

Valid from 2025.FS

Module description: Doing Business in the Middle East					
Module Code	w.BA.XX.2DBusME.XX				
ECTS Credits	3				
Language of Instruction/Examination	English				
Module Description	Students become aware of the importance of the ME region (more specifically the Arab World) in terms of opportunities and understand challenges and risks when evaluating the best possible strategy for doing business there. Students also become aware of the basic cultural differences and the key elements of understanding the Arab mind. They learn about the impact of the culture on consumer behavior, ways to communicate with the people who live there, the etiquette of establishing business contacts, and developing relationships. Students are introduced to different geographic environments of the Middle East as well as the general context of business (geopolitics, politics, natural resources, media, education, social tensions, environment, history, etc.).				
Organizational Unit	AIB Leitung				
Module Coordinator	Khaldoun Dia-Eddine				
Deputy Module Coordinator	Florian Keller				
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in General Management • International Management 				
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009				
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type</td> <td style="width: 40%;">Program Phase</td> </tr> <tr> <td>Compulsory Elective</td> <td>Main Study Period</td> </tr> </table>	Module Type	Program Phase	Compulsory Elective	Main Study Period
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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 Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 				
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • 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 <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 				

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Module Learning Objectives	Students... <ul style="list-style-type: none"> • understand the changes and historical developments taking place in the Arab world. • understand the business environment of the ME (impact of geographic position, natural resources, demographic trends, legal aspects, etc.) • understand the basic cultural elements of the ME and the Arab mind based on Arab original tradition and the impact of Islam. • understand the importance of and need to develop skills for adequate communication. • understand and are able to evaluate the business consequences of cultural differences. • apply this understanding to specific business situations. • develop an integrated vision of the opportunities and risks for business which will guide them in the establishment or development of business in and with the region. • understand the basics of Islamic ethics, economy, finance, and consumer behavior as an additional business opportunity. 																																						
Module Content	<ul style="list-style-type: none"> • Introduction to the region: geography and geopolitics • The economy: characteristics, opportunities, risks, natural resources, and regional/global integration • Political systems and changes in the Arab world, strategic issues for development, and world relations • Demography and human development • Historical timeline, analysis of three key historical periods • Sources of values, cultural identity, religion and its impact • The Arab mind and influencing factors (environment and Islam) • Islamic economy and finance • Business behavior and business interaction with people in the ME (dos and don'ts) 																																						
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"> • w.BA.XX.1 Bus.XX 																																						
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Teaching Materials • Scripts • Self-made videos • Some video clips 																																						
Methods of Instruction	<ul style="list-style-type: none"> • Interactive Instruction • Lecture • Interactive discussions and exchanges about actual events 		Social Settings Used: <ul style="list-style-type: none"> • Individual Work • Group Work 																																				
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Classroom Attendance Requirement	None
Compulsory Reading	
Recommended Reading	<ul style="list-style-type: none">• to be up-loaded on Moodle
Comments	