

Sam Houston State University
College of Business Administration
Department of Management and Marketing
Fall 2017

Course Number:	Marketing 4085 (CRN 81871)
Course Title:	Business in the Middle East
Prerequisites:	MKTG 3310; Junior Standing; Compliance with U.A.E. drug and pharmaceutical regulations
Instructor:	Dr. Irfan Ahmed
Office:	SHB 236N
Phone:	294-1276
Email:	irfanahmed@shsu.edu
Office Hours:	By appointment
Texts:	<i>UAE - Culture Smart!: the essential guide to customs & culture</i> , John Walsh, Kuperard Publishing.
Other materials:	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically; course blog.

Course Description: This course of faculty-led study is designed to provide undergraduate students exposure to new Marketing topics and concepts in a course setting. This course will provide an introduction to business in the Arab Middle-East, with a focus on the Gulf Cooperative Council (GCC) Countries. The course will expose students to the cultural, legal, political and financial environment of the United Arab Emirates, which is the commercial hub of the Arab middle-east and home to the middle-east operations of several U.S. multinational corporations in the oil, finance and consumer goods sector.

Course Objectives: Upon completion of this course, students will be able to

1. Comprehend the key role of middle-east markets in the global economy.
2. Explain the process of extending from domestic business operations into global markets such as the middle-east.
3. Identify the major institutions participating in and facilitating business within the Gulf Cooperation Council.
4. Recognize the challenges of global business through an understanding of the familiar and unfamiliar in the cultural, social, economic, technological and regulatory environment of the U.A.E.
5. Construct a personal understanding of a leading business hub of the Middle-east.

Course Methodology: The course will utilize lectures, class and online discussions, individual and/or group assignments, case analyses, and visits to sites including cultural, political and business institutions. The course will encourage independent learning and articulation of ideas on the part of students.

Course Expectations: In order to get the most out of this course, students are expected to:

- be prepared for each class by reading the assigned chapters from the text and any other material assigned by the Instructor.
- participate actively in class discussions, site visits and guest lectures.
- keep up to date with experiential learning activities and maintain learning journal/blog

Grading/Evaluation:

- **Quizzes 60 points.**
Quizzes will be administered through the course. Quizzes will cover content such as lectures, and site visits.
- **Attendance/Participation, 40 points.**
Students will be evaluated on their attendance at scheduled academic activities, participation therein, and professional conduct through the duration of the course.
- **Blog entries and experiential records: 50 points.**
- **Individual Paper, 50 points.**
Each student will write an integrative individual paper summarizing their course participation and reflecting upon their learning experiences.

Thus, a total of 200 points is possible in the course. The following criteria will be used to determine your final course grade:

180 – 200: A; 160 – 179: B; 140 – 159: C; 120 – 139: D; below 120: F

Opportunities for extra credit, **if any**, will be announced in class and will be available **to all** students. No special opportunities for extra credit will be offered to individual students.

Religious Holy Days Policy:

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student must notify the instructor, not later than the 4th calendar day after the first day of the term, of each scheduled class day that he/she will be absent for a religious holiday.

Disabilities Accommodation:

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

Class and General Conduct:

Professional conduct is expected of students at all times during the course interaction. Students will ensure that their behavior is a credit to Sam Houston State University, the State of Texas and the United States. Civility and respect for others is expected. Students are expected to abide by all applicable University regulations. Students will abide by the Behavior Contract while on the tour.

Academic Misconduct:

All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Cheating, plagiarism and other forms of academic dishonesty will not be tolerated. The Professor may use plagiarism detection software to determine cases of plagiarism. Incidents of plagiarism could lead to a failing grade in the course and disciplinary action by the University.

Tentative Schedule

Dates	Topics	Timing*	Reading
August 25	Course Introduction Introduction to the Middle-East and GCC Quiz 1	9:00 – 11:50 am	Will be announced
September 22	Understanding in Depth – Conceptions and Misconceptions Quiz 2	9:00 – 11:50 am	Will be announced
October 20	Evaluation of Market Attractiveness Quiz 3	9:00 – 11:50 am	Will be announced
November 17	The cultural environment The legal environment <i>Orientation</i> Quiz 4, 5	9:00 – 11:50 am	Will be announced
December 8	Pre-departure Briefing	TBD	
December 8	Depart for Dubai		
December 9	Arrive Dubai		
December 10	Arrival Briefing and Orientation Site Visit	TBD	
December 11	Instruction and Site Visits	TBD	
December 12	Instruction and Site Visits	TBD	
December 13	Instruction and Site Visits	TBD	
December 14	Instruction and Site Visits	TBD	
December 15	No scheduled activity		
December 16	Instruction and Site Visits	TBD	
December 17	Instruction and Site Visits	TBD	
December 18	Instruction and Site Visits	TBD	
December 19	Depart for Houston Arrive Houston		
January 2	Student Term Paper due by 10:00 am.		

*Exact timings for trip activities will be determined based on host schedules and local conditions.

MKTG 4085
PERSONAL INFORMATION SHEET

The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.

Name: _____ ID# _____
(Last), (First)

Phone(s): _____ E-mail: _____

Major: Classification:

Professional:

Presently work as: _____ with _____

Have worked as : _____ with _____ for ____ years

_____ with _____ for ____ years

Your career goals in brief:

Personal:

You are from_____

have lived in _____, _____, _____

have traveled to (outside the U.S.) _____, _____,

Acknowledgment:

I have read and understood the syllabus and understand the policies stated therein.

_____ (Signature)