1. BASIC INFORMATION

Course	International negotiation and Diplomacy
Degree program	Bachelor's Degree in International Business
School	Social Sciences and Communication
Year	4th
ECTS	6
Credit type	Elective
Language(s)	English
Delivery mode	Campus-based
Semester	S8
Academic year	2024-25
Coordinating professor	Zaki Habib Gómez
Professor	Zaki Habib Gómez

2. PRESENTATION

This course aims to provide students with basic knowledge related to the role of diplomacy in conducting international businesses. Students will be prepared to understand the structure and dynamics of international relations and the necessity for diplomacy in the contemporary era of international relations. The main focus of the course will be on the state as an international actor, but other actors such as international organizations and transnational corporations will also be addressed.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS.2: Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defense of arguments and problem solving within their field of study.
- BS.3: Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.
- BS.4: Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

Cross-curricular competencies:

- CS.4: Analysis and synthesis skills: being able to break down complex situations into their constituent parts; also, to evaluate other alternatives and perspectives in order to find optimal solutions. Synthesis seeks to reduce complexity in order to better understand it and/or solve problems.
- CS.7: Awareness of ethical values: Ability to think and act according to universal principles based on the value of the individual which are directed towards his or her full development and which entails a commitment to certain social values.
- CS.8: Information management: Ability to search for, select, analyse and integrate information from different sources.

- CS.12: Critical reasoning: Ability to analyse an idea, phenomenon or situation from different perspectives and to assume one's own personal approach to it, based on rigour and argued objectivity, and not on intuition.
- CS.13: Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve an end.
- CS.17: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organisations to achieve common objectives.

Specific competencies:
- SS.1: Ability to evaluate and critically analyse phenomena and agents affecting the social and political environment in different international scenarios.
- SS.3: Ability to analyse the role of international organisations today as well as the function and scope of influence of international cooperation agencies and organisations.
- SS.4: Ability to identify and analyse the economic aspects of globalisation linked to: internationalisation of companies, foreign trade, and global economy.
- SS.19: Ability to understand and integrate professionally in the different economic, organisational and hierarchical structures of multinational companies, knowing their positions and the functions of each manager and department.
- SS.23: Ethical business behaviour respecting human rights and the impact of production activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes:
- LO1: The student will have the ability to recognize the global, universal, cosmopolitan perspectives in the study of the actors, institutions, structures, and transactions that constitute International Relations.
- LO2: Contribute to promoting peace policies and proposals for peaceful conflict resolution.
- LO3: Will have the capacity to develop basic studies of political, social, cultural, and economic research within the framework of the state.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BC2, BC3, BC4, CC7, CC13, CC17, SC1, SC3, SC4, SC23	LO1: The student will have the ability to recognize the global, universal, cosmopolitan perspectives in the study of the actors, institutions, structures, and transactions that constitute International Relations.
BC2, BC3, BC4, CC7, CC13, CC17, SC1, SC3, SC4, SC19, SC23	LO2: Contribute to promoting peace policies and proposals for peaceful conflict resolution.
BC2, BC3, BC4, CC4, CC7, CC13, CC17, SC3, SC4, SC19, SC23	LO3: Will have the capacity to develop basic studies of political, social, cultural, and economic research within the framework of the state.

4. CONTENT
- Study of national foreign-service bodies and the development of their political action within the framework of the rule of law.
- Structuring of diplomatic corps and diplomatic missions, and the legal and political tools available to international subjects abroad.
- Theoretical and practical analysis of activities projecting the image of Spain and of a company, and of public communication strategies for developing and maintaining a position of influence in international relations in the global era.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Masterclasses
- Case study method
- Cooperative learning
- Problem-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Masterclasses	32
Asynchronous masterclasses	8
Problem solving	25
Case analysis	15
Participatory group activities (seminars, participation in forums)	20
Formative evaluation (feedback from completed evaluation tests)	10
Academic tutorials	10
Independent work	30
TOTAL	**150**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	50%
Case analyses and problem solving	20%
Written reports	10%
Oral presentations	10%

Performance obesrvation	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Barbé, E. (2020): *Relaciones Internacionales*, Tecnos, Madrid.
- Bjola, C. and Kornprobst, M. (2018): *Understanding International Diplomacy. Theory, Practice and Ethics*, 2nd edition, Routledge, London.
- Cooper, A., Heiner, J. and Thakur, R. (2013): *The Oxford Handbook of Modern Diplomacy*, Oxford University Press, Oxford.
- de Yturriaga Barberán, J. A. (2015): *Los órganos del Estado para las relaciones exteriores. Compendio de Derecho Diplomático y Consular*, Ministerio de Asuntos Exteriores y Cooperación, Madrid.
- del Arenal Moyúa, C. (2007): *Introducción a las Relaciones Internacionales*, 4ª edición, Tecnos, Madrid.
- Gutner, T. (2016): *International Organizations in World Politics*, SAGE, New York.
- Gobierno de España (2021): *Spanish Foreign Action Strategy 2021-2024*, Ministerio de Asuntos Exteriores, Unión Europea y Cooperación, Madrid.
- Harris, D. and Sivakumaran, S. (2020): *Cases and Materials on International Law*, 9th edition, Sweet and Maxwell, London.
- Hurd, I. (2014): *International Organizations: Politics, Law and Practice*, 2nd edition, Cambridge University Press, Cambridge.
- Orakhelashvili, A. (2022): *Akehurst's Modern Introduction to International Law*, 9th edition, Routledge, London.
- Palazuelos, E. (dir.) (2015): *Economía Política Mundial*, Akal, Madrid.
- Reus-Smit, C. and Snidal, D. (2008): *The Oxford Handbook of International Relations*, Oxford University Press, Oxford.
- Truyol y Serra, A. (2008): *La sociedad internacional*, Alianza, Madrid.

The recommended Bibliography is:

- Binder, S. A., Rhodes, R. A. W. and Rockman, B. A. (2008): *The Oxford Handbook of Political Institutions*, Oxford University Press, Oxford.
- Melissen, J. (2005): *The new public Diplomacy. Soft power in International Relations*, Palgrave MacMillan, New York.
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- Oatley, T. (2018): International Political Economy, Routledge, London.
- Ravenhill, J. (ed.) (2020): *Global Political Economy*, Oxford University Press, Oxford.
- Snow, N. and Cull, P. M. (2020): *Routledge Handbook of Public Diplomacy*, Routledge, London.
- Wendt, A. (1992): "Anarchy is what States make of it: The Social Construction of Power Politics", *International Organization,* vol. 4, issue 2, pp. 391-425.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at
unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11.   ONLINE SURVEYS   6

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.