

520255 - International negotiation, crisis management and intercultural communication

Information of the program

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

Subject: 520255 - International negotiation, crisis management and intercultural communication

Teaching period: Second semester

Year: 1

Type: Compulsory

ECTS Credits: 7.0

Aim

This subject includes a series of contents related to the correct implementation of specific strategies of business diplomacy, traditionally linked to international communication and negotiation.

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

CB7 - To know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study

LEARNING OUTCOMES:

CB7 - Knows how to apply and integrate their knowledge, their understanding, their scientific foundation and their problem-solving skills in new and imprecisely defined environments, including interdisciplinary contexts for both researchers and highly specialized professionals. He/she is able to predict and control the evolution of complex situations by developing new and innovative work methodologies adapted to the specific scientific / research, technological or professional field, generally multidisciplinary, in which she develops her activity.

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

CE05 - Understands the factors that determine the roles of people according to cultures and act efficiently in new intercultural contexts. Manages and successfully resolves crisis situations, using advanced mechanisms and strategies typical of business diplomacy.

Contents

COURSE CONTENTS

1-Leadership, International negotiation and crisis management

Prof. Fernando Díez

He holds a Ph.D. and Executive MBA from INSIDE (International Institute of Business Management), La Comercial (University of Deusto) and a Senior Management Programme of Research, Innovation and Technology Transfer Institutions from IESE Business School. Current DEIKER-OTRI Director (Knowledge Transfer Office & Publications) and Deputy Director of the Deusto Foundation, Fernando has more than 25 years of experience in business management.

Associate Professor in the Faculty of Psychology and Education, teaches courses in HR Management (B.S. in Psychology), Organizational Behavior (CIDE) and General Principles of Learning and Teaching (B.A. in Education).

He is professor in the Master of Human Resources Management at Comillas Pontifical University (Madrid) and Deusto Business School (Bilbao). His research interest, projects and articles are focused on Leadership and Human Resource Management.

Evaluation methodology: Paper

Deadline: 8 days

Javier San Martín Sádaba - Associate Partner at Hofstede Insights

Industrial Engineer. Master in Engineering by the University of the Basque Country. Phd in Education from the University of Deusto.

Professor in the Master MBA Executive - Master in Business Administration and Management and the Master in Marketing and Business Management at the University of the Basque Country (Faculty of Economics and Business), as well as the Master in International Business at the University of Deusto and ESIC Master of International Trade and Business.

Since 2002, Javier is an Associate Partner at Hofstede Insights, founded by Professor Hofstede to extend his work to the world of business organizations.

A certified trainer by HOFSTEDE INSIGHTS for training and advice in the 6D Model (national culture) since 2002 and in the Multi Focus Model (organizational culture) since 2004. He works as an advisor and trainer in numerous companies in the field of intercultural management and organizational culture.

Evaluation methodology: Presentations + Paper

Deadline: In-class + 8 days

2-Intercultural communication

Prof. Adela Balderas

Adela holds a PhD in Business Administration and is Research Fellow at the Oxford Institute of Population Ageing, University of Oxford. Professor at Deusto Business School and at the Basque Culinary Center-University of Mondragon.

Master in Marketing, Executive MBA and Master in Career Coaching, she is also specialized in professional coaching with studies at the University of New York, Stanford and Harvard University. Consultant in marketing for many hotel chains and restaurants, Adela has an extended teaching experience at the undergraduate and graduate levels. Lecturer at ESIC Business and Marketing School, she is currently Director of a Master at Basque Culinary Center, mentor in Imagine at Silicon Valley and consultant. Dr. Balderas is visiting professor and Lecturer at the University of Salamanca (Spain), College of Economics of the University of Xiamen (China), University of Regensburg (Germany), University of Northumbria (United Kingdom), University of Pennsylvania, Cornell University and Ecole hôtelière de Lausanne (Switzerland).

Evaluation methodology: Presentations

Deadline: In-class

Teaching/learning strategy, assessment system and supporting documents

TEACHER/S: Fernando Díez Ruíz Javier San Martín Sádaba Adela Balderas Cejudo	GROUP: 910 - English
	CAMPUS: Faculty of Social and Human Sciences (BILBAO)

TEACHING-LEARNING STRATEGY

This subject includes a series of contents related to the correct implementation of specific strategies of business diplomacy, traditionally linked to international communication and negotiation.

EVALUATION SYSTEM

[1-Leadership, International negotiation and crisis management \(Prof. Fernando Díez, Prof. Javier San Martín\)](#)

Evaluation methodology: Presentations + Paper

Deadline: In-class + 8 days

[2-Intercultural communication \(Prof. Adela Balderas\)](#)

Evaluation methodology: Presentations

Deadline: In-class

20% refers to the Generic Competences and 80% to he 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: [Fernando Díez Ruíz](#)
[Javier San Martín Sádaba](#)
[Adela Balderas Cejudo](#)

GROUP: 10 - English

CAMPUS: Faculty of Social and Human Sciences (BILBAO)

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EVALUATION SYSTEM

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Evaluation methodology: Presentations + Paper

Deadline: In-class + 8 days

[2-Intercultural communication \(Prof. Adela Balderas\)](#)

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