
COURSE SYLLABUS

Economic and Trade Diplomacy

From Promoting Exports, Trade Deals to Economic Sanctions and Trade Embargos

Global Diplomatic Forum E-learning Course

Table of Contents

Table of Contents	2
Disclaimer and Acknowledgements.....	3
Course Presentation.....	4
Course Outline and Contents.....	5
Learning Objectives	6
Methodology.....	7
Grading Policy and Course Completion	7
Study Planning.....	8
Learning Content	9
Interactive Course	10
Experts	11
Technical Support.....	11

Disclaimer and Acknowledgements

Please familiarise yourself carefully with the Disclaimer and Acknowledgements documents made available on this course's platform prior to commencing the course for more information about the terms and conditions of use of the Global Diplomatic Forum on-line learning environment and acknowledgement of those organisations and associated experts for their authorisation to use text, audio and visual transcripts, webcasts and photographic imagery.

Course Presentation

The Multilateral Diplomacy and Global Governance Online Course is a practical comprehensive introduction to Multilateral Diplomacy provided by the Global Diplomatic Forum. The course combines theoretical lectures, and practical workshops. The course has been developed and delivered by world leading experts and engage institutional leaders who share their experience and expertise with the delegates.

The course follows latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in the 21st Century diplomatic environment.

The course will explore the international geoeconomic environment and the relationship between foreign policy and economic policy. It will analyse international terms of trade and how different frameworks have been developed resulting eventually in the creation of the WTO. As great power rivalry has returned and WTO led trade talks have stagnated, alternative models for managing trade have been proposed. These will be examined in the context of the international environment and their implications for economic diplomacy. This will include the implications of Brexit for European trade and more widely. The course will explore the growing use of both trade and technology as battlefields for geopolitical rivalry.

The course will explore the practicalities of economic diplomacy in both foreign ministries and embassies. It will look at the use of economic tools in coercive diplomacy, including sanctions, financial tools and trade embargos. It will examine the role of diplomats abroad in economic diplomacy, including economic reporting and influencing key economic decisions. It will also explain the role of foreign ministries and embassies in promoting trade and attracting foreign direct investment, including the tools of trade promotion. It will explore the alternative models for trade promotion and the wider support embassies offer companies abroad. Finally, it will analyse the role of internet companies and other technology companies and how diplomats can most effectively engage with them.

The online course in Economic and Trade Diplomacy will introduce and enhance participants' understanding of the main aspects of the theme, thus providing them with competitive edge and necessary foundations to effectively navigate the Global changing diplomatic environment

The Online Course trains diplomats beyond the conceptual understanding of Economic Diplomacy to develop and implement strategies with tangible impact on the delivery of their objectives. Participants will be prepared to take diplomatic opportunities presented via multilateral engagement . Developed and delivered by leading experts who will share their expertise and experiences with participants in an engaging platform, the course follows the latest trends for diplomatic education and aims to train the next generation of diplomatic leaders to succeed in a 21st Century diplomatic environment

Course Outline and Contents

The format of the online course in Economic and Trade Diplomacy consists of a comprehensive set of online modules available to diplomats, professionals, students and trainee diplomats. The topics within the course will correspond directly to the pillars of Economic and Trade Diplomacy concept, therefore providing recipients with the most recent theoretical and practical knowledge in the area.

The Online Course in Multilateral Diplomacy is a practical course that covers topics focusing on different aspects, stakeholders, channels and practices that constitutes the framework of Multilateral Diplomacy. The course aims at enhancing practitioners skills in globalised and interdependent issues as well as to strengthen the skills relevant to operating within a changing world

Module 1:

Economic and Trade Diplomacy: Introduction and Framework

(Week 1)

1. The international background to economic diplomacy and developing trends and tendencies.
2. The relationship between economic objectives and foreign policy and the role that foreign ministries and diplomats play in coordinating and supporting these policies.
3. The developing framework of multilateral diplomacy in relation to trade and the economy.

Module 2:

Economic Diplomacy in Practice

(Week2)

1. Frameworks of multilateral diplomacy in trade, health and climate change.
2. Opportunities and challenges to multilateral diplomacy in different fields
3. New approaches to multilateral diplomacy built around bottom-up multistakeholder engagement.

