

## Business Diplomacy

Module		Business Diplomacy					
Module Code		SOC60100					
Module Coordinator		Catón, Matthias					
Last Update		2015/12/04					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	36 h	Assignments:	70 h
Prerequisites		General knowledge based on completed secondary education.					
Usability in other Modules/Programmes		Bachelor Thesis (BSc_BT)					
Intended Learning Outcomes		<p><b>Knowledge:</b> On successful completion of this module, students</p> <ul style="list-style-type: none"> <li>• are aware of political and societal events that affect the operations of a company</li> <li>• know how rules and regulations affect business in different countries</li> </ul> <p><b>Skills:</b> On successful completion of this module, students can</p> <ul style="list-style-type: none"> <li>• recognise and assess critical situations that require the application of business diplomacy</li> <li>• develop a course of action</li> <li>• analyse complex political interactions on a global scale</li> </ul> <p><b>Competencies:</b> On successful completion of this module, students can</p> <ul style="list-style-type: none"> <li>• work as analysts for a corporation on issues at the nexus of business and politics</li> </ul>					

Module Structure	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The Multi-Stakeholder Concept</li> <li>3. Lobbying and Public Affairs – Definitions of a Concept</li> <li>4. Political Risk Management</li> <li>5. Traditional versus Public Diplomacy</li> <li>6. Global Supply Chains</li> <li>7. Geopolitics</li> <li>8. International Organizations</li> <li>9. Multi-Level Fora and Networks</li> </ol>																
Module Overview	<p>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.</p> <p>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.</p> <p>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.</p> <p>In this module we will analyse situations that affect companies and discuss strategies they can employ to minimize risks and maximize opportunities arising from change in the global public environment.</p>																
Forms of teaching, methods and support	<p>This module will be interactive and use different methodological tools to provide an exciting and varied learning experience. In addition to presentation by the lecturer and by students we will have lively discussions and work on case studies. This module will also make extensive use of online technology. Guest lecturers will be brought in – sometimes via videoconferencing – to provide perspectives on different topics.</p>																
Type of Assessment in the Module and Performance Points	<table border="1" data-bbox="480 1518 1378 1771"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Presentation</td> <td>20 min.</td> <td>40</td> <td>During semester</td> </tr> <tr> <td>Short tests (3)</td> <td>3 x 20 min.</td> <td>30</td> <td>During semester</td> </tr> <tr> <td>Essay</td> <td></td> <td>50</td> <td>End of semester</td> </tr> </tbody> </table>	Type of examination	Duration or length	Performance points	Due date or date of exam	Presentation	20 min.	40	During semester	Short tests (3)	3 x 20 min.	30	During semester	Essay		50	End of semester
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Recommended Literature	<p>A comprehensive list of literature will be provided at the start of the semester.</p>																