

# COURSE FILE SUMMARY

## COURSE INFORMATION

|                                     |  |                       |                         |
|-------------------------------------|--|-----------------------|-------------------------|
| <u>College / Institute / Center</u> | <u>Management &amp; Technology</u>         | <u>Department</u>     | Business Administration |
| <u>Programme Title</u>              | <u>Bachelor of Business Administration</u> | <u>Programme Code</u> |                         |
| <u>Course Title</u>                 | <u>Cultural Affairs</u>                    | <u>Course Code</u>    | EX404                   |
| <b># Hours</b>                      | -----2-----                                | -----2-----           |                         |
|                                     | Lecture                                    | Lab / <u>Tutorial</u> | Credit                  |
| <b>Pre Requisites :</b>             |  |                       |                         |

## COURSE AIM

Developing student's perception toward understanding the meaning of culture and phases and its relationship with the element of civilization so that the student understands at the end of the course different cultures and its relationship with business and economics.

## COURSE OBJECTIVES

This course aims to develop student skills in:

- 1-understanding the link between culture & civilization.
- 2-understanding countries habits and norms and perceiving the difference.
- 3- The effect of culture over economic & business life.
- 4-studing contemporary global issues in which the student can know the quality of these issues and its relationship with specific historical roots.

## STAFF REQUIREMENTS

|                                 | <b>Qualifications</b>                                     | <b>Special Skills</b> | <b>Number</b> |
|---------------------------------|---|-----------------------|---------------|
| <u>Lectures</u>                 | Bachelor Masters/Doctorate in social and cultural studies |                       |               |
| <u>Tutorials</u>                |   |                       |               |
| <u>Laboratories / workshops</u> |   |                       |               |
|                                 |   |                       |               |

## LECTURE SCHEDULE

| Lecture |       |       | Description   |
|---------|-------|-------|---|
| #       | Week  | Hrs   |   |
| 1       |       |       | Defining the concept of culture and civilization as a general view of the study |
| 2       |       |       | Arabian culture   |
| 3       |       |       | The effect of Arabian culture on European culture                               |
| 4       |       |       | Case studies  |
| 5       |       |       | Different civilized cultures  |
| 6       |       |       | The effect of culture of the progress of civilization                           |
| 7       |       |       | The seventh week  |
| 8       |       |       | Tracing the effect of cultural extension on capital                             |
| 9       |       |       | New decades& its cultural components  |
| 10      |       |       | Challenges facing Egypt as a country of unique civilization                     |
| 11      |       |       | 12 <sup>th</sup> week exam  |
| 12      |       |       | The cultural role of Egypt in the middle east                                   |
| 13      |       |       | Case studies  |
| 14      |       |       | Arabian identity  |
| 15      |       |       | Revision & open discussion  |
| 16      |       |       | Final exam  |
| ...     | ..... | ..... | .....   |
|         |       |       | .....   |

## TEXT BOOKS

| Code* | Description   |
|-------|---|
| ..... | Justaf Lupon Arab Civilization (Dar EL Maaref)<br>Articles about Islamic civilization |

## REFERENCE BOOKS

| Code* | Description  |
|-------|--------------|
| ..... | .....NA..... |

## TUTORIAL SCHEDULE

| Tutorial |      |     | Topic  |
|----------|------|-----|--|
| #        | Week | Hrs |  |
| 1        | 1    | 2   | Relation Ship Between Organizational Culture & National Culture                |
| 2        | 2    | 2   | Culture Of Success (Positive& negative cultural forms in different countries ) |
| 3        | 3    | 2   | Developing student skills toward planning & implementing the term paper        |
| 4        | ٤    | ٢   | "The effect of cultural variation on national & organizational success."       |
| ٥        | ٥    | ٢   | Discussing & assessing groups 1& 2   |
| ٦        | ٦    | ٢   | Discussing & assessing groups 3& 4   |
| ٧        | ٧    | ٢   | Discussing & assessing groups 5& 6   |
| ٨        | ٨    | ٢   | Discussing & assessing groups 7& 8   |
| ٩        | ٩    | ٢   | Discussing & assessing groups 9&10   |
| ١٠       | ١٠   | ٢   | Discussing & assessing groups 11&12  |
| ١١       | ١١   | ٢   | Discussing & assessing groups 13&14  |
| ١٢       | ١٢   | ٢   | Discussing & assessing groups 15& 16   |
| ١٣       | ١٣   | ٢   | Discussing & assessing groups 17 & 18  |
| ١٤       | ١٤   | ٢   | Discussing & assessing groups 19 & 20  |
| ١٥       | ١٥   | ٢   | Discussing & assessing groups 21 &22   |

**COMPUTER USAGE**

.....NA.....

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**GRADING AND ASSESSMENT METHOD**

| Week # | Points | Written | Oral | Term Paper | Continuous | Thesis |  |  |  |  |
|--------|--------|---------|------|------------|------------|--------|--|--|--|--|
| 7      | 30     | ۳۰      |      |            |            |        |  |  |  |  |
| 12     | 20     |         |      | ۲۰         |            |        |  |  |  |  |
| 1-15   | 10     |         | ۱۰   |            |            |        |  |  |  |  |
| 16     | 40     | ۴۰      |      |            |            |        |  |  |  |  |

**Prepared by:**

**Approved by:**

Designation

Designation

Name

Name

Sign

Sign

Date

Date

### READING MATERIAL

| Code* | Description |
|-------|-------------|
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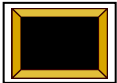
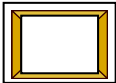






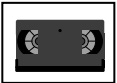
\* TB : Text Book      RB: Reference Book      ST: Standards / Codes      LN: Lecture Notes

### SUPPLEMENTARY MATERIAL

| Code* | Description |
|-------|-------------|
| ..... | NA.....     |
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\*PR: Periodical Audio Cassette      SW: Software      VT: Video Tape      OS: Overhead Slide      MD: Model      AC:

### EDUCATIONAL RESOURCES

|   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|
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