This is your first step into the world of Arabic business communication. Like opening a door to a new partnership, we'll learn how to make powerful first impressions, introduce ourselves professionally, and understand the cultural importance of greetings in Arab business culture.

الفكرة الكبرى: الانطباع الأول يدوم. في هذه الجلسة، سنتعلم كيف نفتح أبواب الشراكة من خلال التقديم الاحترافي والتحيات المناسبة.

English: The first impression lasts. In this session, we'll learn how to open doors to partnership through professional introductions and appropriate greetings.

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## 2. LEARNING OBJECTIVES | أهداف التعلم

### By the End of This Session, You Will Be Able To:

#### \*\*Knowledge (المعرفة)\*\*

* ✅ Recognize and pronounce all 28 Arabic letters
* ✅ Understand the Arabic alphabet system and its unique characteristics
* ✅ Identify formal vs. informal greetings
* ✅ Know the structure of Arabic self-introduction
* ✅ Understand 25-30 business vocabulary words

#### \*\*Skills (المهارات)\*\*

* ✅ Pronounce challenging Arabic sounds (خ، غ، ع، ح، ق، ص، ض، ط، ظ)
* ✅ Introduce yourself with name, position, and company in Arabic
* ✅ Greet Arab business partners appropriately in formal settings
* ✅ Use basic courtesy phrases (thank you, welcome, honored to meet you)
* ✅ Write your name and company name in Arabic script

#### \*\*Cultural Competencies (الكفاءات الثقافية)\*\*

* ✅ Understand the spiritual significance of greetings in Islam
* ✅ Apply appropriate gender considerations in introductions
* ✅ Use titles respectfully (أستاذ، دكتور، معالي)
* ✅ Recognize the difference between MSA and Saudi dialect in greetings

#### \*\*Values (القيم)\*\*

* ✅ Appreciate \*adab\* (ethics) in first meetings
* ✅ Understand greeting as a form of blessing
* ✅ Practice humility and respect in introductions

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## 3. PRE-SESSION MATERIALS | مواد ما قبل الجلسة

### \*\*A. Spiritual Reflection (5 minutes)\*\*

🕌 التأمل الروحي  
الحديث النبوي:  
"أفشوا السلام بينكم" (رواه مسلم)  
الترجمة:  
"نشروا السلام بينكم" - حديث شريف  
المعنى:  
السلام ليس مجرد تحية، بل هو دعاء ونية طيبة. عندما نقول "السلام عليكم"، نحن ندعو للطرف الآخر بالسلامة والأمان. هذا يجعل كل لقاء عمل فرصة لنشر الخير.

English Translation & Reflection:

> Hadith: "Spread peace among yourselves" (Narrated by Muslim)

>

> Meaning: Greeting with "Assalamu alaikum" (السلام عليكم) is more than hello—it's a blessing. You're wishing safety, peace, and God's protection upon the other person. Every business interaction becomes an opportunity to spread goodness.

Reflection Questions:

1. How does viewing greetings as blessings change your approach to business meetings?
2. What ESQ values align with this concept of greeting as a prayer?

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### \*\*B. Pre-Session Video Lectures (10-15 minutes total)\*\*

#### \*\*Video 1: Welcome to BizArabic\*\* (3 minutes)

* Introduction to the program
* Why Arabic for ESQ 165?
* What to expect in Session 1
* Motivational message

#### \*\*Video 2: Arabic Alphabet & Pronunciation\*\* (5 minutes)

Topics covered:

* 28 Arabic letters overview
* Right-to-left writing system
* Connected vs. disconnected letters
* Special sounds: ع (ayn), ح (ha), خ (kha), غ (ghayn), ق (qaf)

Watch for:

* Mouth position demonstrations
* Comparison with Indonesian/English sounds
* Practice words

#### \*\*Video 3: Business Greetings\*\* (4 minutes)

Topics covered:

* السلام عليكم (Assalamu alaikum) - formal greeting
* صباح الخير (Sabah al-khair) - Good morning
* مساء الخير (Masa al-khair) - Good evening
* أهلاً وسهلاً (Ahlan wa sahlan) - Welcome

Demonstrations:

* Native speaker pronunciation
* Appropriate contexts for each
* Body language (handshakes, gestures)

#### \*\*Video 4: Self-Introduction Structure\*\* (3 minutes)

Template:

السلام عليكم  
اسمي... / أنا...  
أعمل في شركة / مؤسسة...  
أعمل كـ...  
من إندونيسيا  
تشرفنا

Example:

السلام عليكم ورحمة الله وبركاته  
اسمي أحمد  
أعمل في مؤسسة إي إس كيو  
أعمل كمدرب في مجال القيادة الروحية  
من إندونيسيا  
تشرفنا بلقائكم

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### \*\*C. Reading Materials (5-7 minutes)\*\*

#### \*\*📄 Document 1: Arabic Alphabet Chart\*\*

Letter

Name

Sound

Example

Notes

ا

Alif

a, ā

أحمد (Ahmad)

Long vowel

ب

Ba

b

بيت (bayt - house)

Like English 'b'

ت

Ta

t

تدريب (tadrib - training)

Like English 't'

ث

Tha

th

ثلاثة (thalatha - three)

Like 'th' in 'think'

ج

Jim

j

جميل (jamil - beautiful)

Like 'j' in 'jam'

ح

Ha

ḥ

حال (hal - condition)

Special: Throat 'h'

خ

Kha

kh

خير (khayr - goodness)

Special: Like German 'ch'

د

Dal

d

دكتور (duktur - doctor)

Like English 'd'

ذ

Dhal

dh

ذهب (dhahab - gold)

Like 'th' in 'this'

ر

Ra

r

رئيس (ra'is - president)

Rolled 'r'

ز

Zay

z

زمن (zaman - time)

Like English 'z'

س

Sin

s

سلام (salam - peace)

Like English 's'

ش

Shin

sh

شركة (sharika - company)

