

520254 - Business Diplomacy and non-financial risk analysis II

Information of the program

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

Subject: 520254 - Business Diplomacy and non-financial risk analysis II

Teaching period: Second 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-Business diplomacy – Internationalization case studies (Prof. Tomás Solís, Prof. Jon Lezamiz, Prof. Aitor Martínez, Prof. Antonio Martínez)

Tomás Solís – Artech Group

He has a BA in Industrial Engineering (Universidad Pontificia de Comillas) and a MBA by IESE Business School. After a six year experience as Engineer for Iberdrola and Business Development Manager for Schneider Electric, he started working for Artech Group, where he has accumulated a 10 year experience as Middle East Director based in Dubai, and VP Sales Europe, Middle East and Africa based in Bilbao. He currently works as SVP Global Sales & Marketing.

He is internationally recognized for his strong ability to solve complex issues and to come out successfully out of complex negotiation situations.

Evaluation methodology: Presentations

Deadline: In-class

Jon Lezamiz - Global Head of Public Affairs at Siemens Gamesa,

Siemens Gamesa is a global technology leader in the renewable energy industry - specifically in the development, manufacturing, installation and maintenance of wind turbines.

He reports to the Global Head of Corporate Affairs, and he is co-responsible for the design and execution of a global Public Affairs strategy aligned with the business and reputational objectives of Siemens Gamesa, as global industry leader. He also manages a group of senior team in the US, Spain, Germany and India and among other responsibilities, he is responsible for institutional positioning and advocacy of the Group and for building a supportive global Public Affairs community. His team protects and enhances the Company's reputation while developing and articulating messaging and public strategies around key policy issues.

Evaluation methodology: Presentations

Deadline: In-class

Aitor Martínez - Area Manager at CAF (Construcciones y Auxiliar de Ferrocarriles)

A BEng Mechanical Engineering and Engineering in Industrial Organisations (Mondragon Unibertsitatea), Master in Project Management EURO MPM by EHU/UPV and an Executive MBA by Mondragon Unibertsitatea. After a ten-year experience as Engineer for Orkli, Project Manager for Siemens Gamesa and Area Manager for ULMA, he started working in the Chamber of Commerce of Gipuzkoa, where he has accumulated a 6-year experience as Business Development Consultant in strategy, international sales and project management. He currently works as Area Manager in CAF.

Evaluation methodology: Presentations

Deadline: In-class

Antonio Martínez Zamorano – Senior consultant at IDOM Consulting

MBA; Pg. Dip. Foreign Trade; B.A. (Hons) Applied Foreign Languages; Agile Certified Professional; Expert in Project Management. He has more than a decade of experience in business development and diplomacy at international level. He has worked as Director of EXTENDA - Andalucía International Trade and Foreign Investment in the People's Republic of China. He is currently a senior consultant at IDOM Consulting, managing projects for multilateral entities, governments and public institutions in the areas of business internationalization, public diplomacy, innovation strategies and creative economy, in Asia, Europe and Latin America.

Evaluation methodology: Presentations

Deadline: In-class

Teaching/learning strategy, assessment system and supporting documents

TEACHER/S: Tomas Solis San Salvador Aitor Martínez Benitez	GROUP: 910 - English
	CAMPUS: Faculty of Social and

<p style="text-align: center;">Jon Lezamiz Cortazar Antonio Francisco Martínez Zamorano</p>	<p style="text-align: center;">Human Sciences (BILBAO)</p>
<p>TEACHING-LEARNING STRATEGY</p>	
<p>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.</p>	
<p>EVALUATION SYSTEM</p>	
<p>1-Business diplomacy – Internationalization case studies (Prof. Tomás Solís, Prof. Jon Lezamiz, Prof. Aitor Martínez, Prof. Antonio Martínez) <u>Evaluation methodology</u>: Presentations <u>Deadline</u>: In-class</p> <p>20% refers to the Generic Competences and 80% to he Specific Competences.</p>	
<p>DOCUMENTATION</p>	
<p>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.</p>	

<p>TEACHER/S: Tomas Solis San Salvador Aitor Martínez Benitez Jon Lezamiz Cortazar Antonio Francisco Martínez Zamorano</p>	<p>GROUP: 10 - English</p> <p>CAMPUS: Faculty of Social and Human Sciences (BILBAO)</p>
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