

520253 - Business Diplomacy and non-financial risk analysis I

Information of the program

Study: 79506 - Master's degree in International Relations and Business Diplomacy

Subject: 520253 - Business Diplomacy and non-financial risk analysis I

Teaching period: First semester

Year: 1

Type: Compulsory

ECTS Credits: 8.0

Aim

This subject deepens into the skills and practical knowledge associated with business diplomacy, and seeks, through the application of real situations faced by the company, to define a methodology to solve key situations for a successful internationalization.

Previous requirements

No previous knowledge of this subject is required.

Competence-based learning outcomes

COMPETENCIES:

CG03 - To face difficult challenges in situations of business internationalization, changing and novel, without affecting its high level of effectiveness. Mastery level 3

CG04 - To contribute to the consolidation of the team, favoring communication, the balanced distribution of tasks, the internal climate and cohesion. Mastery level 2

CG05 - To pursue efficiently established objectives and goals, analyzing and responding to difficulties and making appropriate adjustments to meet the desired objectives within the business internationalization strategies. Mastery level 2

LEARNING OUTCOMES:

CB9 - To know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way

CE02 - To analyze and evaluate non-financial risks to develop internationalization strategies.

CE04 - To identify the dynamics of the various socio-economic, legal and political practices that allow influencing the internationalization processes.

CE06 - To select and apply various advanced methodologies to design and implement projects and transform information into intelligence that contributes to the success of business internationalization processes.

CB9- Knows how to transmit in a clear and unambiguous way to a specialized public or not, results from scientific and technological research or from the most advanced field of innovation, as well as the most relevant foundations on which they are based.

CG3 - Tackles difficult and novel situations with firmness and perseverance as a challenge. Simultaneously manage various complex jobs, establishing mechanisms to control their progress.

CG4 - Contributes to the establishment and application of the team's work processes. Acts to deal with team conflicts and helps to bring it together.

CG5 - Identifies difficulties and find a way to overcome them to achieve the set objectives. Efficiently uses available resources. Systematically reviews the action plan in order to improve it.

CE02 - Analyzes and evaluates the strategies used in the different internationalization processes. Explains the interrelationships of business and politics and how they affect the overall result of the company.

CE04 - Identifies and explains non-financial factors (socio-political, legal,...) that influence the dynamics of internationalization.

CE06 - Successfully uses advanced methodological tools to obtain and manage information on international phenomena and dynamics. Formulates research questions and establish the means of addressing them. Identifies and critically evaluates academic and other sources used in research in the field of international relations. Reaches own conclusions or novel approaches as a result of the analysis of the selected study materials.

Contents

COURSE CONTENTS

1-Diplomacy and stakeholder analysis. (Prof. Mikel Mancisidor & Prof. Javier Font)

Mikel Mancisidor

He is a Law Graduate (Universidad de Deusto), Postgraduate studies in European Law, Environmental Management and Humanitarian Aid and PhD in International Relations & Diplomacy (Geneva School of Diplomacy).

Prof. Mancisidor is an elected member of the UN Committee on Economic, Social and Cultural Rights since 2012. In 2013 he was awarded the Human Rights Golden Medal by the League of Human Rights. As for his academic career, he is Adjunct Professor and member of the Faculty at the Washington College of Law (American University), where he teaches the semestral subject titled High Studies on International Human Rights Law. He also teaches at the International Institute of Human Rights René Cassin, Strasbourg.

Recent publications:

- "Science and the Universal Declaration of Human Rights" in Porsdam, Helle: The Right to Science. Cambridge University Press, oct. 2021
- Derecho Humano a la Ciencia. Una visión desde la comunidad Iberoamericana. Análisis Carolina 03/2021, 04 Febrero 2021
- "The human right to science as a key element for the rapprochement of cultures" pág 297-315 , AAVV Promoting peace, human rights and dialogue among civilizations UNU - UPeacePress, November, 2020

Evaluation methodology: Presentations

Deadline: In-class

2-Risk analysis and methodology. (Prof. Javier Font)

Javier Font

He is the Executive Vice President of Intelligence & Public Affairs. Javier Font earned a bachelor's degree in law and business from the University of Deusto and a Master's degree in Public Administration from Maxwell School of Citizenship and Public Affairs, Syracuse University. Javier also pursued postgraduate studies on public management and technology transfer at the University of Liège in Belgium. He was Fellow of Altuna Advanced Studies Foundation and obtained the Diploma on International Scenario Planning of the Global Business Network.

Prof. Font enjoys a remarkable experience in developing strategic initiatives on public affairs, urban revitalization and the digital transformation of media and advertising industries. These initiatives include the revitalization of the city of Bilbao (Bilbao Metropoli-30), the diversification of Vocento, a major Spanish media group, and the digital expansion of Aegis Group in Spain. In the international arena, he led projects on city marketing for the Economic Commission for Latin America and the Caribbean (ECLAC) of the United Nations and on public partnerships for the Public Management Service of the OECD. He also advised the European Commission on the Urban Audit, a comprehensive assessment of the European public policies at city level. Javier served as a member of the European Commission Advisory Board for Sustainable Development and New Technologies, the International Working Group on Public Sector Productivity of the International Institute of Administrative Sciences (IIAS), the Intellectual Property Committee of the Association of Spanish Publishers, and PwC's National Expert Panel on the Digital Content Industry.

