Study Abroad: United Arab Emirates
22-INTB-5023/8023-001
Carl H. Lindner College of Business
University of Cincinnati
Fall Semester, 2016 (16FS)
Dates: See below Room: 222 LH

Instructor: Charles H. Matthews, Ph.D.  Phone: 1-513-556-7123
Office: 510 Lindner Hall  Fax: 1-513-556-5499
Office Hours: By Appointment  Email: charles.matthews@uc.edu
Web page: https://canopy.uc.edu

Course and Learning Objectives:

This course seeks to help students develop a deeper understanding of business, cultural, social, economic, and legal similarities and differences and their potential impact on social and business relations. Broadly defined, culture denotes values and understandings shared by a group of people (e.g., based on their socialization into a team, organization, profession, nation, etc.). Commercial and cultural similarities and differences may range from the mundane to shocking to subtle variations in people’s assumptions, expectations, norms, attitudes and behaviors.

♦ Identify various aspects and importance of global and international business and entrepreneurship
♦ Describe business and commercial opportunities in the MENA region
♦ Identify the important strategic issues in global business, economics, and entrepreneurship
♦ Discuss problems and barriers to doing business globally
♦ Identify various economic, social, cultural, political, and legal aspects of the UAE
♦ Prepare written reports as assigned

Required Text(s) and Materials


(This book will be on reserve in the Langsam Library along with other recommended readings)

Handouts and online readings as assigned.

Brief Outline:

Trends in doing business in the UAE – Past, Present, and Future
The Global Business Environment – A MENA Perspective
Formulating and Implementing a Global Strategy – Who is Your Customer?
Emerging and Contemporary Issues in Global Business – Economic, Social, Political, Cultural, Legal
PACE

This course supports every aspect of the PACE initiative.

Course Learning Objectives: INTB 5011 Student Study Abroad aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism
• Begin practicing professional communications, learning to express ideas clearly, logically and persuasively in both oral and written formats. All written and oral reports should reflect professionalism at all times.
• Develop and practice teamwork skills through group projects and exercises, including but not limited to pre-departure presentations, in class presentations, and on-site prepared and extemporaneous presentations.
• Develop and practice professional habits – punctuality, preparation, respect at all times pre-departure and in-country.

A – Academics
• Develop foundational knowledge of all core business functions and the relationship to global business and the interactions within and among various organizations.
• Begin applying functional and cross-functional knowledge to critically analyze business problems from an international perspective, for example applying analysis and business plan development techniques which apply to various on-site visits.

C – Character
• Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
• Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
• Understand importance of ethics and social responsibility in business, academic and personal settings.

E – Engagement
• Build understanding of importance and practices of networking through interactions with including but not limited to business professionals, guest speakers, and instructors and business contacts abroad.
• Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.

Academic Integrity

As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character (the C in PACE). Ensuring your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/ucinfo/conduct.html).
Course Format. This is primarily an experiential course with various classroom presentation, discussions, briefings and debriefings pre and post departure. The format includes pre-departure class briefing sessions and travel abroad to multiple country and city destinations. Our course objectives focus on helping students (as future managers/professionals) learn both content and how to learn from experience, and become more proactive and purposeful learners. For example, what considerations are important when contemplating doing business globally or relocating to a new city or country for work or study? When students, employees, or managers visit, do business, or move to a different country, it is desirable to learn what others expect, what is appropriate/inappropriate, what are common work practices, etc. To be successful, managers must learn very quickly, becoming sensitive to potential differences, coming to understand and respect the culture, and managing cultural differences effectively.

22-INTB-5023/8023: Study Abroad United Arab Emirates  
Program Co-Leaders

Charles H. Matthews, PhD  
510 Lindner  
+1-513-556-7123  
charles.matthews@uc.edu

BJ Zirger, PhD  
102 Lindner  
+1-513-556-7148  
bj.zirger@uc.edu

Course Assignments/Deliverables. This a 3 credit (UG) / 2 credit (GR) course entails the following course assignments and deliverables:

- Pre-departure team presentation – 100 points
- Book/Reading reflection paper – 100 points
- Integrative paper – 300 points
- Pre-departure UAE quiz – 100 points
- Personal journal – 125 points
- Group journal – 125 points
- Ambassadorship for the College/University – 125 points

1) Pre-departure Team Presentation
Your pre-departure team presentation is an important preliminary phase of this class. What you present to the class will help everyone benefit from the trip. Please prepare and provide each student a handout of your presentation. It will serve as a springboard for questions and participation during the program in UAE. (Topics may be country or city specific. Please see schedule below for topic selection, approval and presentation)

2) Book/Reading Reflection
Select a book from the reading list and prepare a brief five page, double-spaces summary of your reading. What is the main theme of the book? What are the key points? What are your key take aways from your reading of this book?