Like 'sh' in 'ship'

ص

Sad

ṣ

صباح (sabah - morning)

Special: Emphatic 's'

ض

Dad

ḍ

ضيف (dayf - guest)

Special: Emphatic 'd'

ط

Ta (heavy)

ṭ

طيب (tayyib - good)

Special: Emphatic 't'

ظ

Dha (heavy)

ẓ

ظهر (dhuhr - noon)

Special: Emphatic 'dh'

ع

Ayn

'

عمل ('amal - work)

Special: Throat sound

غ

Ghayn

gh

غد (ghad - tomorrow)

Special: Gargled 'r'

ف

Fa

f

في (fi - in)

Like English 'f'

ق

Qaf

q

قيادة (qiyada - leadership)

Special: Deep 'k' from throat

ك

Kaf

k

كيف (kayfa - how)

Like English 'k'

ل

Lam

l

لقاء (liqa - meeting)

Like English 'l'

م

Mim

m

مدير (mudir - manager)

Like English 'm'

ن

Nun

n

نجاح (najah - success)

Like English 'n'

هـ

Ha

h

هو (huwa - he)

Like English 'h'

و

Waw

w, ū

وقت (waqt - time)

Like English 'w' or long 'u'

ي

Ya

y, ī

يوم (yawm - day)

Like English 'y' or long 'i'

🎯 Focus on Special Sounds (highlighted in yellow):

* ع (ayn) - Deep throat sound, like saying 'a' from your throat
* ح (ha) - Breathy 'h' from throat
* خ (kha) - Like Scottish 'loch' or German 'Bach'
* غ (ghayn) - Gargled French 'r'
* ق (qaf) - Deep 'k' from back of throat
* ص، ض، ط، ظ - Emphatic versions (tongue lower, heavier sound)

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#### \*\*📄 Document 2: Vowel System (الحركات)\*\*

Arabic has three short vowels (diacritics) and three long vowels:

Short Vowels:

* Fatḥah (َ) = a (as in 'cat')

- Example: كَتَبَ (kataba - he wrote)

* Kasrah (ِ) = i (as in 'sit')

- Example: كِتَاب (kitab - book)

* Ḍammah (ُ) = u (as in 'put')

- Example: كُتُب (kutub - books)

Long Vowels:

* Alif (ا) = ā (long 'a')

- Example: سَلَام (salām - peace)

* Waw (و) = ū (long 'u')

- Example: نُور (nūr - light)

* Ya (ي) = ī (long 'i')

- Example: كَرِيم (karīm - generous)

Other Marks:

* Sukun (ْ) = no vowel (consonant only)
* Shadda (ّ) = double consonant
* Tanwin (ً، ٍ، ٌ) = -an, -in, -un endings

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#### \*\*📄 Document 3: MSA vs. Saudi Dialect\*\*

|  |  |  |
| --- | --- | --- |
| Context | MSA (Modern Standard Arabic) | Saudi Dialect (Hijazi/Najdi) |
| How are you? | كيف حالك؟ (Kayfa haluk?) | كيفك؟ / ايش حالك؟ (Kayfak? / Aysh halak?) |
| What do you want? | ماذا تريد؟ (Madha turidu?) | ايش تبي / ايش تبغى؟ (Aysh tabi / tabgha?) |
| Where are you? | أين أنت؟ (Ayna anta?) | وين انت؟ (Wayn int?) |
| Good | جيد (Jayyid) | زين / تمام (Zayn / Tamam) |

When to Use:

* MSA: Formal emails, presentations, official documents, contracts
* Saudi Dialect: Informal conversations, phone calls (casual), small talk, building rapport

For This Program: We'll teach primarily MSA (professional standard), with Saudi dialect notes as cultural bonuses for informal settings.

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### \*\*D. Pre-Session Quiz (5 minutes)\*\*

Instructions: Test your readiness for Session 1. You need 70% to pass. Unlimited attempts allowed.

Quiz Questions (7 total):

1. How many letters are in the Arabic alphabet?

- a) 26

- b) 28 ✓

- c) 30

- d) 32

1. What does "السلام عليكم" mean?

- a) Good morning

- b) Welcome

- c) Peace be upon you ✓

- d) Thank you

1. Which direction does Arabic writing flow?

- a) Left to right

- b) Right to left ✓

- c) Top to bottom

- d) Bottom to top

1. The letter "ع" (ayn) is pronounced:

- a) Like English 'a'

- b) Like English 'e'

- c) From the throat, deep 'a' sound ✓

- d) Like English 'o'

1. "شركة" means:

- a) Manager

- b) Company ✓

- c) Meeting

- d) Training

1. When should you use MSA (Modern Standard Arabic)?

- a) Casual phone calls

- b) Small talk with friends

- c) Formal business emails ✓

- d) Texting

1. The phrase "تشرفنا" means:

- a) Thank you

- b) Goodbye

- c) Honored to meet you ✓

- d) How are you?

Auto-grading: Instant results with explanations for wrong answers.

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## 4. CORE THEORY | النظرية الأساسية

### \*\*A. Why Pronunciation Matters in Business Arabic\*\*

Unlike English, where mispronunciation might just sound funny, in Arabic, pronunciation changes meaning:

Example 1:

* قَلْب (qalb) = heart
* كَلْب (kalb) = dog
* Difference: ق (q) vs. ك (k)

Example 2:

* سَلام (salām) = peace
* سَلَم (salam) = ladder
* Difference: Long vs. short vowel

Business Implications:

Mispronouncing someone's name or company name can:

* ❌ Show disrespect
* ❌ Create misunderstandings
* ❌ Damage credibility

Good News: Arabs are very forgiving of non-native speakers! They appreciate the effort. But aiming for correctness shows respect.

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### \*\*B. The Structure of Arabic Introduction\*\*

Arabic introductions follow a predictable pattern:

1. GREETING (التحية)  
 السلام عليكم ورحمة الله وبركاته  
 (Peace, mercy, and blessings of God be upon you)  
  
2. NAME (الاسم)  
 اسمي... OR أنا...  
 (My name is... OR I am...)  
  
3. ORGANIZATION (المؤسسة)  
 أعمل في...  
 (I work at...)  
  
4. POSITION (المنصب)  
 أعمل كـ...  
 (I work as...)  
  
5. ORIGIN (الأصل) - Optional but nice  
 من إندونيسيا  
 (From Indonesia)  
  
6. CLOSING COURTESY (التحية الختامية)  
 تشرفنا (بلقائكم)  
 (Honored to meet you)

Full Example:

السلام عليكم ورحمة الله وبركاته.  
اسمي فاطمة علي.  
أعمل في مؤسسة إي إس كيو.  
أعمل كمدربة في مجال التطوير الذاتي.  
من إندونيسيا.  
تشرفنا بلقائكم.

Transliteration:

Assalamu alaikum warahmatullahi wabarakatuh.

Ismi Fatimah Ali.

A'mal fi mu'assasat ESQ.

A'mal ka-mudarribah fi majal at-taṭwir adh-dhati.

Min Indonesia.

Tasharrafna bi-liqa'ikum.

English Translation:

Peace, mercy, and blessings of God be upon you.

My name is Fatimah Ali.

I work at ESQ Institution.

I work as a trainer in the field of self-development.

From Indonesia.

Honored to meet you.

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### \*\*C. Cultural Context: The Power of Greetings\*\*

#### \*\*1. Greeting as Spiritual Act\*\*

In Islamic culture (which deeply influences Arab business culture), greetings are:

* A blessing: You're invoking peace and safety upon the other person
* An obligation: Prophet Muhammad (ﷺ) encouraged spreading greetings
* A relationship builder: Creates immediate positive connection

#### \*\*2. The Extended Greeting\*\*

Full version: السلام عليكم ورحمة الله وبركاته

(Assalamu alaikum warahmatullahi wabarakatuh)

Response: وعليكم السلام ورحمة الله وبركاته

(Wa alaikumussalam warahmatullahi wabarakatuh)

Why it matters:

* Shows respect and thoroughness
* Demonstrates cultural awareness
* Makes excellent first impression
* Used in formal business settings

Shorter versions (less formal):

* السلام عليكم (Assalamu alaikum)
* Response: وعليكم السلام (Wa alaikumussalam)

#### \*\*3. Physical Greetings\*\*

Handshakes:

* Men with men: Yes, common (right hand)
* Women with women: Yes, common
* Men with women: DEPENDS on individual/organizational practice

- Some Saudi businesswomen shake hands

- Others prefer not to (Islamic modesty)

- Best practice: Wait for the woman to extend her hand first

- If no handshake, respectful nod and verbal greeting is perfect

Eye Contact:

* Moderate eye contact shows confidence
* But not intense staring
* More important with same gender

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## 5. VOCABULARY MASTER LIST | قائمة المفردات الرئيسية

### \*\*Session 1 Vocabulary: 28 Words\*\*

#### \*\*Category 1: Greetings & Responses (7 words)\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| Arabic | Transliteration | English | Usage |
| السلام عليكم | Assalamu alaikum | Peace be upon you | Formal greeting |
| وعليكم السلام | Wa alaikumussalam | And upon you peace | Response to above |
| صباح الخير | Sabah al-khair | Good morning | Time-specific |
| صباح النور | Sabah an-nur | Morning of light | Response to above |
| مساء الخير | Masa al-khair | Good evening | Time-specific |
| مساء النور | Masa an-nur | Evening of light | Response to above |
| أهلاً وسهلاً | Ahlan wa sahlan | Welcome | Welcoming phrase |

#### \*\*Category 2: Self-Introduction (8 words)\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| Arabic | Transliteration | English | Example |
| اسمي | Ismi | My name (is) | اسمي أحمد |
| أنا | Ana | I am | أنا فاطمة |
| أعمل | A'mal | I work | أعمل في شركة |
| في | Fi | In/at | في مؤسسة |
| كـ | Ka- | As | أعمل كمدير |
| من | Min | From | من إندونيسيا |
| تشرفنا | Tasharrafna | Honored (we are) | تشرفنا بلقائكم |
| بلقائكم | Bi-liqa'ikum | To meet you | تشرفنا بلقائكم |

#### \*\*Category 3: Organizations (5 words)\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| Arabic | Transliteration | English | Notes |
| شركة | Sharikah | Company/Corporation | Commercial entity |
| مؤسسة | Mu'assasah | Institution/Foundation | Non-profit or educational |
| معهد | Ma'had | Institute | Educational/training |
| منظمة | Munadhamah | Organization | General term |
| مركز | Markaz | Center | مركز تدريب (training center) |

#### \*\*Category 4: Positions/Titles (8 words)\*\*

|  |  |  |  |
| --- | --- | --- | --- |
| Arabic | Transliteration | English | Context |
| مدير | Mudir | Director/Manager | General management |
| مدير عام | Mudir 'am | General Director/CEO | Top position |
| رئيس | Ra'is | President/Chairman | Organizational leader |
| مدرب | Mudarrib (m) / Mudarribah (f) | Trainer | ESQ context |
| مستشار | Mustashar | Consultant | Advisory role |
| منسق | Munassiq | Coordinator | Project management |
| موظف | Muwadhdhaf | Employee | Staff member |
| أستاذ | Ustadh | Mr./Professor | Title of respect |

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### \*\*Pronunciation Practice Pairs\*\*

Focus on these commonly confused sounds:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Letter | Sound | Word Example | Meaning | Tip |
| ح | ḥ (breathy h) | حال (ḥal) | Condition | Like sighing 'ha' |
| ه | h (regular h) | هو (huwa) | He | Like English 'h' |
| --- | --- | --- | --- | --- |
| ع | ' (throat a) | عمل ('amal) | Work | Say 'a' from deep in throat |
| ا | a (regular a) | أنا (ana) | I | Regular 'a' sound |
| --- | --- | --- | --- | --- |
| ق | q (deep k) | قيادة (qiyada) | Leadership | 'k' from back of throat |
| ك | k (regular k) | كيف (kayfa) | How | Regular 'k' sound |
| --- | --- | --- | --- | --- |
| خ | kh (guttural) | خير (khayr) | Goodness | Like Scottish 'loch' |
| ك | k (regular) | كبير (kabir) | Big | Regular 'k' |

Practice Sentences:

1. أنا أعمل في مجال القيادة (Ana a'mal fi majal al-qiyada)  
2. الحمد لله، بخير (Alhamdulillah, bi-khayr)  
3. شركة خيرات (Sharikat Khayrat)

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## 6. GRAMMAR ESSENTIALS | أساسيات النحو

### \*\*A. Sentence Structure: Nominal vs. Verbal\*\*

Arabic has two main sentence types:

#### \*\*1. Nominal Sentence (جملة اسمية)\*\*

Structure: Subject + Predicate (no verb 'to be' needed!)

Example:

اسمي أحمد

Breakdown:

* اسمي (ismi) = My name [Subject]
* أحمد (Ahmad) = Ahmad [Predicate]
* NO VERB NEEDED! (Implied 'is')

English: My name (is) Ahmad.

More Examples:

أنا مدرب (Ana mudarrib) = I (am) a trainer  
هو مدير (Huwa mudir) = He (is) a manager  
هي مستشارة (Hiya mustasharah) = She (is) a consultant

#### \*\*2. Verbal Sentence (جملة فعلية)\*\*

Structure: Verb + Subject + Object

Example:

أعمل في مؤسسة إي إس كيو

Breakdown:

* أعمل (a'mal) = I work [Verb]
* في مؤسسة (fi mu'assasah) = in institution [Prepositional phrase]
* إي إس كيو (ESQ) = ESQ [Object]

English: I work at ESQ Institution.

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### \*\*B. Definite vs. Indefinite\*\*

Indefinite (A/An): No article needed

Definite (The): Add ال (al-) prefix

Examples:

|  |  |  |
| --- | --- | --- |
| Indefinite | Definite | English |
| مدير (mudir) | المدير (al-mudir) | a manager / the manager |
| شركة (sharikah) | الشركة (ash-sharikah) | a company / the company |
| مؤسسة (mu'assasah) | المؤسسة (al-mu'assasah) | an institution / the institution |

Note: When "ال" attaches to sun letters (ش، س، ت، etc.), the 'l' is assimilated:

* الشركة (ash-sharikah) NOT al-sharikah
* السلام (as-salam) NOT al-salam

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### \*\*C. Masculine vs. Feminine\*\*

Most feminine words end in ة (taa marbuta):

Masculine:

مدير (mudir) = (male) manager  
مدرب (mudarrib) = (male) trainer

Feminine:

مديرة (mudirah) = (female) manager  
مدربة (mudarribah) = (female) trainer

For ESQ Context:

* If you're a male trainer: مدرب (mudarrib)
* If you're a female trainer: مدربة (mudarribah)

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### \*\*D. Possessive Construction (الإضافة - Idafa)\*\*

To say "the manager of the company," Arabic uses construct state (no 'of'):

Structure: Possessed + Possessor (both nouns, no article on first)

Example:

مدير الشركة (mudir ash-sharikah)

Breakdown:

* مدير (mudir) = manager [NO "ال"]
* الشركة (ash-sharikah) = the company [HAS "ال"]
* Meaning: The company's manager / The manager of the company

More Examples:

رئيس المؤسسة (ra'is al-mu'assasah) = The president of the institution  
مركز التدريب (markaz at-tadrib) = The training center

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## 7. PRONUNCIATION GUIDE | دليل النطق

### \*\*A. The 9 Challenging Sounds for Indonesian Speakers\*\*

#### \*\*1. ع (Ayn) - The Throat 'A'\*\*

Description: Constrict your throat while saying 'a'. It's a voiced pharyngeal fricative.

How to Practice:

1. Say 'a' (ah)
2. Now say it from deeper in your throat
3. Imagine you're saying 'a' while gargling (without water)

Words to Practice:

عَمَل ('amal) = work  
عام ('am) = year  
أعمل (a'mal) = I work

Tip: Feel vibration in your throat, not just your voice box.

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#### \*\*2. ح (Ha) - The Breathy 'H'\*\*

Description: Like sighing, or fogging up a mirror. More breath than English 'h'.

How to Practice:

1. Imagine you're sighing deeply: "Hahhhhh"
2. Put your hand in front of your mouth—you should feel air
3. It's like the 'h' in "ahead" but longer

Words to Practice:

حال (ḥal) = condition  
الحمد لله (alḥamdulillah) = Praise be to God

Contrast with هـ (regular h):

* ح: More breath, from throat
* هـ: Regular 'h' like English 'hello'

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#### \*\*3. خ (Kha) - The Guttural 'KH'\*\*

Description: Like clearing your throat, or German 'ch' in "Bach", or Scottish 'ch' in "loch".

How to Practice:

1. Say 'k' (kah)
2. Move your tongue back
3. Let air pass through friction (like gargling)
4. Should sound rough, not smooth

Words to Practice:

خير (khayr) = goodness  
مساء الخير (masa' al-khayr) = good evening  
أخ (akh) = brother

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#### \*\*4. غ (Ghayn) - The Gargled 'GH'\*\*

Description: Like French 'r' or gargling. It's ع (ayn) but voiced.

How to Practice:

1. Say ع (ayn)
2. Now add voice (vibration)
3. OR: Gargle without water
4. OR: French 'r' in "Paris"

Words to Practice:

غد (ghad) = tomorrow  
غرض (gharaḍ) = purpose

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#### \*\*5. ق (Qaf) - The Deep 'Q'\*\*

Description: Like 'k' but from deeper in throat, almost a gulping sound.