Javier was visiting professor at the Department of Urban Studies and Planning, Massachusetts Institute of Technology (MIT). In addition, Javier lectured at graduate programs of ESADE, Ortega y Gasset Research University Institute, Polytechnic University of Madrid, University of Deusto, and University of the Basque Country. Javier has regularly been a keynote speaker to major conferences on public affairs and urban revitalization organized by leading institutions, such as OECD, European Commission, UNESCO, the Governments of Argentina and Chile, and Tecnológico de Monterrey. He is also an author and contributor to more than 25 professional and academic publications.

He currently serves on the Advisory Board of Maxwell School of Citizenship and Public Affairs, Syracuse University, the Board of Trustees of Altuna Advanced Studies Foundation, and the Board of Experts of BBK Kuna Institute.

Evaluation methodology: Paper

Deadline: 8 days

[3-International law and arbitration. \(Prof. Cayetana Santaolalla\)](#)

Cayetana Santaolalla

She has a Phd in Private International Law from the University of the Basque Country (UPV / EHU), a Master's Degree in International Studies from the University of the Basque Country (UPV / EHU) and a Law Degree from the University of Navarra (UNAV).

She currently works as a Lecturer of Private International Law at the Public University of Navarra, in International Trade and International Arbitration. She is the Leading researcher in the European project JUST/2017/CONS/PR/CO02/0059- Updating consumer and marketing law content for the consumer law section of the e-Justice Portal. Proficient in different online teaching platforms, she has worked for 15 years in the non-academic sector as a market analyst at the Spanish Commercial Office in New York and continued her American journey as Area Manager of Palacios USA.

She also worked at FAO (United Nations) in Chile where she promoted public-private alliances in the Latin American continent. She has been a Social Responsibility technician in different development NGOs and a consultant and trainer in international trade in several Spanish SMEs and in Chambers of Commerce and training centers.

Evaluation methodology: Case Analysis

Deadline: In class

[4-Project and tender management. \(Prof. Iñaki Larreina\)](#)

Iñaki Larreina is the Managing Director at S&F Consultants, a company formed by a multidisciplinary team of professionals with more than 25 years of experience in diverse fields of specialization. They seek to give added value to their clients by offering them a comprehensive and customize service to their needs. This is why they select the most adequate team for each project in order to guarantee its success.

Mr. Larreina has more than 10 years of experience in the exciting world of strategic consulting, learning with great mentors and from large companies like IDOM and PwC, where he has been working with public and private clients including multilateral organizations. His professional background includes enriching experiences in European countries, and Latin America.

Evaluation methodology:

Deadline:

[5-Subnational Diplomacy and Public Private partnerships \(Prof. Ander Caballero\)](#)

Ander Caballero. International consultant – Visiting Scholar at Harvard University. Center for American Political Studies

Lawyer with 15 years of experience in corporate operations, public affairs, and diplomacy. Formerly a biotech executive in Europe, Middle East and North America, he was appointed delegate of the Basque Country to the United States serving as the representative of the Basque government. He also worked for Mondragon Corporation's Fagor and co-founded a social impact startup focused on intercultural sustainable entrepreneurship and diasporas, and a behavioral public policy firm.

Ander serves at several boards including the Deusto University's master in IR and business diplomacy. He earned his master in public administration from the Harvard Kennedy School of Government and his law and economics degree from Deusto University.

Evaluation methodology: Presentations + Paper

Deadline: In-class + 8 days

Teaching/learning strategy, assessment system and supporting documents

TEACHER/S: Cayetana Santaolalla Montoya Mikel Mancisidor de la Fuente Iñaki Larreina Díaz Javier Font Perez Ander Caballero Barturen	GROUP: 910 - English
	CAMPUS: Faculty of Social and Human Sciences (BILBAO)

TEACHING-LEARNING STRATEGY

This subject deepens into the skills and practical knowledge associated with business diplomacy, and seeks, through the application of real situations faced by the company, to define a methodology to solve key situations for a successful internationalization.

EVALUATION SYSTEM**1. Diplomacy and stakeholder analysis. (Prof. Mikel Mancisidor & Prof. Steffen Bay Rasmussen)**

Evaluation methodology: In class Presentations

2. Risk analysis and methodology. (Prof. Javier Font)

Evaluation methodology: Paper

Deadline: 8 days

3. International law and arbitration. (Prof. Cayetana Santaolalla)

Evaluation methodology: Case Analysis

Deadline: In class

4. Project and tender management. (Prof. Iñaki Larreina)

Evaluation methodology: In class Presentations

5. Subnational Diplomacy and Public Private partnerships (Prof. Ander Caballero)

Evaluation methodology: Presentations + Paper

Deadline: In-class + 8 days

20% refers to Generic Competences and 80% to Specific competences

DOCUMENTATION

There are no required texts to purchase for this class; all readings are available electronically on the course website, and consist of a mix of academic and policy articles and book chapters.

TEACHER/S: Cayetana Santaolalla Montoya
Mikel Mancisidor de la Fuente
Iñaki Larreina Díaz
Javier Font Perez
Ander Caballero Barturen

GROUP: 10 - English

CAMPUS: Faculty of Social and Human Sciences (BILBAO)

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Evaluation methodology: Case Analysis

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