

2019.FS

Module Name: Doing Business in the Middle East	
Module Code	w.BA.XX.2DBusME.XX
Module Description	Students are aware of the importance of the region in terms of opportunities and risks when evaluating the best possible strategy for doing business there. Students will also be aware of the cultural differences and the impact of this culture on consumer behavior, ways to communicate with local people, the etiquette of establishing business contacts, and developing relationships. Students will be introduced to key knowledge about the culture and different environments of the Middle East, as well as the general context of business.
Program and Specialization	§ Business Administration - General Management § Business Administration - General Management (PiE) § International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory Elective
	Program Phase: Main Study Period
ECTS	3
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Khaldoun Dia-Eddine (diak)
Deputy Module Coordinator	Florian Keller (kelf)
Prerequisite Knowledge	No special prerequisite knowledge is required. Students might find it useful to complete the module "International Business and Multicultural Management"
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § understand the changes taking place in the Arab World. § understand the business environment of the ME. § understand the basic cultural elements of the ME. § understand the importance of and need to develop skills for adequate communication. § understand and be able to evaluate the business consequences of cultural differences. § apply this acquired understanding to specific business situations. § develop an integrated vision about the opportunities and risks for business which will guide them in the establishment or development of business in/with the region. § understand the basics of Islamic ethics, economy, finance, and consumer behavior as additional business opportunities.

Module Content	§ Introduction to the region: Geography and position § Economy: characteristics, opportunities, risks, regional, and global integration § Political systems and changes in the Arab world, strategic issues for development, and world relations § Demography and human development § Historical time line, analysis of three key historical periods § Sources of values, cultural identity, religion and its impact § The Arab mind and influencing factors § Cultural dimensions of Arabs as compared with other cultures § Islamic economy and finance § Business behavior and business interaction with people in the ME (Dos and Don'ts)		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.1 Bus.XX		
Methods of Instruction	§ Lecture § Case Studies § Discussions and exchanges	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Scripts		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	12 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	12 h	50 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
Others		Assessment	Length (min.)
Attendance & active participation		Grade	-
Term paper. Depending of the number of students in the class, a short class presentation about the paper might be required.		Grade	-
			80,00%
Classroom Attendance Requirement	It is required that students are 80% present at class lectures.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	to be up-loaded on Moodle		
Comments	There may also be one or more guest lecturer(s)		