3) Integrative Paper
This is a 10-15 page (double spaced) written assignment that addresses the three questions posed below and integrates your overall study abroad experience. In this assignment, you are expected to
integrate insights gained during the academic program both pre-departure and in the UAE (e.g., guest speakers, plant tours, cultural visits, etc.) and your own research. **Remember to cite your sources and provide a properly formatted reference/bibliography.** You may use the books included on this syllabus and/or please present additional books or materials for consideration to Dr. Matthews. For additional resources about references, see: [http://www.libraries.uc.edu/help/students/index.html](http://www.libraries.uc.edu/help/students/index.html).

### A. Doing Business in UAE

What do you view as the biggest challenges for a U.S. firm either starting a business and/or doing business in UAE? Why? Thoroughly support your argument with examples from guest speakers, required text, class sessions, plant tours, research, and more. What are the current dominant industries in the UAE? Does UAE have a sustainable competitive advantage in these industries? Explain. Are these the industries of the future? What changes are on the horizon and how might they affect doing business in the UAE? Thoroughly support your argument with examples from guest speakers, class sessions, plant tours and research. Remember to cite your sources. (5 pages double spaced).

### B. Current Issues in UAE

Select a current issue or topic that affects the UAE society and which has particular interest for you (political, social, macroeconomic issue, and/or other). You are encouraged to conduct research on current events **before** your departure from the U.S. in order to learn about the issue, and you will provide a tentative topic pre-departure. Upon return, integrate this topic into your paper, discussing the issue from a historical, economic, social or environmental perspective, as appropriate, and analyzing its impact on business in UAE. Please include information from lectures, presentations, conversations, company visits, observations and photos as you explore the culture, as well as your own research. Remember to cite your sources. (5 pages double spaced)

### C. Cultural Reflection

This part of the paper should explore the depth of what you have learned pre, during, and post trip. Using your personal journal and other materials, reflect on you overall experience. In general, you may want to follow the suggested outline below, although the style and length of entries may vary considerably. Remember to cite your sources. (5 pages)

**Experience:** What cultural experience(s) did you have? Describe what happened; what you observed. How and why is cultural sensitivity important? Thoughtfully observe and describe the related cultural observations and experiences — e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc.

**Reflection:** What cultural similarities or difference do these experiences suggest? Consider the experience(s) from the “local” perspective.

**Summary/Implications:** How might understanding this difference affect your social interactions with people from this culture? How would you use this learning to manage cultural differences more effectively?

### 4) Pre-departure quiz on UAE (based on reading assignment(s)) TBA

### 5) Personal Journal
Your complete submitted personal journal entry assignments should be no more than 20 pages. During the trip, examine a cultural difference explicitly relevant to doing business in UAE (using clues from company visits, guest speakers, books and readings etc.). Hand written or electronic versions of this journal are acceptable. Take notes and be prepared!

6) Group Journal/Gifts
While in the UAE, we will keep a group journal of our travels, experiences, lectures, briefings, cultural insights, and more. Each day including travel days, one or two people will be responsible for keeping a hard copy (days will be assigned and journal will be provided) daily log of our activities, people we meet, experiences we have, and insights gleaned. At the end of the trip, I will scan the group journal and provide all participants an electronic copy. We will also bring with us a small token of our appreciation for our guest lecturers, speakers, hosts. We will divide these up among the group and the daily journal person(s) will coordinate in country with the travel faculty travel leaders.

7) Ambassadorship and on-site discussions during study abroad
This is based on attendance and quality of involvement, professionalism, and a respectful and cooperative attitude. Further expectations will be discussed in class prior to our departure. Grades will be based on self-assessment, peer feedback, and reviews by the course professors.

Learning Journey Objective: Students are expected to provide the following integrative assessments of the reading materials and experiences consistent with mastery of the material:

1) Outline the key aspects of doing business in the UAE and MENA region across cultural, geographic, historical, and economic contexts.

