

## Information sheet for the course Public and Economic Diplomacy

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>	
<b>Course unit code:</b> <i>VSPV22</i>	<b>Course unit title:</b> <i>Public and Economic Diplomacy</i>
<b>Type of course unit:</b> <i>compulsory optional</i>	
<b>Planned types, learning activities and teaching methods:</b> <i>2 hours of lectures per week. 28 hours of lectures per semester. In-class format.</i>	
<b>Number of credits:</b> <i>3</i>	
<b>Recommended semester:</b> <i>5. semester in the 3<sup>st</sup> year (full-time)</i> <i>5. semester in the 3<sup>rd</sup> year (part-time)</i>	
<b>Degree of study:</b> <i>I. (bachelor),</i>	
<b>Course prerequisites:</b> <i>none</i>	
<b>Assessment methods:</b> <i>At the end of the semester during the examination period: Exam.</i>	
<b>Learning outcomes of the course unit:</b> <i>After completing the course Student will have obtained a plastic and convincing picture of concept issue of public and economic diplomacy. However the public and economic diplomacy is still regarded as a relatively new phenomenon in international relations, activities carried out in the framework, and actors and tools in connection with its emerging, are not new. However, the look at them is new, the novel way in which they are folded into the picture. Student will know the issue and basic knowledge in preparation for managing performance of their professional activities in public and economic diplomacy, as well as commercial and business community at domestic and international environment. Also, students acquire basic essentials to boost the level of behavior, communication and tactful action in accordance with the rules of diplomatic protocol and conventions of social and business etiquette in contact with foreign partners. Student will understand the issue of concept and object consisting of the following three parts. The first part of the course is devoted to public diplomacy (PD), including the definition of the term showing its content and the characteristics and differences in emerging. PD specifics of small and medium-sized states profiling on the world stage in the existing and apparent multiplicity of actors in international relations and the positions of new players in connection with activities related to public diplomacy in relation to foreign countries and the domestic scene. The key role as an instrument of foreign policy there are authorities as the main coordinating body of public diplomacy at the governmental level in collaboration with the activities of municipalities and regions. Within the PD priorities and approaches towards Slovakia it about its initial formulation of a long-term strategy. The second part of the course is devoted to economic diplomacy, its place and importance in the classic diplomacy of the state and its management. Specifically it is about aspects of economic and diplomatic representation of the state abroad and implementation of essential role and tasks of economic diplomacy in practice and its follow-up to foreign policy and foreign trade policy of Slovak Republic. The third and last part of the course deals with the issues of diplomatic protocol, social events in economic diplomacy and practice within the selected rules of etiquette in commercial, business and public relations with partners and diplomats abroad. After successful completion of a study, student will be able to work in the representation of the state or region in bilateral and multilateral processes in the area of European Communities and international economic and political relations.</i>	

**Course contents:**

1. *Public diplomacy. The initial interpretation of the concept, the nature of public diplomacy.*
2. *Current trends in public diplomacy.*
3. *Public Diplomacy and the Slovak Republic.*
4. *Public diplomacy strategy for the Slovak Republic.*
5. *Political representation and representation of regions of Slovakia within the EU.*
6. *Place and importance of diplomacy in the system of classical state diplomacy.*
7. *Management of state diplomacy.*
8. *Economic - diplomatic representation of the state abroad.*
9. *Implementation of essential roles and tasks of economic diplomacy in practice.*
10. *Diplomatic protocol in economic diplomacy.*
11. *Social events in diplomatic practice.*
12. *Selected rules of etiquette in commercial and business relations with foreign partners.*
13. *Foreign policy and Foreign trade policy of Slovakia.*

**Recommended of required reading:**

*Kordoš, M. – Linczényi M.: Marketing vo verejnej diplomacii. TnUAD, FSEV, Trenčín 2014*  
*Peterková, J.: Veřejná diplomacie. Vydavatelství a nakladatelství Aleš Čeněk, Plzeň 2008*  
*Tóth, L. – Horváthová, K.: Hospodárska diplomacia. Sprint, Bratislava 2006*  
*Šťouračová, J. a kol.: Proměny ekonomické diplomacie. Professional Publishing, Praha 2012*  
*Šťouračová, J.: Ekonomická diplomacie ČR. Professional Publishing, Praha 2008*  
*Gullová, S.: Mezinárodní obchodní a diplomatický protokol, Grada, Praha 2011*  
*Bystrický, L.: Základy diplomacie. Vydavatelství Michala Vaška, Prešov 2006*  
*Zamykalová, M.: Mezinárodní obchodní jenání. Professional Publishing, Praha 2003*  
*Balušek, M.: Umenie diplomacie. Belimex, Bratislava 1996*  
*Časopis FSEV – Sociálno-ekonomická revue.*  
*Odborná časopisecká literatúra: Odporúčané články a štúdie.*

**Language:** *Slovak***Remarks:**

*Course is offered in the winter semester of the third year of full time and external bachelor studies. Subject is optional.*

**Evaluation history:**

A	B	C	D	E	FX

**Lectures:** *Ing. Marcel Kordoš, PhD.***Last modification:** *16.05.2014***Supervisor:** *doc. Ing. Ján Kútik, CSc.*