



مركز اللغة العربية the arabic language centre

COMPANY PROFILE



45
YEARS
OF TEACHING
ARABIC

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About Us.

INTRODUCTION

Founded in 1980 by pioneering educator **Maliha Wehbe**, the Arabic Language Centre (ALC) has spent over four decades making Arabic accessible, engaging, and relevant for learners of all backgrounds. Inspired by Maliha's deep-rooted passion, ALC has welcomed more than 7,000 students to date—many of whom started as complete beginners and went on to master the language in their daily lives and careers. Today, under the continued guidance of Maliha's family, ALC remains committed to delivering high-quality education while preserving her legacy of warmth, dedication, and innovative teaching.

“What truly distinguishes ALC is our renowned Maliha Methodology - an innovative teaching system developed by our founder, Maliha Wehbe. This approach transforms Arabic learning into a logical, accessible journey that systematically builds comprehension while nurturing a genuine appreciation for the language's inherent logic and beautiful cultures.”



Methodology.

OUR APPROACH

At the heart of ALC's success is the Maliha Wehbe Method. With experience in teaching Arabic as a foreign language since 1967, Maliha developed a simplified and intuitive approach to help students learn and speak Arabic naturally—using Arabic script rather than English transliteration. This unique method reveals the logic of the language in both its oral and written forms, presenting it in a clear and structured way that has not been implemented before. It makes the learning process more accessible and gives Arabic the recognition it deserves—as a logical, systematic, and approachable language.

Our method of teaching Arabic facilitates students first grasping the oral communication skills before getting into the Classical Arabic. We teach the Levant Dialect, a form of Arabic used by various Arab nationals combined with the Modern Standard Arabic; the latter being a standard form recognised all over the Arab World. We concentrate on allowing our students to approximate a native speaker of the language.



Instruction.

At ALC, we utilize an interactive, communicative and student-centered approach that focuses on real life communication. Teaching the four skills of speaking, listening, reading and writing – with a focus on speaking, using a variety of drills, role-plays and classroom task-based activities that promote student-student interaction.

Classes are structured into Beginners, Intermediate & Advanced levels. Our curriculum and teaching approach promote meaningful communication and enable learners to perform real-life functions effectively. Along with this, ALC has prepared students for international examinations. The effectiveness of our programmes can be judged by the outstanding achievement of our students, maintaining a history of 100% success rate in international external examinations.

Students are taken step by step through the language in an informal, relaxed atmosphere and the courses are constantly reviewed, updated and improved to meet the needs of the students and incorporate new teaching experiences.

Corporate

Throughout the years, ALC has provided training to some of the country's most prestigious businesses in the private and public sectors— some of which include the *British Embassy, Consulate General of Canada, Ducab, Dubal, ENOC, DEWA, Emirates Airlines, Bloomberg, Barclays, HSBC, National Bank of Abu Dhabi, Majid Al Futtaim Properties, Shell International, Expo 2020 and many others.*

We strongly believe that investing in Arabic language training highly benefits corporations in the UAE. Learning Arabic, UAE's official language, adds to the employees' qualifications and enables them to understand the language used in local businesses, by official authorities and in the media. Furthermore, learning Arabic allows residents to with the Arabic speaking population in the country and region, opens doors to better understanding of the Arabic culture, and enriches their cultural experience in the UAE.

ALC is committed to providing a comprehensive learning experience for professionals seeking to use Arabic in their careers. This is reflected in our industry-specific materials—such as Arabic for Banking, Arabic for Hospitals, and Arabic for Hospitality—which allow students to learn Arabic through the Maliha Wehbe Method and apply it directly within their professional fields.



And many more.

Core Features

COURSES

ALC offers a wide range of public, private, and corporate Arabic classes, available both online and in person throughout the year, for both Adults and Children.

We also host Cultural Immersion Programs for individuals and groups from around the world who come to Dubai for language, cultural, and touristic experiences.

ALC is licensed by Dubai's Knowledge and Human Development Authority (KHDA) and is a proud member of the International Association of Language Centres (IALC).

STRENGTHS

- **Longevity:** ALC has taught Arabic as a Foreign Language since 1980.
- **Method:** ALC employs a unique and innovative method for teaching Arabic as a foreign language, developed by ALC founder, Maliha Wehbe.
- **Curriculum and Materials:** Classes are structured into Beginners, Intermediate & Advanced levels. Our curriculum and teaching approach promote meaningful communication and enable learners to perform real-life functions effectively. Course materials are aligned with our curriculum & teaching method.
- **Instructors:** Our instructors are academically qualified native-Arabic speakers, with a substantial teaching experience. All of our instructors are extensively trained on our Maliha Wehbe method to teach Arabic as a foreign language.
- **Student Body:** ALC has welcomed thousands of students from all walks of life and cultural backgrounds. It has taught reputable businesses in the UAE.
- **Proven Efficiency:** ALC has prepared students for international examinations and maintained a history of 100% success rate.

Media Highlights & Community Activity

ALC has been featured in and/or contributed to several media outlets, including but not limited to, *Al Arabiya English*, *Khaleej Times*, *CEO Magazine*, *7Days*, *Women@Work*, *Expat Woman*, *Expat Echo*, *Gulf Business*, *Gulf News*, *Concierge* and others.

ALC ranked first in ExpatWoman's list of the "[Top 10 Arabic Speaking Courses in Dubai](#)".
ALC was featured by The Knowledge Review as one of the "[10 Most Promising Language Schools in UAE](#)" in 2020.

ALC has also featured in TV and radio shows, such as [Dubai TV](#) (Arabic Language Day), Dubai Eye Radio, ARN News, [Emirati TV program](#), and Suno Radio.

ALC has been invited to hold several workshops to introduce the Arabic language to the public and raise cultural awareness in the community. Some of these workshops included

Cultural Awareness Workshop for Emirates Airlines

- [Working in Dubai Annual Event](#) for ExpatWoman
- Learn Arabic Initiative for Wall Street Exchange
- Community workshop for [Women@Work](#)

and many other workshops and presentations delivered to the private sectors.

Besides its own teaching curriculum, ALC constantly produces language content to make Arabic more accessible to the public.

Let's Talk Arabic is an ALC produced conversational series, in addition to other short teaching videos available on ALC's YouTube Channel.

Other material may be found on our social media platforms.

 [ALC Official Instagram](#)

 [ALC Official LinkedIn](#)

 [ALC Official Youtube](#)

 [ALC Official Website](#)

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