

# **INTERNATIONAL BUSINESS AND DIPLOMACY PROGRAM (IBD)**

## **PROGRAM DESCRIPTION**





**FESEI**  
INTELIGENCIA ESTRATÉGICA

According to the Agreement between **the Foundation for Strategic and International Studies**, hereinafter referred to as **FESEI**, and **Management and Human Resource Group International**, hereinafter referred to as **MHR GI**, for the purpose of cooperation in the capacity building programs, have developed the following program –

**INTERNATIONAL BUSINESS AND DIPLOMACY**

Signed on this 4<sup>th</sup> day of November 2019 by:

**Mr. Miguel Alvarez de Eulate  
y Moreno**

on behalf of **FESEI**

**Dr. Prof. Hassan Al Nouri**

on behalf of **MHR GI**



**FESEI**  
INTELIGENCIA ESTRATÉGICA

**MHR Business Academy** offers you a wonderful opportunity to get your education with an internationally recognized **European** organization – **the Foundation for Strategic and International Studies**.

**FESEI** is a **Spanish** non-profit organization born with a clear vocational service to societies, with the aim to encourage a security and defense culture, mainly through its institutions: **School of High Strategic and International Studies and the Statesmen's School**.

#### **FOUNDATION'S AIMS**

- Promotion of the country of Spain abroad and establishing cross-cultural relations with other countries
- High-quality teaching, studies dissemination, research work aimed at educating professionals with analytical skills and prospective knowledge, who can be capable of leading organizations and reducing uncertainty, as it is more and more demanded in the fields of the economy, defense, and security, both at the national and international level and in the economic and managerial intelligence fields.
- Prospective intelligence, publications, and international cooperation
- Promotion of the security and defense culture as well as fostering employment directed mainly to the young unemployed people

## **THE FOUNDERS**



### **Miguel Álvarez de Eulate y Moreno**

#### **Founder, Employer, and Director-general of FESEI**

and of the specializing institutions: School of High Strategic and International Studies and the Statesmen's School. Institutions dedicated to high education; diplomatic preparation, leadership, and economic, managerial, and competitive intelligence.

Academic Director of the Master's degree in Leadership, Diplomacy, and Intelligence: Intelligence Analyst Officer, University CEU Abat Oliba (Spain) in collaboration with the Defense and Interior Ministry.



### **MHR Business Academy Chief International Expert**

Master in Public Administration (Wisconsin University – USA), Ph.D. in Public Administration (Kennedy University – USA), D.E.A (Universite Saint-esprit, Kaslik, Liban – Lebanon), Doctorate in BA (EU – Switzerland).

*"Dear Friends,*

*I am pleased to welcome you to MHR GI, an organization that has enjoyed an excellent reputation in education and business consultancy for over 25 years.*

*Together with our outstanding international partners and the team of professionals we are working hard to enable our students and clients to grow both domestically and internationally. We pride ourselves on our alumni many of which have got to the top in their careers due to their great performance and the knowledge that they got from.*

*Our experience with a number of public and private organizations has given us the edge over many competitors, mainly in business education programs and business consultancy services.*

*If you like to grow, the MHR GI team would like to help!"*

**Professor Hassan Al Nouri**



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If you are interested in foreign affairs, if you want to work or are already working at global organizations or NGOs, if you are a member of a diplomatic community, if you look to gain knowledge of international business and trade, you will definitely benefit from our **International Business and Diplomacy Program (IBD)**!

The **IBD Program** tackles the growing business role of diplomatic missions. This role is no longer limited to being the liaison bodies between different governments and their institutions as they also promote and establish industrial and business relationships between different countries. Therefore, this program brings together key topics, concepts, and skills which are necessary for diplomatic missions in order to apply for this critical and economically important role.

It is a **1-year** program divided into **9 modules** with the total of **108 learning hours** and **54 hours of self-study**.

Each module is finalized by a **short, written assignment (1000-1500 words)**. At the end of the program the participants submit a **master written assignment (2500-3000 words)**, related to their working experience and based on the theoretical and practical knowledge gained during the program. Upon the completion of the program requirements, the participants receive **an International Business and Diplomacy Diploma** issued by **FESEI**.

## IBD COURSE OUTLINE

Program duration	1 year
Number of modules	9
Module duration	108 learning hours +54 hours of self-study
Module assessment	Short written assignment – 1000-1500 words
Graduation project	Master written assignment – 2500-3000 words
Program delivery	<ul style="list-style-type: none"> <li>• In-class teaching</li> <li>• On-line teaching via Zoom meeting application</li> <li>• Blended – some courses can be delivered on-line and some – in-class</li> </ul>
Delivery schedule	The program can be delivered during the weekends from 10 AM to 4 PM (Fridays-Saturdays) or the schedule can be adjusted to meet the requirements of our clients

## INTERNATIONAL BUSINESS AND DIPLOMACY PROGRAM COURSES

MODULE	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
<b>1. International Marketing (IM)</b>	<p>The module studies the concepts, strategies, and analysis of marketing strategies on an international level. It aims to explain what marketing is used for, and what factors intervene in the decision-making of this functional area.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"> <li>- IM concepts</li> <li>- IM strategies</li> <li>- IM analysis</li> </ul>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>
<b>2. International Business Management</b>	<p>This module concentrates on the activities and strategic choices of international businesses, and the role of multilateral diplomacy in supporting these activities.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"> <li>- Importing, exporting, and global sourcing</li> <li>- Internationalization of companies and location analysis</li> <li>- International organizations and multilateral diplomacy</li> </ul>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>





