

Foundations of Geopolitics in International Business

- **Introduction to Geopolitics in Business Context**
 - Defining geopolitics and its relevance to international business.
 - Overview of how geopolitical factors like political stability, regulations, and regional conflicts influence global trade and investment decisions.
- **Classical and Modern Geopolitical Theories**
 - Application of theories such as Heartland, Rimland, and Sea Power in contemporary business strategy.
 - Introduction to Critical and Constructivist approaches to understand how businesses can shape and are shaped by geopolitical narratives.
- **Geopolitical Actors in the 21st Century**
 - Analysis of major state and non-state actors influencing global geopolitics today.
 - The role of multinational corporations, international organizations, and non-governmental organizations.
 - Special emphasis on new emerging powers and informal networks.
- **Understanding Geopolitical Risks and Opportunities**
 - Frameworks for identifying and assessing geopolitical risks.
 - Discussing opportunities that arise from geopolitical trends, such as market entry strategies in emerging regions.

Geopolitical Tools for Business Strategy

- **Geoeconomics and Economic Statecraft**
 - How businesses use economic tools like sanctions, tariffs, and trade agreements to their advantage.
 - Analyzing the impact of economic policies on supply chains and global operations like the US Inflation Reduction Act
- **Environmental and Resource Geopolitics**
 - Case studies on how companies manage resource scarcity and environmental risks in foreign markets.
 - Strategies for leveraging environmental policies and trends for sustainable business practices.
- **Insurance and Financial Instruments against Geopolitical Risks**
 - Detailed analysis of financial products such as Euler-Hermes and other trade credit insurances.
 - How businesses use these tools to hedge against various geopolitical risks.

Emerging Markets, Cybersecurity, and Corporate Diplomacy

- **Emerging Markets and Geopolitical Shifts**
 - Examining the impact of colonial legacies on contemporary business operations.
 - Strategies for engaging with markets still influenced by postcolonial dynamics.
 - Exploration of BRICS and other emerging markets as zones of both opportunity and risk.
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- **Cybersecurity in International Business**
 - Understanding the geopolitical implications of cybersecurity.
 - Strategies for multinational corporations to protect assets and information in a volatile cyber landscape.
- **The role of corporate diplomacy in navigating complex political environments.**
 - Power and limitations of corporate influence
 - Navigating between business agency and political instrumentalization

Crisis Management, Scenario Planning, and Course Integration

- **Geopolitical Crisis Management and Scenario Planning**
 - Techniques for scenario planning and crisis management in international settings.
 - Role-playing exercise to tackle a geopolitical crisis impacting business operations.
- **Group Work on Case Studies**
 - Application of course concepts to a current, real-world business case involving complex geopolitical issues.
 - Development of strategic recommendations for the chosen case study.
- **Final Presentations and Course Wrap-Up**
 - Student group presentations on their strategic analyses of geopolitical situations.
 - Reflective discussion on how to continuously integrate geopolitical insights into business strategy.

Assessment

- **Final Presentation: 40%**
- **Reflective Essay on a Geopolitical Strategy for a Company: 60%**

List of Business Cases the students can choose to analyze and present:

List of 30 Business Cases Involving Recent Geopolitical Events

1. **Huawei and US-China Trade Tensions:** Examination of how US sanctions affected Huawei and the broader tech industry.
2. **Siemens' Acquisition of Lynas Rare Earths:** Strategic importance of rare earth elements and Germany's positioning in global supply chains.
3. **US Imposing 100% Tariffs on Chinese EVs:** Impact on the electric vehicle market and global trade dynamics.
4. **Nord Stream Pipeline Sabotage:** Geopolitical implications of energy supply disruption in Europe.
5. **TikTok's Data Privacy Concerns in the US:** Challenges of operating in foreign markets amid national security concerns.
6. **Brexit and Its Impact on European Supply Chains:** How businesses navigated the new trade barriers and regulatory changes.
7. **Russian Sanctions and Western Businesses:** Exit of multinational companies from Russia post-Ukraine invasion.

8. **China's Belt and Road Initiative:** Case studies of infrastructure projects and their impact on local economies.
9. **Google's Operations in China:** Challenges faced due to censorship and regulatory compliance.
10. **Amazon Rainforest Deforestation and International Trade:** Global response and impact on Brazilian exports.
11. **Apple's Supply Chain Diversification away from China:** Strategies to mitigate geopolitical risks.
12. **Tesla's Gigafactory in Shanghai:** Navigating trade tensions and local market entry.
13. **ByteDance's Expansion Strategies:** Impact of geopolitical tensions on operational and growth strategies.
14. **Cobalt Mining in the Democratic Republic of Congo:** Ethical sourcing and geopolitical risks in battery production.
15. **Microsoft's Cybersecurity Solutions amid Russian Hacking Allegations:** Role of tech companies in national security.
16. **Saudi Aramco's IPO Amidst Regional Instability:** Financial implications of geopolitical risks in the Middle East.
17. **Intel's Investment in Semiconductor Manufacturing in Europe:** Strategic importance amidst global chip shortage.
18. **South China Sea Disputes and Maritime Trade Routes:** Impact on shipping lanes and international trade law.
19. **Facebook's Data Center Investments in Singapore:** Data sovereignty and geopolitical stability considerations.
20. **Starbucks Exiting the Russian Market:** Corporate response to political crises and ethical considerations.
21. **Foreign Direct Investment in Africa Post-COVID-19:** Challenges and opportunities in emerging markets.
22. **Euler Hermes' Risk Assessments in Trade Credit Insurance:** How insurance products adapt to geopolitical risks.
23. **US-Mexico-Canada Agreement (USMCA) and Auto Manufacturing:** Impact on the North American supply chain.
24. **Walmart's Sourcing Strategy Amidst US-China Trade War:** Adjustments to tariff impacts and supplier diversification.
25. **Gazprom's Strategies in European Gas Supply:** Political power and economic strategies in energy supply.
26. **Impact of US Sanctions on Venezuela on Global Oil Markets:** How businesses navigate restricted markets.
27. **Relocation of Manufacturing Bases to Southeast Asia:** Diversification strategies away from geopolitical hotspots.
28. **Alibaba's Compliance with Chinese Data Laws:** Balancing local compliance and global operational needs.
29. **IKEA's Operations in Russia Post-Invasion:** Decision-making processes in exiting a major market.
30. **The Geopolitical Impact of Global Pandemics on International Trade:** Lessons from COVID-19 on business continuity planning.