

520251 - Current issues of International Relations and Business Diplomacy

Information of the program

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

Subject: 520251 - Current issues of International Relations and Business Diplomacy

Teaching period: First semester

Year: 1

Type: Compulsory

ECTS Credits: 8.0

Aim

This subject includes two key elements to contextualize the subject of business diplomacy in international relations.

On the one hand, the conceptualization of it will be worked on, from multiple perspectives. On the other hand, the possibility of supporting and managing this business diplomacy within the company, as well as from public institutions, through all the actors that interact in it will be studied.

The topics to be worked on will be the following:

- International Relations & Business Diplomacy
- Global governance and global issues
- International political economy and international trade
- Business management

Previous requirements

No previous knowledge of this subject is required.

Competence-based learning outcomes

COMPETENCIES:

CG01 - To identify information gaps on the link between the company and foreign action and establish relationships with elements external to the business internationalization situations raised.

CB6 - To obtain and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context

CE01 - To analyze the processes and phenomena of an international nature applying the concepts, theories and advanced methods used in the discipline of international relations. CE03 To analyze the key functions and processes of organizations and institutions for an external deployment, consistent with their strategic purpose.

LEARNING OUTCOMES: CB6 - Acquires advanced knowledge and demonstrate in a context of scientific and technological or highly specialized research, a detailed and well-founded understanding of the theoretical and practical aspects and of the work methodology in one or more fields of study.

CG1 - Identifies information gaps or lack of coherence in the argumentation in written texts. Establishes cause-effect relationships based on qualitative elements. Use data analysis and organization tools. Expresses ideas and conclusions based on data and the relationship between them CE01 - Analyzes specific phenomena applying the concepts and methods appropriate to the discipline.

Contents

COURSE CONTENTS

[1-Global governance and global issues \(Prof. Shaun Riordan & Prof. Javier Cortés\).](#)

Javier Cortés Expert consultant in corporate sustainability and in public-private collaboration for the 2030 Agenda and the Sustainable Development Goals.

Economist, Doctoral Studies in Sustainable Development and Master in Direction and Management of Foundations

and Development Cooperation. Javier has served as Director of the United Nations Global Compact for Latin America, the Caribbean and North America from Headquarters in New York from 2013 to 2018 and Director of the UN Global Compact Cities Program in 2019-2020 based in Melbourne and Madrid, contributed to promoting the integration of sustainability in the business models and their orientation towards collaboration with public institutions, academia and civil society for the advancement of the SDGs in the region.

He has had a professional career in the Administration, contributing from the public policy of Cooperation in the Ministry of Foreign Affairs and Cooperation, EU and OECD as a member of the inclusive growth and poverty reduction working group; In the private sector, he worked in multinational companies such as Telefónica or Grupo PRISA. He has been a keynote speaker on Sustainable development and public-private partnerships at International Events such as the Mobile World Congress Barcelona, the Political Forum for Sustainable Development of ECLAC or the Global Urban Agenda Habitat III Summit in Quito, and a teacher

Currently Independent Consultant, Co-Director of the Training Course in Corporate Sustainability LEAD Sustainability, Partner of Systemic Consulting Computer Aided Logistic Services CALS2.0, Member of the Academic Council of the Master in Business Diplomacy of the University of Deusto, Board Member of the Spanish Society Systemic Thought (SESGE). He is the author of indexed scientific articles on corporate sustainability and is a teacher in various national and international Master's degrees such as ESCP, Deusto Business School, Carlos III University, among others.

Evaluation methodology: Exam – paper style questions

Deadline: 10 days

Shaun Riordan. Head of the Chair for Diplomacy and Cyberspace at the European Institute of International Studies, a Research Fellow at the Charhar Institute (Beijing) and a senior consultant on public, digital and cyber diplomacy with UNITAR and UNDP.

A former British diplomat, Shaun served in New York, Taiwan, Beijing and Madrid, as well as the Counter-Terrorism and Yugoslavia departments of the Foreign Office in London.

The current focus of his work is the intersection between geopolitics, emerging disruptive technologies (EDTs) and diplomacy.

Shaun is author of the New Diplomacy (2003), Adios a la Diplomacia (2005), Cyberdiplomacy: Managing Security and Governance on Line (2019) and The Geopolitics of Cyberspace: A Diplomatic Perspective (2019)

Evaluation methodology: paper

Deadline: 5 days

2-International political economy and International Trade (Prof. Massimo Cermeli & Prof. Mariano Turzi).

Mariano Turzi

PhD in International Studies from the School of Advanced International Studies (SAIS) of Johns Hopkins University. Former Director of the Asia-Pacific Program at Universidad Torcuato Di Tella (Argentina), lecturer at New York University and postdoctoral fellow of the National Council for Scientific and Technical Research (CONICET), Argentina.