MODULE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
<b>3. Business Diplomacy (BD)</b>	<p>This module discusses the emerging topic of business diplomacy from different perspectives. It starts by explaining the role of diplomatic missions in business diplomacy, follows to discuss business diplomacy in the contexts of emerging markets and developing economies, and finishes by explaining the roles and expectations of international businesses and associations from diplomatic missions.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"><li>- BD in a consulate format</li><li>- BD in emerging markets</li><li>- BD in developing economies</li><li>- Business, associations, and a multi-actor diplomacy</li></ul>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>
<b>4. Leadership and People Management</b>	<p>This module studies leadership and people management from the perspective of international businesses. It starts by explaining the concepts of leadership and people management and how to tackle it from the perspectives of international institutions and NGOs, and finishes with some issues in international communication.</p>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>

MODULE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
<p><b>5. International Political Economy</b></p>	<p>This module explains the way global politics shape our business and diplomatic environments on an international level. It starts by analyzing the global political economy, then discusses the role of geopolitics and their impacts on economic development, and finishes by explaining the international trade policy.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"> <li>- Global political economy</li> <li>- Geopolitics and economic development</li> <li>- International trade policy</li> </ul>	<p><b>12+6</b></p>	<p>Short written assignment – <b>1000-1500 words</b></p>
<p><b>6. Economic Diplomacy and Governance</b></p>	<p>This module discusses the role of diplomacy and governance in shaping economic development on a global scale. It starts by explaining the roles of the World Trade Organizations, then follows by explaining the advantages and disadvantages of free trade areas, and finishes by explaining the global trade governance.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"> <li>- World Trade Organization</li> <li>- Free trade areas</li> <li>- Global trade governance</li> </ul>	<p><b>12+6</b></p>	<p>Short written assignment – <b>1000-1500 words</b></p>



<b>MODULE</b>	<b>DESCRIPTION AND AIM</b>	<b>LEARNING HOURS+ SELF-STUDY</b>	<b>ASSESSMENT</b>
<b>7. Business Diplomacy in International Law</b>	<p>This module analyzes how the international law controls and shapes the roles of business diplomacy in the practical context. It starts by studying the international business law, and then analyzing the roles of different international institutions and where their roles correlate, and finishes by explaining the legal environment for managers.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"><li>- International business law</li><li>- International institutions</li><li>- Legal Environment for Managers</li></ul>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>
<b>8. Country Branding and Management</b>	<p>This module concentrates on the practical role for business diplomacy in branding and managing the image of their respective countries. It starts by explaining the concepts of branding and image management, then applies these concepts on a country level, and finishes by explaining the role of governments and diplomatic missions in promoting business and trade.</p>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>

MODULE	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
<b>9. International Risk Management</b>	<p>This module analyses risk management strategies on an international level. It starts by explaining different types of risks and risk management strategies. After that, the focus of the module shifts to the concepts of poverty, prosperity and sustainability in a global world, and finishes with different cultural perspectives to risk management.</p> <p>The module focuses on the following points:</p> <ul style="list-style-type: none"> <li>- Managerial, cultural, political, ethical, and economic risks</li> <li>- Risk management strategies and tactics for international businesses</li> <li>- Prosperity, poverty, and sustainability in a globalized world</li> <li>- Cultural perspectives to risk management</li> </ul>	<b>12+6</b>	Short written assignment – <b>1000-1500 words</b>
<b>Graduation Project</b>	The participants submit a written assignment, related to their working experience and based on the theoretical and practical knowledge gained during the program.		Master written assignment – <b>2500-3000 words</b>
<b>TOTAL</b>		<b>60+24</b>	



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## **YOU SHOULD JOIN THE IBD PROGRAM IF**

- You are interested in foreign affairs
- You want to work or are already working at global organizations or NGOs
- You are a member of a diplomatic community and want to be more competitive in the labor market
- You look to gain knowledge of international business and trade

## **WE OFFER THE FOLLOWING OPTIONS FOR THE PROGRAM DELIVERY**

- In-class teaching
- On-line teaching via Zoom meeting application.
- Blended – some courses can be delivered on-line and some – in-class

The program can be delivered during the weekends (Fridays-Saturdays) from 10 AM to 4 PM or the schedule can be adjusted to meet the requirements of our clients.

## PROGRAM REQUIREMENTS

- Bachelor's degree
- Minimum intermediate level of English proficiency



## DOCUMENTS TO BE SUBMITTED

- Application form
- 1 photo 3x4
- Passport copy – pages 1-3
- Copy of the diploma translated into English with a stamp of the Ministry of Foreign Affairs or any other authorized body

**All documents** should be submitted **IN FULL no later than 2-weeks BEFORE** the course start date.

**The certificates** are issued within the **1-month period AFTER** the course closing date provided the payment is made **IN FULL**.

**DO NOT HESITATE TO CONTACT US FOR FURTHER INFORMATION!**



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**IF YOU LIKE TO GROW, WE WOULD LIKE TO HELP!**

**Learn more about MHR GI programs on our website –**

**[mhr-gi.net](http://mhr-gi.net)**