Module 3:

Trade Diplomacy : Practice, actors , tactics and manifestations

(Week 3)

1. Diplomats' engagement with trade stakeholders
2. Manifestations of trade diplomacy
3. Promotions of trade and export: Actors and best practices

The Course Outcome

- Understanding the framework of Economic and Trade diplomacy
- Learning the practice of Economic and Trade Diplomacy from practitioners and via real life case studies

- Grasping the process of Identifying diplomatic opportunities through Economic negotiations and Trade engagement
- Acquiring an In-depth knowledge of relating Economic and Trade to diplomacy and global affairs
- Developing transferable knowledge and skills necessary to advance to every field

Learning Objectives

Module	Learning objectives At the end of each module, the participants will be able to:
Module 1 (week 1) Economic and Trade Diplomacy: Introduction and Framework	<ul style="list-style-type: none"> • Understanding the international background to economic diplomacy and developing trends and tendencies. • Grasping the relationship between economic objectives and foreign policy and the role that foreign ministries and diplomats play in coordinating and supporting these policies. • Relating framework of multilateral diplomacy in relation to trade and the economy.
Module 2 (week 2) Economic Diplomacy in Practice	<ul style="list-style-type: none"> • The role of foreign ministries and diplomats in economic diplomacy and trade promotion and wider support for their companies abroad. • The use of economic tools in coercive diplomacy. • The tools for promoting trade and attracting foreign direct investment. • The growing role of internet and technology companies and how diplomats are engaging with them.
Module 3 (week 3) Trade Diplomacy : Practice, actors , tactics and manifestations	<ul style="list-style-type: none"> • Understanding Diplomats and engagement with trade stakeholders • Comprehending different manifestations of trade diplomacy • Grasping the process of promoting of trade and export: Actors and best practices

Methodology

The course will be delivered via the e-Learning platform [FutureLearn](#) (instructions on using this platform will be emailed to you with course invitation to the platform). This didactic tool will allow the students to view the course contents and thus achieve the course's learning objectives through a self-paced learning routine supported by various multimedia content (hosted and linked videos and podcasts), optional and required readings, discussion boards, assessments, and a wealth of other materials. Designed to fit the busy schedules of full-time professionals specifically to diplomatic personnel, participants will acquire knowledge through multi-faceted methodology comprising traditional reading materials, external sources of information in form of videos and podcasts, interactive discussion board allowing for communication with other participants and experts alike and webinars with guest lecturers.

The course content and materials will be available online (see Course Outline and Contents section for more details). The course is divided into 6 modules

All four modules contain the same structural elements:

- Contents
- Learning Objectives
- Lesson Material (text, video, documents, and lexicon terms)
- Assessment
- Discussion Board

Grading Policy and Course Completion

Students are eligible for a course certificate upon successful course completion. Successful completion requires:

- **At least 70% passing grade on EACH of the four module-based assessments** (7 out of 10 questions answered correctly); you may take each assessment **three times** (questions will be randomly drawn from a predefined question bank and therefore the content of assessment will change with each attempt);

Before moving to the next module, you should:

- (a) carefully go through all of the core module texts,
- (b) take the module-based assessments, and
- (c) participate in the weekly Discussion Board forums. (optional)

(d) you will be also encouraged to read/view/listen to the optional external links to further develop your knowledge on the given module’s topic (e.g. links to articles, webinars, podcasts or websites and additional documents).

Global Diplomatic Forum's e-learning Committee is responsible for the final decision regarding certificates in consultation with the module leaders (experts). Global Diplomatic Forum reserves the right to award certificates of completion only to those participants who will be deemed “eligible” through the aforementioned pre-requisites. Global Diplomatic Forum urges all participants to take a clear note of the above requirements. Should you require further clarification, please do not hesitate to contact the Global Diplomatic Forum Team.

Study Planning

Below table provides guidance on which parts of the course are deemed mandatory.

Activity	Mandatory
Interactive Course	Yes
External Links and Readings	No, though highly recommended
Module Assessments	Yes
Discussion Forums	Yes

The distinctive feature of this learning course is that it is an entirely **online based** learning experience. As such it can not only be accessed from any part of the world but also at any point of time (within allocated availability period specified above in the Course Outline and Contents section) thus creating a true self-paced learning environment. Upon start of the course, training materials will be gradually made available to you through Global Diplomatic Forum’s partner portal - FutureLearn. The course contents will also provide links to external web resources such as references, documents and multimedia.

The Global Diplomatic Forum’s team will be at your disposal to provide guidance and help you participate and **contribute actively** to the discussion forums, which are an important learning opportunity of this course. You will also be able to communicate with the course manager who will moderate the discussion board as well as answer module related questions (through both the posts on the Discussion Board and e-mail).

The online training provides numerous **advantages** over traditional learning methods. Particularly it allows for:

- the adjustment of the schedule and pace of your learning according to your specific requirements
- complete freedom in choice of the study location - as long as you are able to access internet connected computer
- expanding your network through engaging in discussion with fellow participants and module leaders
- having lectures with the world's leading experts

Online courses require more self-discipline and pro-active preparation in order to successfully meet the course's requirements and learning objectives.

