

BUSINESS DIPLOMACY

MODULE SYLLABUS

SOC60100
Summer Semester 2015

This module is part of the Bachelor Advanced Study Phase and belongs to the thematic area "Business and Society".

Lecturers

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Intended Learning Outcomes

- **Knowledge:** Students are aware of political and societal events that affect the operations of a company. They have acquired thorough knowledge of how to proactively deal with situations requiring business diplomacy.
- **Skills:** Students are able to recognize and assess situations requiring business diplomacy and develop a course of action.
- **Competencies:** Students have a broader understanding of complex political interactions on a global scale.

Overview

In a world where the spheres of business, government and society converge, every company has to be a savvy player in the public arena. Most businesses—big and small—act globally today for sourcing and sales. Geopolitical events, new regulations in other markets, natural disasters, changing public perceptions, etc. can have a direct impact on a company's bottom line, even if they happen far away.

Business leaders need to maintain relationships with key government officials and other stakeholders, thus acting as ambassadors of their companies very much like traditional diplomats do representing their countries. They also need to anticipate changing political and societal circumstances, build and leverage networks and generally take a proactive stake in societal and political matters that influence their business environment.

In this module we will analyze situations that affect companies and discuss strategies they can employ to minimize risks and maximize opportunities arising from change in the global public environment.

Sessions and Topics

Mandatory readings are indicated in parenthesis after each topic.

Part I: Introduction

26 March 2015 | 09:00–12:15 | NB12

- Introduction: The Rising Importance of Business Diplomacy (*)

11 April 2015 | 09:00–16:30 | NB22

- How to research and write an academic paper (*)
- Negotiating in an International Context (*)

Part II: The Changing Global Context

18 April 2015 | 09:00–16:30 | NB22

- The Future: Six drivers of Global Change (Thibeault, 1–10)
Global Economy – Balance of Power – Communications

25 April 2015 | 09:00–16:30 | NB22

- *Short Test* (covering mandatory readings from session on 18 April)
- The Future: Six drivers of Global Change (Thibeault, 10–16)
Demographics and Natural Resource Depletion – Biotech Revolution – Climate Change
- Intercultural Differences and the Global Mindset (Cabrera and Unruh 2012, 11–30)

Part III: The Role of Business Diplomacy

07 May 2015 | 09:00–12:15 | NB22

- *Short Test* (covering mandatory readings from session on 25 April)
- Scenario Planning (Ringland 2006; Roxburgh 2009)
- Diplomacy in Transition: Traditional, Public, Commercial (Kerr and Wiseman 2013, 1–7; Pigman 2013, Cull 2010)

28 May 2015 | 09:00–12:15 | NB22

- Geopolitics (Bremmer and Keat 2009, 37–60)
- Political Risk Management (Eurasia Group and PwC 2006; Jakobsen 2010)

11 June 2015 | 09:00–12:15 | NB11

- *Short Test* (covering mandatory readings from sessions 07 May, 28 May and 11 June)
- Rules and Regulations (Bremmer and Keat 2009, 143–161)
- Multi-Level Forums and Networks (Catón 2011; Tapscott 2014)

(*) No student presentations

Assessments

In order to successfully complete this module you have to complete the following assessments.

Assessment	Max. performance points	Due date or date of exam
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Presentation	40	During the semester
3 short tests	30	25 April / 07 May / 11 June
Paper	50	10 July

Presentation

The presentation will be done in groups of two or three students. You have 20 minutes (+/- 5 minutes) to give an introduction to the topic. Your presentation should make reference to the mandatory readings but obviously go beyond that. We recommend that you choose one or two interesting angles that you want to emphasize. After your presentation, you will receive feedback from the group on your presentation skills followed by a discussion of the topic. You should prepare a few questions to guide this discussion.

Tests

There will be three short tests of 20 minutes each. They will consist mainly of multiple choice and short open questions. The tests cover the mandatory readings. If you attend classes regularly and read the material you should have no difficulties answering the questions.

Paper

You have to submit an academic paper on a topic related to the module by 10 July. The length of the paper (excluding title page, table of contents, bibliography and any possible annexes) should be 4,000 to 5,000 words. The essay needs to answer a research question and follow academic standards. It is your responsibility to find a suitable topic.

Before you start to write your essay you have to run the topic and the research question by the lecturers for approval. The latest day for this approval is 11 June. We may reject your proposal if we feel that it is not suitable or if too many other students have already chosen a similar topic.

We also encourage you to send us a rough outline well in advance of the submission deadline, so that we can give you some feedback. This is not mandatory, but helpful in most cases.

You can submit your paper via the Online Campus until midnight of 10 July. Late submission will be accepted but carry a penalty of 10% of the points for each day the essay is late. Extensions due to sickness will only be accepted if Study Advisory receives a sick certificate and we have been informed immediately when you get sick.

Submissions need to be in PDF, Microsoft Word (.doc or .docx) or RTF format.

Grading

For each of the assessments you will get performance points up to the maximum listed above. The total number of points obtained will then translate into your overall grade for the module based on the official table. We will evaluate both the presentation and the essay along different dimensions ranging from the quality of the content to style. We will talk about these in more detail during the introductory session on 26 March and we will also prepare a short written guideline.

Classroom policy

Participation in class is optional. You can decide for yourself whether or not you want to attend. Obvious exceptions are sessions where tests take place or where you are scheduled to give your presentation. Please note, though, that the content we address in class are important to fully understand the subject matter. Therefore, if you do not attend it is your responsibility to get the necessary information from fellow students.

While in class the general rule is that everything that doesn't disturb other students or the lecturer is OK. You may use electronic devices such as laptops, tablets or smartphones if you wish. We prefer that you use them for class-related purposes (such as note-taking) but ultimately we won't monitor what you do.

Please refrain from any behavior that disturbs others, including: coming late, chatting with others, walking in and out of class, not putting your phone on mute etc. We trust in your common sense and good manners, but will enforce these rules if necessary.

Literature

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