TEACHING GUIDE - 2026-2027

Country Report: How to Negotiate in the World

UGRA_000992

Departments	Department of Economics, Finance & Accounting
Teaching Languages	English and Spanish
ECTS	2
Teacher responsible	Francisco Javier Mena Lopez - fxavier.mena@esade.edu

Course Goals

The goal of the course is to develop a core framework (‘roadmap’) for the in-depth analysis of a country, stressing the multi-faceted cross-cultural approach.

The course aims to deal with and adapt to other cultures, countries and business environtments, for self-improvement of a successful career (personal, corporate, foreign affairs, international organization).

Previous knowledge

General knowledge (geography, demography, history, geopolitics, cross-cultural, doing business in, economics).

Prerequisits

None.

Teaching methodology

Open sessions. Active participation.

Team work and presentations of 'Country Reports' in the classroom.

Exercices: 'Comments' and 'Homework', every session.

Final Quiz.

Final document 'Country Report: How to negotiate in the World'.

Description

Course contribution to

Introduction to global ('cross-cultural') negotiation across the world economies and corporate business.

program

Short description

The goal of the course is to develop a core framework (‘roadmap’) for the in-depth analysis of a country, stressing the multi-faceted cross-cultural approach.

The approach to the country analysis will be based on its geography, its demography, its contemporary history, its political structure, taking account the cross-cultural issues, how to ‘doing business in’ with its institutions and citizens, economics & political economy, main companies, and the country’s outlook (SWOT).

The course aims to deal with and adapt to other cultures, business environtments and countries, for self-improvement of a successful career (personal, corporate, foreign affairs, international organization).

The students will work in groups preparing their ‘Country Reports: Doing Business In’.

Program Learning Objectives

BBA20-Bachelor of Business Administration (BBA)

- Global Mindset and Perspective
- General Management Skills
- Responsible Leadership
- Critical and Analytical Thinking
- Creativity & Innovation
- Communication Skills
- Systemic Thinking
- Teamwork
- Technological Savviness
- Diversity Understanding and Appreciation
- Self-Development
- Relational Skills

Bibliography

, Websites of international and domestic institutions. (Website)

Activities

In-class discussions and debates

The teams will present their ‘Country Reports: Doing Business In’. All other groups have to bring

prior expectations in advance (What do you want to know?).

It will follow an open class discussion, comments interaction, Q & A, feed-back, and wrap-up.

Analytical exercises
The students will fill an ‘EXERCISE’, stressing the most relevant items of each ‘Country-Report: Doing Business In’ presented.
The students will fill a 'HOMEWORK' every session.

Quizzes/tests
A FINAL QUIZ (Multiple Choice) will summarize the ‘Country Reports: Doing Business In’ presented along the course.

Group presentations
The students will work in groups preparing their ‘Country Reports: Doing Business In’.

Essays
Every student will prepare a FINAL EXERCISE ‘Country Report: Doing Business In’ (individual).

Content

#	Topic
1	Geographical milestones relevant to the analysis (strategic position, boundaries, climates, physical and digital connectivity, …).
2	Demography. Population pyramid. Migration.
3	History. Contemporary history. Colonial legacy.
4	Politics. Democracy vs. Autocracy. