

1. General Information

1a. Submitted by the College of: ARTS & SCIENCES

Date Submitted: 3/18/2014

1b. Department/Division: Modern & Classical Languages

1c. Contact Person

Name: Ghadir Zannoun

Email: ghadir.zannoun@uky.edu

Phone: 618-303-1067

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: AIS 311

2c. Full Title: Arabic for Business and Media I

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

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2j. Course Description for Bulletin: This course is designed to meet the needs of intermediate-level students of Arabic as well as members of the business community who wish to learn Arabic for professional purposes. The topics cover travel, social, and business interactions. The course also introduces and engages with a variety of current, authentic and primary Arabic materials through the language of the newspapers, magazines, Internet news sites, and TV news. Some of the media topics that will be covered are meetings and conferences, elections, and demonstrations and social protest. By the end of this course, the students will be at a mid-intermediate level of proficiency in Arabic.

2k. Prerequisites, if any: To enroll in this course, students should have completed four semesters of Arabic (AIS 101, AIS 102, AIS 201, and AIS 202). Alternatively, the students should seek the approval of the course instructor.

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Fall,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 20-25

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: It will be of interest to members of the business community who wish to learn Arabic for professional purposes and for students of Arabic who are studying the language out of self-interest.

8. Check the category most applicable to this course: Relatively New – Now Being Widely Established,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: Yes

If YES, name the proposed new program: Foreign Language and International Economics: Arabic - B.A.

b. Will this course be a new requirement for ANY program?: Yes

If YES, list affected programs: Foreign Language and International Economics: Arabic - B.A.

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|GKZA222|Ghadir K Zannoun|AIS 311 NEW Dept Review|20130714

SIGNATURE|RHANSON|Roxanna D Hanson|AIS 311 NEW College Review|20131120

SIGNATURE|JMETT2|Joanie Ett-Mims|AIS 311 NEW Undergrad Council Review|20140417

SIGNATURE|IABAGB2|Ihsan A Bagby|AIS 311 NEW Dept Review|20140318

SIGNATURE|RHANSON|Roxanna D Hanson|AIS 311 NEW College Review|20140402

SIGNATURE|JROUHIE|Jeanmarie Rouhier-Willoughby|AIS 311 ZCOURSE_NEW Approval Returned to Dept|20140410

Courses	Request Tracking
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New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

[Open in full window to print or save](#)

Generate R

Attachments:

Upload File

ID	Attachment
Delete 3390	AIS 311 syllabus Revised.docx

Select saved project to retrieve...

(*denotes required fields)

1. General Information

a. * Submitted by the College of: Submission Date:

b. * Department/Division:

c.

* Contact Person Name: Email: Phone:

* Responsible Faculty ID (if different from Contact): Email: Phone:

d. * Requested Effective Date: Semester following approval OR Specific Term/Year ¹

e.

Should this course be a UK Core Course? Yes No

If YES, check the areas that apply:

Inquiry - Arts & Creativity Composition & Communications - II

Inquiry - Humanities Quantitative Foundations

Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning

Inquiry - Social Sciences U.S. Citizenship, Community, Diversity

Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

a. * Will this course also be offered through Distance Learning? Yes ⁴ No

b. * Prefix and Number:

c. * Full Title:

d. Transcript Title (if full title is more than 40 characters):

e. To be Cross-Listed ² with (Prefix and Number):

f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours ² for each meeting pattern type.

<input type="text" value="3"/> Lecture	<input type="text"/> Laboratory ¹	<input type="text"/> Recitation	<input type="text"/> Discussion
<input type="text"/> Indep. Study	<input type="text"/> Clinical	<input type="text"/> Colloquium	<input type="text"/> Practicum
<input type="text"/> Research	<input type="text"/> Residency	<input type="text"/> Seminar	<input type="text"/> Studio
<input type="text"/> Other	If Other, Please explain: <input type="text"/>		

g. * Identify a grading system:

Letter (A, B, C, etc.)

Pass/Fail

Medicine Numeric Grade (Non-medical students will receive a letter grade)

Graduate School Grade Scale

h. * Number of credits:

i. * Is this course repeatable for additional credit? Yes No

If YES: Maximum number of credit hours:

If YES: Will this course allow multiple registrations during the same semester? Yes No

j. * Course Description for Bulletin:

This course is designed to meet the needs of intermediate-level students of Arabic as well as members of the business community who wish to learn Arabic for professional purposes. The topics cover travel, social, and business interactions. The course also introduces and engages with a variety of current, authentic and primary Arabic materials through the language of the newspapers, magazines, Internet news sites, and TV news. Some of the media topics that will be covered are meetings and conferences, elections, and demonstrations and social protest. By the end of this course, the students will be at a mid-intermediate level of proficiency in Arabic.

k. Prerequisites, if any:

To enroll in this course, students should have completed four semesters of Arabic (AIS 101, AIS 102, AIS 201, and AIS 202). Alternatively, the students should seek the approval of the course instructor.

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both3. * Will this course be taught off campus? Yes No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): Fall Spring Summer Winter

b. * Will the course be offered every year? Yes No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? Yes No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 20-25

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? Yes No

If YES, explain:

It will be of interest to members of the business community who wish to learn Arabic for professional purposes and for students of Arabic who are studying the language out of self-interest.

8. * Check the category most applicable to this course:

Traditional – Offered in Corresponding Departments at Universities Elsewhere

Relatively New – Now Being Widely Established

Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes No

If YES, name the proposed new program:

Foreign Language and International Economics: Arabic - B.A.

b. * Will this course be a new requirement [§] for ANY program? Yes No

If YES [§], list affected programs:

Foreign Language and International Economics: Arabic - B.A.

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identify additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable above) are attached.

[§] Courses are typically made effective for the semester following approval. No courses will be made effective until all approvals are received.

[¶] The chair of the cross-listing department must sign off on the Signature Routing Log.

¹²In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, is two hours per week for a semester for one credit hour. (from SR 5.2.1)

¹³You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

¹⁴In order to change a program, a program change form must also be submitted.

Rev 8/09

Submit as New Proposal Save Current Changes

AIS 311
Arabic for Business and Media I

Class meeting days: TBA
Meeting time: TBA
Instructor: Dr. Ghadir Zannoun
Office Address: 1073 Patterson Office Tower
E-mail: ghadir.zannoun@uky.edu
Office Hours: TBA

Course Description:

This course is designed to meet the needs of intermediate-level students of Arabic as well as members of the business community who wish to learn Arabic for professional purposes. The topics cover travel, social, and business interactions. The course also introduces and engages with a variety of current, authentic and primary Arabic materials through the language of the newspapers, magazines, Internet news sites, and TV news. Some of the media topics that will be covered are meetings and conferences, elections, and demonstrations and social protest. By the end of this course, the students will be at a mid-intermediate level of proficiency in Arabic.

Prerequisites: To enroll in this course, students should have completed four semesters of Arabic (AIS 101, AIS 102, AIS 201, and AIS 202). Alternatively, the students should seek the approval of the course instructor.

Student Learning Outcomes:

By the end of this course, the student will be able to:

- 1) Comprehend and engage in social, travel, and other business- related interactions that are of a mid-intermediate level of difficulty.
- 2) Write about various business-related topics with depth and understanding.
- 3) Understand and appreciate the Arab culture within which these interactions take place.
- 4) Respond to different cultural situations appropriately.
- 5) Understand core vocabulary and structures typical of news stories interactions that are of a mid-intermediate level of difficulty.
- 6) Write accurately using these structures and vocabulary.
- 7) Recognize various modes of media coverage, and critically read them.

Required Materials:

1) Elgibali, Alaa (2008). *Media Arabic: A Coursebook for Reading Arabic News*. American University in Cairo Press.

2) Rammuny, Raji (2000). *Business Arabic, Intermediate Level; Language, Culture, and Communication*. University of Michigan Press.

3) A folder to hold and keep the materials the Professor will hand out.

Grading Scale:

90-100% = A

89-80% = B

79-70 = C

69-60 = D

59-0 =E

Mid-term Grade: Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Course Assignments:

Tests: 20%

Presentations/skits: 20%

Recordings: 15%

Homework: 15%

Participation: 10%

Final project: 20%

Description of Course Activities and Assignments

1) Test 20%: tests are cumulative and will be given at the end of each unit.

1) Presentations/skits 20%: These presentations are mainly based on the material covered in class. Students will also be encouraged to incorporate outside appropriate language material as part of their presentations as long as they interactively introduce it to the rest of the class. There will be one graded presentation at the end of each unit, preceded by multiple ungraded presentations and oral activities for practice.

2) Weekly recordings 15% - (Due by 9pm on Tuesdays): Students will submit a weekly recording (mostly audio) based on the covered materials. The instructor will post a guiding recording or a prompt on Blackboard on Sunday and students will produce similar recordings and will post them on the Discussion Board on Blackboard.

3) Homework 15%: As needed the instructor will provide supplementary exercises or will replace the book exercises with others. Homework is due on Friday either in class or in the instructor's mailbox by 1pm.

4) Participation 10% as evidenced by (at a basic level) bringing the book to class, coming prepared with any homework, responding to questions, actively participating in pair/group class activities.

5) Final Project 20%: This will be a multi-media presentation of one or more of the topics covered in class. A detailed rubric will be provided later in the semester.

Course policies:

Attendance Policy: Attendance is crucial in a language class.

1) Please arrive on time; consistent tardiness will be noted and considered an unexcused absence.

2) If you need to leave early, let your instructor know before the class begins. Failing to do that will be considered an unexcused absence (2% deduction). You can be given a permission to leave early only once after you have spoken to your instructor. After the first time, you need to bring a note from an appropriate office.

3) For the third and each subsequent unexcused absence, your final grade will be lowered by 2% and a warning will be sent to your academic advisor.

4) *Unexcused absence on an exam day* will automatically result in an “E”.

5) If students miss class on an assignment or homework day, I expect to see the written assignment in my mailbox in room 1055 (10th floor) in Patterson Office Tower, and the unexcused absence will still count toward a deduction in the final grade.

6) Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

7) If you are absent, it is your responsibility to contact your instructor or classmates to find out what you missed and to come to the next class prepared.

Excused Absences: Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor. For more information, see: <http://www.uky.edu/StudentAffairs/Code/part2.html>.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Verification of Absences: Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity: Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else’s work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student’s assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to

those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1). **Please note:** Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability: If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Tentative Course Schedule:

Week One:

Business Topics: Overview of the Arab World.

Week Two:

Business Topics: Obtaining a Visa (interactions with the Saudi consulate in DC)

Week Three:

Business Topics: Departure and Arrival: (Interaction with the Saudi Airline; interactions at the airport: immigration and customs personnel)

Test & Presentation

Week Four:

Business Topics: The airport information desk, the airport bank

Media Topics: Meetings and Conferences

Week Five:

Business Topics: Arriving in Riyadh (continued)

Media Topics: Meetings and Conferences (continued)

Week Six:

Test & Presentation

Business topics: Reception (meeting with the Saudi business representative)

Media Topics: Meetings and Conferences (continued)

Week Seven:

Business Topics: At the hotel

Media Topics: Demonstrations and Social Protest

Week Eight:

Business Topics: Visits and Invitations: visiting a business office, introductions to other people

Media Topics: Demonstrations

Week Nine:

Business Topics: A Business Dinner

Media Topics: Demonstrations and Social Protest (continued)

Test & Presentation

Week Ten:

Business Topics: Renting an apt,

Media Topic: Demonstrations and Social Protest (continued)

Week Eleven:

Business topic: Renting an apt (continued)

Media Topic: Elections

Test & Presentation

Week Twelve:

Business Topics: Buying/Renting a car

Media Topic: Elections (continued)

Week Thirteen:

Business Topic: At the bank,

Media Topic: Elections (continued)

Week Fourteen:

Test & Presentation

Review

Week Fifteen:

Group Work for final Project

Final Project Presentation