How to Practice:

1. Say 'k' (kah)
2. Move your tongue MUCH further back
3. Almost like you're swallowing while saying 'k'
4. Should come from the very back of your throat

Words to Practice:

قيادة (qiyada) = leadership  
لقاء (liqa') = meeting  
وقت (waqt) = time

Contrast with ك (regular k):

* ق: Deep, from throat (like swallowing)
* ك: Regular 'k' like English "key"

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#### \*\*6. ص (Sad) - Emphatic 'S'\*\*

Description: 's' sound with your tongue lower and flatter (makes a heavier sound).

How to Practice:

1. Say regular 's' (sss)
2. Lower your tongue
3. Make the space in your mouth bigger
4. Should sound "darker" and "heavier"

Words to Practice:

صباح (ṣabāḥ) = morning  
خاص (khāṣ) = private/special

Contrast:

* ص: Heavy, dark 's'
* س: Light, normal 's'

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#### \*\*7. ض (Dad) - Emphatic 'D'\*\*

Description: 'd' with tongue lower (heavier than regular 'd').

Words to Practice:

ضيف (ḍayf) = guest  
مرض (maraḍ) = illness

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#### \*\*8. ط (Ta Heavy) - Emphatic 'T'\*\*

Description: 't' with tongue lower (heavier, fuller sound).

Words to Practice:

طيب (ṭayyib) = good  
نشاط (nashāṭ) = activity

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#### \*\*9. ظ (Dha Heavy) - Emphatic 'DH'\*\*

Description: 'th' (as in 'this') but emphatic (tongue lower).

Words to Practice:

ظهر (ẓuhr) = noon/back  
نظام (niẓām) = system

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### \*\*B. Daily Pronunciation Practice Routine (5 minutes)\*\*

Day 1-2: Focus on ع، ح، خ، غ

Day 3-4: Focus on ق، ص، ض، ط، ظ

Day 5-7: Mixed practice + real words

Exercise 1: Letter Pairs (2 min)

حَ - عَ - حَ - عَ  
خَ - غَ - خَ - غَ  
قَ - كَ - قَ - كَ  
صَ - سَ - صَ - سَ

Exercise 2: Real Words (3 min)

1. السلام عليكم (Assalamu alaikum)  
2. الحمد لله (Alḥamdulillah)  
3. صباح الخير (Ṣabāḥ al-khayr)  
4. أعمل في مجال القيادة (A'mal fi majal al-qiyada)  
5. شركة خيرات (Sharikat Khayrāt)

Use: AI Pronunciation Coach (ElevenLabs) for feedback!

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## 8. PRACTICE WORKSHEETS | أوراق التمرين

### \*\*WORKSHEET 1: ALPHABET TRACING\*\*

Instructions: Trace each letter 5 times, then write it 3 times from memory.

[For actual implementation, this would be a PDF with dotted letters to trace]

Sample:

Letter ب (Ba):  
بــ بــ بــ بــ بــ [Dotted tracing]  
\_\_ \_\_ \_\_ [Blank for practice]  
  
Letter ت (Ta):  
تــ تــ تــ تــ تــ [Dotted tracing]  
\_\_ \_\_ \_\_ [Blank for practice]

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### \*\*WORKSHEET 2: FILL IN THE BLANKS\*\*

Instructions: Complete the self-introduction using your own information.

السلام عليكم ورحمة الله وبركاته.  
اسمي \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
أعمل في \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
أعمل كـ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
من \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  
تشرفنا بلقائكم.

Your Answers (write in Arabic):

1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Country: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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### \*\*WORKSHEET 3: MATCHING EXERCISE\*\*

Instructions: Match the Arabic words with their English meanings.

|  |  |  |
| --- | --- | --- |
| Arabic |  | English |
| 1. شركة | \_\_\_\_ | A. Manager |
| 2. مدير | \_\_\_\_ | B. Company |
| 3. مؤسسة | \_\_\_\_ | C. Trainer |
| 4. مدرب | \_\_\_\_ | D. Institute |
| 5. معهد | \_\_\_\_ | E. Institution |
| 6. رئيس | \_\_\_\_ | F. Consultant |
| 7. مستشار | \_\_\_\_ | G. President |

Answers: 1-B, 2-A, 3-E, 4-C, 5-D, 6-G, 7-F

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### \*\*WORKSHEET 4: PRONUNCIATION CHECKLIST\*\*

Instructions: Record yourself saying each word. Check off when you can pronounce it correctly.

|  |  |  |  |
| --- | --- | --- | --- |
| Word | Transliteration | Meaning | ✓ |
| السلام عليكم | Assalamu alaikum | Peace be upon you | ☐ |
| صباح الخير | Ṣabāḥ al-khayr | Good morning | ☐ |
| اسمي | Ismi | My name | ☐ |
| أعمل | A'mal | I work | ☐ |
| شركة | Sharikah | Company | ☐ |
| مؤسسة | Mu'assasah | Institution | ☐ |
| مدرب | Mudarrib | Trainer | ☐ |
| قيادة | Qiyada | Leadership | ☐ |
| تشرفنا | Tasharrafna | Honored | ☐ |

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### \*\*WORKSHEET 5: WRITING YOUR BUSINESS CARD\*\*

Instructions: Design your business card in Arabic. Include:

1. Your name (اسمك)
2. Your position (منصبك)
3. Organization (مؤسستك)
4. Contact (if applicable)

Template:

┌─────────────────────────────────────┐  
│ │  
│ [Your Name in Arabic] │  
│ │  
│ [Your Position in Arabic] │  
│ │  
│ مؤسسة إي إس كيو │  
│ ESQ Leadership Center │  
│ │  
│ [Email/Phone - optional] │  
│ │  
└─────────────────────────────────────┘

