

Corporate Diplomacy

24-28 July 2017, Paris

16 contact hours / 2 ECTS credits

This course provides an introduction to the universe of Corporate Diplomacy, including topics from a corporation strategy to the role of the corporate diplomat, including corporate governance, communication and advocacy. Its main objective is to both provide a more comprehensive approach to the strategy around Corporate Diplomacy and its tools, and to promote practical exercises in order to apply some of the learned concepts.

Course Schedule

Monday, 24 July

- **9:30 – 11:00 – Introduction to Corporate Diplomacy**
 - Reading: Alberto Asquer – What is Corporate Diplomacy?
 - Reading: Cynthia Schneider – It's the emotion, stupid.
- **11:30 – 13:30 – Corporate Diplomacy and Globalization**
 - Chapter 12 – Globalization and International Trade (The World Bank Group)
 - Chapter II – Trade in a globalizing world - Part B – Globalization and Trade World Trade Report 2008 – Trade in a Globalizing World (World Trade Organization)
 - Thomas Friedman – It's a flat world, after all
 - Pankaj Ghemawat – Why the world isn't flat

Tuesday, 25 July

- **9:30 – 11:00 – Culture and Business**
 - Fred Luthans and Jonathan Doh – Chapter 4 – The meanings and dimensions of culture (International Management, McGraw-Hill)
- **11:30 – 13:30 – Culture and business (case presentations)**
 - May Gao – Culture determines business models: analyzing Home Depot's failure case in China for international retailers from a communication perspective
 - Lene Staertzel – Carrefour in China, "A crossroad between East and West"

Thursday, 27 July

- **9:30 – 11:00 – Global Expansion**
 - Pankaj Ghemawat – Distance still matters, the hard reality of global expansion
 - Pankaj Ghemawat – Managing differences, the central challenge of global strategy
 - Marcus Alexander and Harry Korine – When you shouldn't go global
- **11:30 – 13:30 – Kodak vs. Fuji (case analysis)**
 - Thomas Finnerty – Kodak vs. Fuji: the battle for global market share

Friday, 28 July – Corporate Diplomacy Strategy

- **9:30 – 11:00 – Global Brand Managing**
 - Sicco van Gelder – General strategies for global brands
 - Case study: Take control of your product information

- **11:30 – 13:30 – The Chad-Cameroon oil and pipeline project (case presentation)**

Learning Objectives

Upon completion, the students will be able to:

- 1) Understand the importance of Corporate Diplomacy in today's business world
- 2) Identify the essential elements of Corporate Diplomacy
- 3) Develop a basic Corporation Diplomacy action plan

Prerequisites

There is no particular pre course requirement. It is recommended that students have some basic understanding and backgrounds in business.

Course Design

Lectures, presentations by students and participation in practical exercises.

Course Assessment

Final grade will be assessed based on class presentation and involvement in practical exercises (60%) and take home assignments (40%). Class attendance is mandatory.