

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
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| RI322 | Global Business and International Relations | 6 | 3 | 0 | 3 | 3 | 5 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | French |
| Course Type | Elective |
| Course Level | Bachelor Degree |
| Objective | This course explores the growing interconnection between global business dynamics and international relations. It aims to provide students with a comprehensive understanding of how multinational corporations (MNCs), global industries, and market-driven actors influence foreign policy, international diplomacy, global governance, and geopolitical strategy. By examining the political and strategic roles of key sectors such as energy, technology, defense, and finance, students will develop a multidimensional perspective on global power beyond the traditional state-centric model. The course bridges international political economy with real-world business strategies through sector-based case studies. |
| Content | <p>Week 1 – Introduction: Business as an Actor in International Relations</p> <p>Week 2 – Multinational Corporations: Evolution, Structure, and Global Power</p> <p>Week 3 – Theoretical Frameworks: Realism, Liberalism, and Political Economy of Firms</p> <p>Week 4 – Energy Giants and Resource Geopolitics</p> <p>Week 5 – Global Tech Companies and Data Sovereignty</p> <p>Week 6 – Defense Industry, Arms Trade and Aerospace</p> <p>Week 7 – Financial Institutions and the Global Economy</p> <p>Week 8 – Midterm Exam</p> <p>Week 9 – Automotive Industry and the Politics of Mobility</p> <p>Week 10 – Pharmaceuticals & Global Health Markets</p> <p>Week 11 – Consumer Industries, Global Brands & Market Power</p> <p>Week 12 – Media, Entertainment & Cultural Influence</p> <p>Week 13 – Corporate Diplomacy, Business Lobbying and Global Regulations</p> <p>Week 14 – Corporate Diplomacy, Business Lobbying and Global Regulations</p> |
| References | |

Theory Topics

| Week | Weekly Contents |
|-------------|--|
| 1 | Week 1 – Introduction: Business as an Actor in International Relations |
| 2 | Week 2 – Multinational Corporations: Evolution, Structure, and Global Power |
| 3 | Week 3 – Theoretical Frameworks: Realism, Liberalism, and Political Economy of Firms |
| 4 | Week 4 – Energy Giants and Resource Geopolitics |
| 5 | Week 5 – Global Tech Companies and Data Sovereignty |
| 6 | Week 6 – Defense Industry, Arms Trade and Aerospace |
| 7 | Week 7 – Financial Institutions and the Global Economy |
| 8 | Week 8 – Midterm Exam |
| 9 | Week 9 – Automotive Industry and the Politics of Mobility |
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