

Corporate Diplomacy

Lecturer	Dr. Henning Meyer (Visiting Lecturer)
Study Programme	BW/LH/WI
Level	Bachelor
Language	English
Credit Hours / ECTS	2 SWS / 3 ECTS
Workload	30 h Classes / 30 h Preparation / 30 h Post Processing
Course Type	Seminar
Exam	Presentation
Requirements	-
Max Participants	15
Content	<ul style="list-style-type: none">• What is Corporate Diplomacy• Understanding Global Strategy• The Public Policy Interface• Case Study• Corporate Diplomacy Toolkit• Creating Shared Value
Learning Objectives / Skills	<p>This module aims to introduce students to the concept of Corporate Diplomacy and shows how it interacts with Global Strategy and Public Policy. It enables students to understand the connections between the different areas, how to work with them, and how corporate diplomacy is different from more traditional notions of Corporate Social Responsibility (CSR). In addition, the module will provide students with the experience of practical application of Corporate Diplomacy by working on a case study that demonstrates the relevance of Corporate Diplomacy to navigate the non-market strategic environment in different parts of the world. Participants will be able to critically apply the frameworks they have learned in this module to their own cases and will have a better understanding of Global Strategy and how to implement it.</p>
Literature	<p>Henisz, Witold J. (2014) <i>Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders</i>. Greenleaf Publishing, Sheffield.</p> <p>Mazzucato, Mariana et.al. (2016) <i>Rethinking Capitalism: Economics and Policy for Sustainable and Inclusive Growth</i>, Wiley-Blackwell, London.</p> <p>Meyer, Henning (2018) <i>Creating Shared Value (CSV): Operationalising CSV Beyond the Firm</i>. Centre for Business Research (CBR), University of Cambridge.</p>