Another important characteristic of the online course that needs to be duly noted is that it is asynchronous. What that effectively means is that the interaction between course participants and module leaders will take place intermittently and may incur a time delay – thus it is imperative to establish a course study routine that suits best individual work schedule, family commitments, internet connection speed, etc.

Learning Content

The complete set of modules and respective course materials **will be made available instantaneously on the FutureLearn portal. Modules and materials will be released on a weekly basis and will become available to participants regardless of successful completion of previous module and passing the assessment.** Learning materials are organised as follows:

The course material constitutes the core mandatory learning activity. The various module lessons contain main course text as well as links to external websites (e.g. with relevant articles, publications etc.) documentation, videos and podcasts, questions and case studies. All modules have few lectures with the module leader and a guest lecturer. The course and individual module contents have been designed to be accessible and approachable by wide demographic of participants, regardless of their level of knowledge on the topic providing opportunity to both acquire the basics and further elaborate on existing expertise.

Course Leaders



Dr Jennifer Cassidy

Module 1: Introduction to Diplomacy - Principles, Practice and Actors

Dr. Jennifer A Cassidy is a Departmental Lecturer in Global Governance and Diplomacy at the University of Oxford. She was awarded her DPhil from the University of Oxford which centred on the evolving topic of Digital Diplomacy. Her work looked exclusively at how diplomats and Ministries of Foreign Affairs use social media platforms during times of political crises.

In 2017, Jennifer produced the first edited volume on Gender and Diplomacy: Theory and Practice (Routledge). The volume provides a detailed discussion of the role of women in diplomacy and crafts for its readers a global narrative of understanding relating to their current and historical role within it.

Jennifer has served as a diplomatic attaché to Ireland's Department of Foreign Affairs and Trade Headquarters (United Nations in New York and Head Quarters in Dublin) and the European External Action Service to the Kingdom of Cambodia.

Jennifer regularly contributes to public debate, providing political commentary and analysis to international media outlets on issues surrounding Brexit, digital diplomacy, and the role of gender in the political and diplomatic sphere.



Shaun Riordan

Module 3 : Economic and Trade Diplomacy

Shaun Riordan is Director of the Department for Diplomacy and Cyberspace in the European Institute of International Studies and a senior visiting fellow of the Netherlands Institute of International Relations, "Clingendael".

He is also an independent geopolitical risk consultant.

A former British diplomat, he served in New York, Taiwan, Beijing and Madrid, as well as the departments of counter-terrorism and the Eastern Adriatic in the Foreign Office.

Shaun has taught at diplomatic academies in the Dominican Republic, Spain, Armenia and Bulgaria.

He is the author of “Cyberdiplomacy: Managing Security and Governance Online” (Polity, 2019), “Adios a la Diplomacia” (Siglo XXI, 2005) and “The New Diplomacy” (Polity, 2003). He maintains a blog (www.shaunriordan.com) and can be followed at @shaun_riordan

Guest Lecturers



Lord Hannay Guest Lecturer

Multilateral Diplomacy Through a Diplomatic Journey

Lord Hannay is Chair of the UN All-Party Parliamentary Group. A career diplomat, he joined the UK Diplomatic Service in 1959, with initial postings to Tehran and Kabul. He was involved in the negotiations that led to the UK's entry into the European Communities and then served at the UK embassy in Washington DC (1984-5) before becoming Permanent Representative to the European Economic Community (1985-90). From 1990 until 1995 he was UK ambassador to the United Nations.

Between 1996 and 2003, he was UK Special Representative for Cyprus and, in 2004, served on the UN Secretary-General's High Level Panel on Threats, Challenges and Change, which proposed reforms including the Human Rights Council and Peacebuilding Commission. In 2001 he was created a life peer and in 2003 he was made a Companion of Honour. He co-chairs the parliamentary group on global security and non-proliferation and is also a member of the Top Level Group of UK Parliamentarians for Multilateral Nuclear Disarmament and Non-Proliferation.

Lord Hannay's most recent book "Britain's Quest for a Role: A Diplomatic Memoir from Europe to the UN" was published in October 2012 and provides frontline information and insights into Britain's complex relations with Washington and Europe. The book has recently been reviewed by The Economist and the New Statesman

Technical Support

For any technical issue or coordination matter, you may contact the Global Diplomatic Forum Team by sending a message through the FutureLearn platform.

You may also contact us by email. Email support is available 24/7. Given the global scope of the course emails will be answered within 24 hours.

Global Diplomatic Forum Team

Mr Marcin Dadura

Senior Associate

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Support hours: 8am to 5pm (CET)