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## 9. CULTURAL INSIGHTS | رؤى ثقافية

### \*\*A. The Importance of Titles in Arab Culture\*\*

Why Titles Matter:

* Show respect and recognition
* Acknowledge achievement and status
* Create positive first impression
* Avoid causing offense

Common Titles:

|  |  |  |
| --- | --- | --- |
| Arabic | Used For | Example |
| أستاذ (Ustadh) | Mr. / Professor / Teacher | أستاذ أحمد |
| أستاذة (Ustadha) | Ms. / Mrs. / Female teacher | أستاذة فاطمة |
| دكتور (Duktur) | Doctor (PhD or MD) | دكتور محمد |
| دكتورة (Duktura) | Female doctor | دكتورة سارة |
| معالي (Ma'ali) | His/Her Excellency (ministers, high officials) | معالي الوزير |
| المهندس (Al-Muhandis) | Engineer | المهندس علي |
| الشيخ (Ash-Shaykh) | Sheikh (religious scholar or tribal leader) | الشيخ عبد الله |

Best Practices:

1. Always use titles when you know them
2. If unsure, use أستاذ (Ustadh) for men, أستاذة (Ustadha) for women
3. In emails, never skip titles
4. When introduced, listen carefully for titles

Example:

❌ Wrong: "مرحباً محمد" (Hi Muhammad)

✅ Right: "مرحباً أستاذ محمد" (Hello Mr. Muhammad) or "مرحباً دكتور محمد" (Hello Dr. Muhammad)

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### \*\*B. Gender Considerations in Saudi Business Culture\*\*

Key Points:

1. Handshakes:

- Man-to-man: Yes, customary

- Woman-to-woman: Yes, customary

- Man-to-woman: Varies

- Some Saudi businesswomen shake hands with male colleagues

- Others prefer not to (for religious/modesty reasons)

- NEVER assume—wait for the woman to extend her hand first

- If she doesn't, a respectful nod + verbal greeting is perfect

1. Eye Contact:

- Moderate eye contact is respectful

- Prolonged staring (especially cross-gender) can be uncomfortable

- More relaxed with same gender

1. Personal Space:

- Saudis might stand closer than Indonesians/Westerners

- Same-gender: closer proximity is normal

- Cross-gender: maintain respectful distance

1. Topics to Avoid:

- Don't ask about female family members in detail (intrusive)

- General "how is your family?" is fine

- Don't compliment a woman's appearance directly (can be inappropriate)

ESQ Context:

* ESQ teams are mixed-gender
* Saudi partners might also have mixed teams
* Respect individual comfort levels
* When in doubt, observe and follow lead of Saudi counterparts

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### \*\*C. The Ritual of Hospitality (كرم - Karam)\*\*

What to Expect:

When visiting a Saudi office or meeting Saudi partners, expect:

1. Tea/Coffee Ritual

- Arabic coffee (قهوة عربية - Qahwa Arabiya): Lightly spiced, served in small cups

- Tea (شاي - Shay): Usually sweet, sometimes with mint

- Dates (تمر - Tamr): Often served with coffee

1. Protocol:

- Always accept (at least one cup) - refusing is rude

- If you truly can't drink, politely accept and just sip a little

- The cup will be refilled until you signal "enough"

- To signal you're done: Gently tilt the cup side to side

1. Small Talk During Coffee:

- This is not wasted time—it's relationship building!

- Business discussion usually starts after hospitality

- Rushing to business = disrespectful

What to Say:

* When offered: شكراً (Shukran - Thank you)
* After drinking: يسلمو (Yislamo - May God keep you safe) or بارك الله فيك (Barak Allahu fik - May God bless you)

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### \*\*D. Time Perception: Monochronic vs. Polychronic\*\*

Indonesian/Western Time (Monochronic):

* Time is linear
* One thing at a time
* Punctuality very important
* Schedule-driven

Arab/Saudi Time (Polychronic):

* Time is flexible
* Multiple things at once
* Relationships > schedules
* Event-driven (not clock-driven)

Practical Implications:

1. Meetings:

- May start 10-15 minutes late (normal, not rude)

- May be interrupted (phone calls, other visitors)

- May run longer than scheduled

- Decisions may not happen in one meeting

1. Deadlines:

- "Tomorrow" might mean "soon" (not literally tomorrow)

- "Insha'Allah" (إن شاء الله - God willing) = flexible commitment

- Build buffer time into your plans

1. Prayer Times:

- 5 daily prayers: Fajr, Dhuhr, Asr, Maghrib, Isha

- Never schedule meetings during prayer times

- Businesses close 15-20 minutes for prayer

- Respect this—don't show impatience

ESQ Approach:

* Be patient (sabr - صبر)
* Focus on relationship building, not just task completion
* Adapt to their pace while gently maintaining your own needs

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## 10. LIVE SESSION GUIDE | دليل الجلسة المباشرة

### \*\*Live Session Structure (120 minutes)\*\*

This guide is for participants to know what to expect during the live session.

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#### \*\*SEGMENT 1: WELCOME & ICE BREAKER\*\* (10 minutes)

10:00 - 10:10

Activities:

1. Greeting in Arabic (Instructor opens with full greeting)
2. Attendance via Chat:

- Type your greeting in Arabic: السلام عليكم

- Instructor responds to each

1. Ice Breaker: "Arabic Name Game"

- Instructor will give you an Arabic name based on your real name

- Practice pronouncing it

1. Quick Poll: "How confident do you feel about Arabic pronunciation?"

- Scale 1-5 (via Zoom poll)

- No wrong answers!

Learning Outcome: Feel welcomed, comfortable, and part of the community.

