

## Corporate Diplomacy

6-10 July 2015, 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, 06 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, 07 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, 09 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, 10 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.