Dr. Turzi has published extensively on international relations with special attention to Latin America, China, and other topics. His most recent articles include: "The 2020 pandemic in the theoretical debate of International Relations"; "Building softpower?: China in the global cultural markets"; "China and the search for autonomous regional governance in Latin America"; "The BRICS and global economic governance"; "Latin American silk road: China and the Nicaragua Canal"; "Goodbye Panama?: China and the geopolitics of channels in Latin America"; "Asia and Latin American (dis) integration?".

His latest book published in Spain is <https://claveintelectual.com/?s=turzi&id=284>

Massimo Cermelli. Associate Professor at Deusto Business School.

Massimo has a degree in Economics and Commerce and a doctorate in Economics and Business Management from the Universities of Palermo (Italy) and Deusto (Spain). He is currently a professor in charge at the University of Deusto, where he teaches at the Bilbao campus. His teaching activity is concentrated in the degrees of Business Administration and in the area of Human Training in Values. Specifically, he teaches the following subjects in Spanish: Macroeconomics, Spanish and World Economy, Civic and Professional Ethics and the following subjects in English: Economics and International Policy Issues, A Critical Approach to Social Issues. His publications deal mainly with Innovation, Internationalization of SMEs, International economy, Civil economy, Territorial socio-economic development and Public Policies. In recent years he has been working on research on Innovation, Territory, Clusters and Alternative Visions of the Economy. Journalist and director of the Italian socio-economic magazine Ricerca.

Evaluation methodology: paper

Deadline: 8 days

[3-Business management \(Prof. Maryan Luzárraga & Prof. Juan Luis Manfredi, Prof.Ciara O'Higgins\).](#)

Maryam Luzárraga Public Sector Responsible at EY Bilbao.

Former Director of Public Sector at Microsoft Spain and management consulting partner and government leader in PwC. She has 27 years of professional experience and 10 years abroad advising International Organizations, Corporations, Governments, SMEs and entrepreneurs. As Consulting partner in PwC she was responsible for the competitiveness solution for business development and responsible for the European Commission and World Bank account. She currently serves as Senior Advisor for Consulting Firms, Government and International organizations. She combines this activity with her role as Vice President of the Woman Forward Foundation.

Maryam's main areas of development are: Project feasibility studies from the market and economic-financial perspective, Strategic Plans for Corporations and Governments from the economic, social and environmental perspective, Start Ups business plans and financing strategies, Internationalization Strategies, Strategies for attracting Foreign Investment, Technological transformation plans and digitalization strategies, Financing strategies European Funds.

Ciara O'Higgins.

Ciara O'Higgins is an assistant professor in the Management Department of DBS. Her research focusses on the internationalization of professional service firms (PSFs). Previously, she worked for nearly 20 years in international business, in particular for Tecnalia Research

Juan Luis Manfredi. Prince of Asturias Distinguished Visiting Professor at Georgetown University.

Professor of Journalism at the University of Castilla-La Mancha. Prof. Manfredi holds a degree in Journalism and History (University of Seville) and International MBA (IE Business School).

Academic director of the Observatory for Transformation of the Public Sector ESADE-PwC, Juan Luis is a member of the Scientific Council of the "Instituto Real Elcano" and he investigates international relations, technology, diplomacy and strategic communication. He was the principal investigator of the project "Public communication, transparency, accountability and participation in local governments". He has directed "Media Pluralism Monitor in Spain 2015", a project of the European Institute of Florence to measure the pluralism and diversity of the media and journalistic companies.

He is the author of numerous books and articles, some of them the result of field work carried out at the Ministry of Foreign Affairs and Cooperation of the Government of Spain. His latest book is "Corporate Diplomacy: the new managerial intelligence" (UOC: Barcelona, 2018). He is a member of the editorial board of Esglobal.com. He has been a finalist for the 2015 Citi Journalistic Excellence Award in Spain and he is a frequent contributor to Cinco Días, a business daily in Spain.

Evaluation methodology: In-class presentations

Deadline: 8 days

Teaching/learning strategy, assessment system and supporting documents

TEACHER/S: Francisco Javier Cortes Fernandez Juan Luis Manfredi Sanchez Shaun Christopher Riordan Massimo Cermelli Mariano Turzi Maryan Luzarraga Monasterio Ciara O'Higgins	GROUP: 910 - English
	CAMPUS: Faculty of Social and Human Sciences (BILBAO)
TEACHING-LEARNING STRATEGY	
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Evaluation methodology: paper

Deadline: 5 days

2 - International political economy and International Trade (Prof. Massimo Cermeli & Prof. Mariano Turzi).

Evaluation methodology: paper

Deadline: 8 days

3. Business management (Prof. Maryan Luzárraga & Prof. Juan Luis Manfredi).

Evaluation methodology: In-class presentations

Deadline: 8 days

20% refers to the Generic Competences and 80% to the 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.

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Juan Luis Manfredi Sanchez
Shaun Christopher Riordan
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GROUP: 10 - English

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