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#### \*\*SEGMENT 2: PRONUNCIATION & VOCABULARY DRILL\*\* (20 minutes)

10:10 - 10:30

Part A: Alphabet Warm-Up (5 min)

* Instructor models challenging sounds: ع، ح، خ، غ، ق
* Group repetition (unmute all): "Repeat after me"
* Individual spot-checks: Random participants practice

Part B: Vocabulary Drill (10 min)

* Flashcard style: Instructor shows word, group repeats
* Focus on Session 1 vocabulary (25 words)
* Emphasis on business terms: شركة، مؤسسة، مدير

Part C: Breakout Room Practice (5 min)

* Pairs (2 people)
* Task: Practice pronouncing 10 words to each other
* Give each other feedback
* Instructor visits rooms

Tools: Kahoot quiz on vocabulary (fun, timed, competitive!)

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#### \*\*SEGMENT 3: CULTURAL INSIGHT SESSION\*\* (15 minutes)

10:30 - 10:45

Today's Topic: "The Spiritual Power of Greetings"

Format:

1. Video (3 min): Authentic Saudi business greeting scenario
2. Discussion (7 min):

- What did you notice?

- How does it differ from Indonesian greetings?

- Why is hospitality so important?

1. Q&A (5 min):

- Questions about cultural nuances

- Clarifications

Key Takeaways:

* Greeting = blessing
* Hospitality = trust building
* Small talk ≠ wasted time

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#### \*\*SEGMENT 4: MAIN PRACTICE ACTIVITY\*\* (50 minutes) ⭐

10:45 - 11:35

This is the core of the session—100% hands-on practice!

Activity 1: Guided Self-Introduction Practice (15 min)

Step 1 (5 min): Instructor models full introduction

السلام عليكم ورحمة الله وبركاته.  
اسمي الأستاذ محمد.  
أعمل في مؤسسة التدريب المهني.  
أعمل كمدرب في مجال القيادة.  
من السعودية.  
تشرفنا بلقائكم.

Step 2 (5 min): Breakdown each part

* Greeting choice
* Name insertion
* Organization (adapt to YOUR organization)
* Position (adapt to YOUR role)
* Origin

Step 3 (5 min): Participants write their own version

* Use worksheet
* Instructor available for help via chat

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Activity 2: Breakout Room Introductions (20 min)

Setup: Pairs (2 people per room)

Task:

1. Partner A: Give full introduction in Arabic (2 min)
2. Partner B: Listen, then give feedback (1 min)
3. Switch roles
4. Repeat with corrections (2 min each)
5. New partner: Rotate to practice with someone else (repeat)

Instructor: Visits each room, gives live feedback

Feedback Form (participants use):

☐ Clear pronunciation  
☐ Correct structure  
☐ Confident delivery  
☐ Appropriate pace  
☐ Eye contact (if video on)  
  
One thing you did well: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
One thing to improve: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Activity 3: Gallery Walk - Volunteer Presentations (15 min)

Back to Main Room

Setup: 3-4 volunteers present to the group

Format:

1. Volunteer introduces themselves in Arabic (1 min)
2. Class gives feedback using reactions 👍 👏 ❤️
3. Instructor provides corrective feedback:

- Pronunciation corrections

- Grammar notes

- Cultural tips

1. Next volunteer

Encourage: Everyone gets a turn eventually (not just Session 1)

Celebration: Recognize courage and effort!

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#### \*\*SEGMENT 5: Q&A & CLARIFICATION\*\* (15 minutes)

11:35 - 11:50

Open Floor Questions:

* Anything unclear about pronunciation?
* Grammar questions?
* Cultural questions?
* Vocabulary doubts?

Common Mistakes Review:

* Instructor shares 3-5 common mistakes observed in breakout rooms
* No names mentioned (keep it safe)
* Corrections and tips

Additional Examples: If time permits

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#### \*\*SEGMENT 6: WRAP-UP & ASSIGNMENT BRIEFING\*\* (10 minutes)

11:50 - 12:00

Summary (3 min):

Three key takeaways from today:

1. Arabic alphabet has 28 letters with unique sounds
2. Greetings are blessings (spiritual significance)
3. Self-introduction follows a clear structure

Preview Session 2 (2 min):

* Next week: Small talk and professional courtesy
* Building relationships through conversation

Assignment Briefing (3 min):

* Task: Record 1-minute self-introduction video
* Due: 3 days before Session 2
* Submit: Via dashboard upload
* Format: MP4, filmed in good lighting, clear audio

Reminder:

* Practice vocabulary daily (5 min)
* Use AI pronunciation coach
* Post questions in forum

Closing (2 min):

بارك الله فيكم  
إلى اللقاء  
في أمان الله

Translation: May God bless you all. Until we meet again. In God's protection.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 11. POST-SESSION ASSIGNMENT | الواجب بعد الجلسة

### \*\*Assignment: Self-Introduction Video\*\*

Objective: Demonstrate your ability to introduce yourself professionally in Arabic.

Requirements:

1. Length: 1 minute (±10 seconds)
2. Language: Arabic (use the structure learned)
3. Content Include:

- Full greeting (السلام عليكم ورحمة الله وبركاته)

- Your name

- Your organization (ESQ 165)

- Your position/role

- Your country

- Closing courtesy (تشرفنا بلقائكم)

1. Technical:

- Good lighting (face clearly visible)

- Clear audio (no background noise)

- Professional attire (business casual)

- Format: MP4, MOV, or AVI

- File size: Max 50 MB

Template (feel free to adapt):

السلام عليكم ورحمة الله وبركاته  
اسمي [Your Name]  
أعمل في مؤسسة إي إس كيو  
أعمل كـ [Your Position]  
من إندونيسيا  
تشرفنا بلقائكم  
شكراً لكم

Grading Rubric (20 points total):

|  |  |  |
| --- | --- | --- |
| Criteria | Points | Description |
| Pronunciation | 6 | Clear, correct sounds (especially ع، ح، خ، غ، ق) |
| Grammar | 4 | Correct sentence structure |
| Vocabulary | 4 | Appropriate business terms used |
| Fluency | 3 | Smooth delivery, minimal hesitation |
| Confidence | 3 | Eye contact, posture, clear voice |

Due Date: 3 days before Session 2

Submission: Upload to dashboard → Session 1 → Post-Session tab

Feedback: Instructor will provide written/audio feedback within 3 days

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### \*\*Optional Bonus Activity: Vocabulary Flashcard Mastery\*\*

Task: Achieve 100% mastery on Session 1 flashcards (28 words)

How:

1. Access flashcards on dashboard
2. Practice until you get all 28 words correct 3 times in a row
3. System tracks your progress automatically

Bonus: +5 points added to Session 1 score

Deadline: Before Session 2

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### \*\*Forum Discussion Participation\*\*

Prompt: "Share Your First Impression"

Post in the forum:

1. What was the most challenging sound for you to pronounce?
2. What cultural insight surprised you the most?
3. How do you plan to practice Arabic daily?

