

X3032 International Markets Arab World

1,5 ECTS

Language English

Objective – Course description

Rediscover the Arab world: its regions, countries and peoples.

To become familiar with the customs, habits, business practices and societies of the Arab world.

To reflect critically on the events, problems and issues that characterise the Arab world today.

To analyze the socio-economic developments in the region and the future trends.

Content Presentation and analysis of historical and cultural aspects, as well as political, economic, social and religious systems.

Analysis of events such as the Arab Revolutions, the rise of the Gulf States, the growing influence of Turkey in the Region, etc.

Learning content

The Middle East & North Africa (MENA) markets can in fact be approached in a global way to better understand them and therefore, not only from a purely economic and commercial point of view: Culture, Society, Religion, History, Geopolitics also allow in many respects to better understand these markets. This region will therefore be approached from these different aspects which will form the framework of the course material. All current events will illustrate this analytical perspective: Tunisia, Afghanistan, Lebanon, Israel...

Learning outcome

Distinguish the different names related to the Arab world.

To assimilate historical, cultural, political and economic information on the Arab world and to be able to put it into critical perspective.

Identify the geopolitical and socio-economic challenges and changes facing the Arab world and the implications for their global trading partners.

To analyse a subject in relation to the issues covered in the course in a critical and analytical way.

Be able to defend an opinion objectively based on empirical data.

Present this opinion in a clear and structured way.

Methodology

Interactive presentation of the different chapters of the course with supports.

Discussions on current events, mainly those impacting business to or from the studied region.

Each student will analyse a topic related to the course and present it in the oral exam after approval by the course instructor. They will be able to rely on the bibliography provided by the teacher during the four-month term, as well as on scientific and press articles to support their research.

Learning materials

PowerPoint presentation

Video sources and scientific articles.

Press.

External speaker(s) if necessary.

Bibliography available to students.

Evaluation

100% final exam