

## Course form to fill in (2018-2019)

### Course title:

Corporate Diplomacy

### Staff responsible for the course:

### Lecturers:

First Name + Name  
Rodrigo Cintra

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

### **At the end of the course, the student should be able to:**

Understand the concept of Corporate Diplomacy

Work with the main tools related with Corporate Diplomacy

Analyse the corporate strategy and propose new ways to act considering the new business environment

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

The student must be open minded in terms of international business, been specially able to take into consideration differences in cultures.

Due to the format of the course, the student will be demanded to engage in different teamwork projects, working with students from all around the world.

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

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.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

| Course's types                            | Number of hours | Notes |
|---|-----------------|-------|
| <u>Effective presence</u>                 |                 |       |
| - Magistral Course                        | 2               |       |
| - Interactive Course                      | 4               |       |
| - Tutorials                               | 4               |       |
| - Coaching                                |                 |       |
| - PBL Course                              |                 |       |
| <u>Training from a distance</u>           |                 |       |
| - Video-conferences                       |                 |       |
| - Webinars                                |                 |       |
| <u>Self-learning</u>                      |                 |       |
| - Books 'readings                         |                 |       |
| - E-learning                              |                 |       |
| - Research                                | 4               |       |
| <u>Outdoors-training</u>                  |                 |       |
| - In firms                                |                 |       |
| - Internship                              |                 |       |
| <u>Personal work</u>                      |                 |       |
| - Group Projects                          | 6               |       |
| - Individual Projects                     |                 |       |
| - Personal work                           |                 |       |
| <b>Total working time for the student</b> |                 |       |

### 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*)

This will introduce the assessment's table that you have to complete below (table n°2).

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

List the assessment for each modality.

TABLE 2

| Modality                     | Type of control       | Length (h) | Number | Weighting (%) |
|------------------------------|-----------------------|------------|--------|---------------|
| <u>Continuous assessment</u> | Continuous assessment |            |        |               |
|                              | Mid-term exam         |            |        |               |
|                              | Participation         |            |        |               |
|                              | Oral presentation     |            |        |               |
|                              | MCQ                   |            |        |               |
| <u>Final exam</u>            | Oral final exam       | 4          | 1      | 40            |
|                              | Written final exam    |            |        |               |
| <u>Others</u>                | Case study            |            |        |               |
|                              | Group Project         |            |        |               |
|                              | Individual Project    |            |        |               |
|                              | Written assignment    |            |        |               |
|                              | Exercises             | 4          | 3      | 60            |
| <b>Total</b>                 |                       | <b>8</b>   |        | <b>100%</b>   |

### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

**Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):**

**Class books :**

STEGER, Ulrich. Corporate Diplomacy: The Strategy for a Volatile, Fragmented Business Environment. ISBN-13: 978-0470848906

**Reviews :**

Internet Resources:

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

| <b>Name of the Website</b>   | <b>URL</b>  |
|------------------------------|---|
| IFC-WB                       | <a href="https://www.ifc.org/wps/wcm/connect/region__ext_content/regions/sub-saharan+africa/investments/chadcameroon">https://www.ifc.org/wps/wcm/connect/region__ext_content/regions/sub-saharan+africa/investments/chadcameroon</a> |
| What is Corporate Diplomacy? | <a href="https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2009812">https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2009812</a>   |
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