Requirements:

* Minimum 3 sentences per question
* Reply to at least 2 classmates' posts
* Be encouraging and supportive!

Points: +3 bonus points for meaningful participation

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## 12. ADDITIONAL RESOURCES | مصادر إضافية

### \*\*A. Recommended Apps\*\*

1. Duolingo Arabic (Free)

- Daily practice (10 min)

- Gamified learning

- Good for vocabulary reinforcement

1. Memrise: Arabic Business (Free + Premium)

- Spaced repetition flashcards

- Native speaker videos

- Premium: $9/month

1. Arabic Alphabet by Tinytap (Free)

- Letter tracing

- Pronunciation practice

- Good for beginners

1. HelloTalk (Free)

- Language exchange with native speakers

- Practice with Saudi Arabic speakers

- Text, voice, video chat

### \*\*B. YouTube Channels\*\*

1. ArabicPod101

- Structured lessons

- Business Arabic playlist

- Free content

1. Learn Arabic with Maha

- Clear pronunciation guides

- Practical phrases

- Saudi dialect focus

1. Saudi Dialect Lessons

- Colloquial Arabic

- Daily phrases

- Cultural insights

### \*\*C. Reading Materials\*\*

1. "Arabic for Business" by Jane Wightwick & Mahmoud Gaafar

- Textbook (optional purchase)

- Comprehensive business scenarios

- Audio CD included

1. "Mastering Arabic 1" by Jane Wightwick

- Alphabet and pronunciation

- Grammar basics

- Exercises

1. Online Articles:

- ArabAcademy.com - Free lessons

- AlJazeera Learning Arabic - Real news in simple Arabic

### \*\*D. Pronunciation Practice Tools\*\*

1. Forvo (forvo.com)

- Native speaker pronunciation database

- Search any Arabic word

- Hear multiple speakers

1. Google Translate Voice

- Type Arabic, hear pronunciation

- Not perfect, but helpful

- Free

1. ElevenLabs (via BizArabic dashboard)

- AI pronunciation coach

- Record & compare

- Instant feedback

### \*\*E. Cultural Resources\*\*

1. Documentary: "Inside Saudi Arabia" (National Geographic)

- Understanding modern Saudi culture

- Available on YouTube

1. Book: "The Cultural Dimension of Global Business" by Gary Ferraro

- Cross-cultural business communication

- Chapter on Arab culture

1. Podcast: "Kerning Cultures"

- Stories from the Arab world

- Different dialects

- Free on Spotify

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## APPENDIX A: QUICK REFERENCE CARDS

### \*\*Card 1: Self-Introduction Template\*\*

Front:

How do I introduce myself in Arabic?

Back:

السلام عليكم ورحمة الله وبركاته  
اسمي...  
أعمل في...  
أعمل كـ...  
من...  
تشرفنا

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### \*\*Card 2: Challenging Sounds Cheat Sheet\*\*

|  |  |  |
| --- | --- | --- |
| Letter | Tip | Word Example |
| ع | Say 'a' from deep in throat | عَمَل ('amal) |
| ح | Sigh with more breath | حال (ḥal) |
| خ | Like clearing throat | خير (khayr) |
| غ | French 'r' or gargle | غد (ghad) |
| ق | Deep 'k', almost swallow | قيادة (qiyada) |

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### \*\*Card 3: Essential Greetings\*\*

Greetings:  
السلام عليكم (Assalamu alaikum)  
صباح الخير (Ṣabāḥ al-khayr)  
مساء الخير (Masā' al-khayr)  
Responses:  
وعليكم السلام (Wa alaikumussalam)  
صباح النور (Ṣabāḥ an-nūr)  
مساء النور (Masā' an-nūr)

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## APPENDIX B: CULTURAL DOS & DON'TS

### \*\*✅ DO:\*\*

* Use titles (أستاذ، دكتور)
* Accept hospitality (tea, coffee)
* Make moderate eye contact
* Be patient with time flexibility
* Dress modestly and professionally
* Respect prayer times
* Show interest in their culture

### \*\*❌ DON'T:\*\*

* Rush to business discussion
* Refuse hospitality
* Ask intrusive questions about family
* Show frustration with delays
* Use left hand for greeting/eating
* Schedule meetings during prayer times
* Be overly direct or blunt

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## CONCLUSION | الخاتمة

مبروك!  
لقد أكملتم الجلسة الأولى بنجاح!  
استمروا في الممارسة اليومية.  
نراكم في الجلسة الثانية إن شاء الله.

English:

Congratulations! You've completed Session 1 successfully!

Next Steps:

1. ✅ Complete post-session assignment (video)
2. ✅ Practice vocabulary daily (5 min)
3. ✅ Use AI pronunciation coach
4. ✅ Participate in forum discussion
5. ✅ Prepare for Session 2

Remember: Language learning is a journey, not a sprint. Sabr (patience) and consistency are your best friends.

من اللغة إلى الثقافة إلى الشراكة

From Language to Culture to Partnership

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Module Version: 1.0

Last Updated: October 26, 2025

Format: PDF | Digital

For: BizArabic for ESQ165 - Session 1

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