

Key transversal topics in International Business: global geopolitical challenges & economics of digitalization

ECTS : 3

Description du contenu de l'enseignement :

This course will familiarize students with some important concepts and present-day issues within the study of international relations, including topics regarding political actors, systems and stability. The reference to major theoretical schools of thought will help to make better sense of the world today.

Course Structure

1. Introduction & presentation of the content, method, critical analysis and the need for autonomous judgment to understand international relations
2. Trade globalisation and international regulations
3. The uses of cyberspace: the control of tomorrow's new business models.
4. Europe: a global player?
5. Environmental issues: ideological, normative and diplomatic dimensions
6. China's global strategy
7. Terrorism
8. Fake News and social networks
9. Political speeches, political lies
10. Understanding the news through pictures
11. Understanding the news through videos

Compétence à acquérir :

Course Objectives

The course objective is:

- on the one hand to introduce some major players (Europe, China) and strategic stakes (trade globalisation and international regulations, the use of cyberspace, international terrorism, environmental issues);
- on the other hand to sharpen the students' critical mind in order to help them suspect and detect fake news and influence strategies disseminated through political speeches, social networks, pictures and videos).

Learning outcomes

Upon satisfactory completion of this course, the student will be able to:

- Evaluate international relations by formulating relevant questions (and thus be able to look for relevant answers)
- By answering these questions, outline international affairs factors and integrate them in business strategy
- Analyze and understand some major themes of international relations and global politics
- Improve critical thinking in general
- Demonstrate his/her ability to describe the social, political, and economic forces that influence social behavior and the global system
- Use knowledge of international affairs in a practical problem-solving way to address issues of immediate international concern

Mode de contrôle des connaissances :

The examination will consist of a case study / group presentation.