

Global Learning Semesters

Course Syllabus

Course: EUS-425 EU-Middle East Relations

Department: European Business Studies

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
EUS-425	EU-Middle East Relations	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	EUS-105 Introduction to the EU; Advanced standing
Department	Level of Course	Language of Instruction
European Business Studies	Upper Division	English

Course Description

The course investigates and compares the business environment in the EU and with major Middle East Trading Nations. The course concentrates on Cultural, Political and Social Changes that may affect business between the trading block of the EU and the Arabian, Turkish and Israeli countries bordering on the EU's eastern limits.

Instructor

Dr Christos Iacovou

Course Aims and Objectives

The objectives of the course are to build an understanding of the Business Environment in the Middle East and to learn about the major factors driving foreign investment

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours. The course is delivered during the Fall semester in 14-weeks (3 hours/week).

Evaluation and Grading

Project/homework:	20%
Mid-Term:	30%
Final Exam:	40%
Class participation:	10%

Readings and Resources

Required Textbook

Spencer, W. Global Studies; the Middle East, 8th Edition, McGraw-Hill Higher Education

Kavoosi, M., the Globalization of Business and the Middle East: Opportunities and Constraints, Quorum Books, 2000

Armbrust, W. , Mediations New Approaches to Popular Culture in the Middle East and Beyond, The University of California Press, 2000