2) Specify the key elements associated with the following development in the UAE and MENA region:
   a. The start-up ecosystem including but not limited to incubators, accelerators, and start-up funding;
   b. Differentiation between start-up capital and working capital availability, access, and use;
   c. Identification of key industry and sub-industry sectors in which economic inefficiencies indicate higher need for innovation and start-up activity.

3) Provide detailed insights into the overall economic infrastructure outlining salient micro and macro elements that address both the need for innovation and support for an entrepreneurship ecosystem.

Books/Readings List: (Tentative)


## UAE Program: Tentative Schedule for all classes

<table>
<thead>
<tr>
<th>Key Dates 2016 Classes are in Room 222 LH unless otherwise noted</th>
<th>Assignment / Session</th>
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<tbody>
<tr>
<td><strong>Aug. 26th</strong> 4:40-5:55</td>
<td>Program information session – program logistics</td>
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<tr>
<td><strong>TBA</strong></td>
<td>UC International Pre-departure Orientation. <em>Nota bene:</em> You must attend the UC Int'l Pre-departure Orientation before you will be allowed to travel for this program. See <a href="http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html">http://www.uc.edu/international/study-abroad/preparing-to-go-abroad/required-pre-departure-orientation.html</a> for a complete listing of dates, times, and locations. The first West Campus session is Tuesday October 11, 2016, 9:30 – 11:00 a.m., TUC Cinema; and the last one is Thursday December 01, 2016, 6:00 – 7:30 p.m., 400ABC TUC.</td>
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<td><strong>Sept. 09th</strong> 4:40-5:55</td>
<td>Syllabus / Logistics Readings Assignments discussion</td>
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<tr>
<td><strong>Sept. 16th</strong> 4:40-5:55</td>
<td>Syllabus / Logistics Readings Assignments discussion</td>
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<td><strong>Sept. 23rd</strong> 4:40-5:55</td>
<td>Syllabus / Logistics Readings Assignments discussion</td>
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<td><strong>Sept. 30th</strong> 4:40-5:55</td>
<td>Syllabus / Logistics Readings Assignments discussion</td>
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<td><strong>Oct. 7th</strong> 4:40-5:55</td>
<td>Syllabus / Logistics Readings Assignments discussion</td>
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<td><strong>Oct. 21st</strong> 4:40-5:55</td>
<td>Pre-departure Readings discussion/Team Presentations Passports check</td>
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<td><strong>Oct. 28th</strong> 4:40-5:55</td>
<td>Pre-departure Readings discussion/Team Presentations Passports check</td>
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<tr>
<td><strong>Nov. 04th</strong> 4:40-5:55</td>
<td>Pre-departure Readings discussion/Team Presentations Passports check</td>
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<td><strong>Nov. 18th</strong></td>
<td>On-line quiz on UAE</td>
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<td><strong>Dec. 01st</strong></td>
<td>Last chance for the UC International Pre-departure Orientation, 6:00-7:30 p.m., 400ABC TUC.</td>
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<td><strong>December 2nd</strong></td>
<td>Book Reading/Reflection Paper due</td>
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UAE Study Abroad Program: Fall, 2016 (16FS)

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<th>Date</th>
<th>Activity</th>
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<tr>
<td>December 10th</td>
<td>Arrive Dubai (Program begins Sunday Dec. 11th, UAE work week is Sunday thru Thursday)</td>
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<tr>
<td>Dec. 11-20</td>
<td>Travel and program in the UAE – Dubai, Al Ain, Abu Dhabi</td>
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<td>Dec. 19th -20th</td>
<td>Group Journal to Dr. Matthews/Return to the U.S.</td>
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<td>Jan. 06th</td>
<td>Personal Journal and Integrative Papers due</td>
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<td>TBA</td>
<td>Debriefing session – Lee Armstrong</td>
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**UAE VISA information**

If your country of nationality appears on the list below, no advance visa arrangements are required to visit the UAE. Simply disembark your flight at Dubai International Airport and proceed to Immigration, where your passport will be stamped with a 30-day visit visa free of charge. This can be extended for an additional 30 days at an additional charge.

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<td>Greece</td>
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If your country is not listed, please visit the following link to arrange a VISA in advance of travel.

