

Valid from 2026.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   | Abteilung International Business   |                                    |
| Module Coordinator  | Khalidoun Dia-Eddine   |                                    |
| Deputy Module Coordinator   | Florian Keller   |                                    |
| Program and Specialization  | <ul style="list-style-type: none"> <li>• Business Administration - Specialization in General Management</li> <li>• International Management</li> </ul>   |                                    |
| 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   | Module Type<br>Compulsory Elective   | Program Phase<br>Main Study Period |
| 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"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>   |                                    |

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|--|---|--|--|
| <b>Contribution to Program Learning Objectives</b>   | <b>Professional Competence</b> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <b>Methodological Competence</b> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <b>Social Competence</b> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <b>Self-Competence</b> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>                              |  |  |
| <b>Module Learning Objectives</b>  | <p>Students...</p> <ul style="list-style-type: none"> <li>• understand the changes and historical developments taking place in the Arab world.</li> <li>• understand the business environment of the ME (geopolitical changes, impact of geographic position, natural resources, demographic trends, legal aspects, etc.)</li> <li>• understand the basic cultural elements of the ME and the Arab mind based on Arab original tradition and the impact of Islam.</li> <li>• understand the importance of and need to develop skills for adequate communication.</li> <li>• understand and are able to evaluate the impact of cultural differences on business development in/with the region.</li> <li>• apply this understanding to specific business situations.</li> <li>• 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.</li> <li>• understand the basics of Islamic ethics, economy, finance, and consumer behavior as an additional business opportunity.</li> </ul> |  |  |
| <b>Module Content</b>  | <ul style="list-style-type: none"> <li>• Introduction to the region: geography and geopolitics</li> <li>• The economy: characteristics, opportunities, risks, natural resources, and regional/global integration</li> <li>• Political systems and changes in the Arab world, strategic issues for development, and world relations</li> <li>• Demography and human development</li> <li>• Historical timeline: Analysis of three key historical periods</li> <li>• Sources of values, cultural identity, religion and its impact</li> <li>• The Arab mind and influencing factors (environment and Islam)</li> <li>• Islamic economy and finance</li> <li>• Business behavior and business interaction with people in the ME (dos and don'ts)</li> </ul>  |  |  |
| <b>Links to other modules</b>  | <p>This module is linked to the following modules:</p> <ul style="list-style-type: none"> <li>• w.BA.XX.1 Bus.XX</li> </ul>   |  |  |
| <b>Digital Learning Resources</b>  | <ul style="list-style-type: none"> <li>• Reader</li> <li>• Teaching Videos</li> <li>• Selected video clips</li> <li>• Self-produced videos</li> <li>• Scripts</li> </ul>  |  |  |
| <b>Methods of Instruction</b>  | <table border="1"> <tr> <td data-bbox="485 1715 970 1856"> <ul style="list-style-type: none"> <li>• Interactive Instruction</li> <li>• Lecture</li> <li>• Literature Review</li> <li>• Interactive discussions and exchanges about actual events</li> </ul> </td><td data-bbox="978 1715 1465 1856"> <b>Social Settings Used:</b> <ul style="list-style-type: none"> <li>• Group Work</li> <li>• Individual Work</li> </ul> </td></tr> </table>   | <ul style="list-style-type: none"> <li>• Interactive Instruction</li> <li>• Lecture</li> <li>• Literature Review</li> <li>• Interactive discussions and exchanges about actual events</li> </ul> | <b>Social Settings Used:</b> <ul style="list-style-type: none"> <li>• Group Work</li> <li>• Individual Work</li> </ul> |
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|----------------------------------|----------------------------|-----------------------|-------------------|-----------------------|-----------|
| 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 |
|                                  | Written exam               |                       | closed book       | 60                    | 100.00    |
|                                  | Permitted Resources        |                       | No calculator     | With dictionary       |           |
|                                  |                            |                       |                   |                       |           |
|                                  | Others                     | Assessment            | Format            | Length (min.)         | Weighting |
|                                  | -                          | -                     | -                 | -                     | -         |
| Classroom Attendance Requirement | None                       |                       |                   |                       |           |
| Compulsory Reading               |                            |                       |                   |                       |           |
| Recommended Reading              | • To be uploaded on Moodle |                       |                   |                       |           |
| Comments                         |                            |                       |                   |                       |           |