

Content

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

Prerequisites	
Admission Requirements	

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	Week 1 – Introduction: Business as an Actor in International Relations Week 2 – Multinational Corporations: Evolution, Structure, and Global Power Week 3 – Theoretical Frameworks: Realism, Liberalism, and Political Economy of Firms Week 4 – Energy Giants and Resource Geopolitics Week 5 – Global Tech Companies and Data Sovereignty Week 6 – Defense Industry, Arms Trade and Aerospace Week 7 – Financial Institutions and the Global Economy Week 8 – Midterm Exam Week 9 – Automotive Industry and the Politics of Mobility Week 10 – Pharmaceuticals & Global Health Markets Week 11 – Consumer Industries, Global Brands & Market Power Week 12 – Media, Entertainment & Cultural Influence Week 13 – Corporate Diplomacy, Business Lobbying and Global Regulations Week 14 – Corporate Diplomacy, Business Lobbying and Global Regulations
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

Week	Weekly Contents
7	Week 7 – Financial Institutions and the Global Economy
8	Week 8 – Midterm Exam
9	Week 9 – Automotive Industry and the Politics of Mobility
10	Week 10 – Pharmaceuticals & Global Health Markets
11	Week 11 – Consumer Industries, Global Brands & Market Power
12	Week 12 – Media, Entertainment & Cultural Influence
13	Week 13 – Corporate Diplomacy, Business Lobbying and Global Regulations
14	Week 14 – Corporate Diplomacy, Business Lobbying and Global Regulations