**Tentative Itinerary:**

The United Arab Emirates (UAE) is a federation of seven emirates (Abu Dhabi, Dubai, Sharjah, Ajman, Umm al Quwain, Ra’s al Khaymah, and Fujairah) located on the eastern side of the Arabian peninsula, at the entrance to the Persian Gulf. It has coastlines on the Gulf of Oman and the Persian Gulf, with Saudi Arabia to the west and southwest, and Oman to the southeast and also on the eastern tip of the Musandam Peninsula as well as an Omani enclave within its borders. A relatively new country, having been established in 1971, it is nonetheless a country rich in history and culture and an easy starting point for travels in the Middle East.
**Time:** The UAE is GMT+4 or 8 hours ahead of EST in the US (e.g., Noon in NY is 8 p.m. in Dubai)

**Weather:** The average temperature in Dubai in December is 21°C or 70°F, although the night temperatures can fall to 10°C or 50°F. Days are very sunny and sunblock is recommended.

**Currency:** 1 UAE Dirham = 0.27 USD or 1 USD = 3.77 UAE Dirham

**Friday December 09:** Depart CVG to DXB on Delta or United

**Saturday December 10:** Arrive Dubai (DXB) late

**Sunday December 11:** Late start: Historical, political, and economic overview of the UAE & Doing business in the UAE and the MENA region; Welcome lunch Sheikh Mohammed Cultural Center; Guided Tour of Dubai, Dubai Museum, Bastakia Quarter, Bur Dubai Souk, and Grand Mosque. Overnight Dubai.

**Monday December 12:** Morning briefing and tour of Ducab Cable Manufacturing with Mr. Hasan Omar, COO. Lunch at Ducab; Afternoon, briefing and company tour by Maria Abdel Rahman, Delegation & Protocol Manager, Dubai’s Vision for the 21st Century. Overnight Dubai.

**Tuesday December 13:** Class: the importance of tourism in Dubai developmental strategy and the upcoming opportunities for growth (Expo 2020), Jumeirah Group management presentation, discussion, business, facilities tour of Burj Al Arab & Emirates Academy of Hospitality Management group with Dr. Stuart Jauncey, Dean, and Mr. Shil Sandeep Shah, Asst. Mgr., Bus. Dev. & Consulting; lunch at Emirates Academy of Hospitality and Management Emirates Academy. Afternoon, tour of the Jumeirah Beach, Mall of the Emirates and Burj Khalifa. Overnight Dubai.

**Wednesday December 14:** Morning class: Briefing and visit to InfoTrust with Amin Shawki and Astro Labs, Google Partnered Tech Hub Start-up Accelerator with Mr. Mohammed Meek, Founding Partner. Lunch. Afternoon, transfer to Al Ain UAEU campus tour and orientation; Overnight in Al Ain.

**Thursday December 15:** Education briefing UAE University, Dean Geralyn Franklin and Provost Albaili; Tour Sheikh Zayed Palace Museum; overnight in Al Ain. Afternoon visit to Jabeel Hafeet.

**Friday December 16:** Transfer to Abu Dhabi Morning Abu Dhabi Corniche and the Sheikh Zayed Grand Mosque; Overnight Abu Dhabi

**Saturday December 17:** Morning briefing and tour Falconry Hospital, Abu Dhabi; Afternoon briefing by Dr. Georges Feghai, CMO, Al Noor Hospitals Group, Abu Dhabi, on Health Care Industry MENA Region.

**Sunday December 18:** Mr. Dao Le, Regional Senior Commercial Officer for the Gulf and Commercial Counselor, and Mr. George Messiha, Commercial Specialist, Embassy of the United States of America, U.S. Commercial Service, Abu Dhabi, UAE “Briefing on Commercial Development in the Gulf Region.” Half-day Desert Safari trip with dinner providing a unique, culturally-rich trip which includes a camel ride, a visit to a camel farm and a Bedouin village.

**Monday December 19:** Transfer to Dubai; company visit Sharjah and Blue Souk and Nujoom Island; Farewell lunch; time for packing and shopping.
Monday/Tuesday December 19/20: Depart Dubai late Monday night or early Tuesday morning.*

* Subject to change: Alternate Saturday December 17th Morning Falconry Hospital; afternoon Desert Safari; Sunday December 18th Morning Mr. Dao Le, Regional Senior Commercial Officer and Mr. George Messiha, Commercial Specialist, Embassy of the U.S.; afternoon return to Dubai; Farewell lunch, packing, shopping; early morning departure Monday December 19th 1:00 a.m.