

## MGMT442: DOING BUSINESS IN THE MIDDLE EAST & AFRICA

COURSE NUMBER : MGMT 442

CREDITS : 3

PREREQUISITE : MGMT 230

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

### COURSE DESCRIPTION:

Middle East (including Turkey), North Africa & Sub Saharan Africa (MENASSA) is a world “in transition”, living a pivotal and challenging time. Despite the current turmoil in several parts of the Middle East region and in Africa, MENASSA is one of the most promising Emerging Markets, with sustained growth, significant resources and huge multi-sector investment opportunities. Although current political situation in this strategic part of the world is still confusing, it will end up with structural liberalization reforms and hopefully the integration and consolidation of democracy standards & parameters.

### COURSE OBJECTIVES:

Knowing more about DOING BUSINESS in this region is essential for investment bridging and business development from and towards MENASSA. Therefore, this course intends to provide students with insight overview & knowledge about the region, structured in a business intelligence approach applying as much as possible a SWOT analysis, whether in a vertical perspective (country per country) or in transversal manner, (comparing issues cross-countries or cross-sub-regions in MENASSA or versus the other parts of the world).

### EXPECTED OUTCOMES:

The course intends to cover: (A) geopolitics of MENASSA, (B) the geostrategic aspects prevailing in it, (C) Sociology, Language and Cultural Aspects specific to MENASSA and impacting doing business, (D) Politics & Institutions, (E) Businesses & Markets, (F) Laws & Regulations, (G) Business Development, (H) Market trends, (I) Industry Focus (Energy, Oil & Gas, Real Estate, Hospitality & Tourism, Sports & leisure, Infrastructure etc.).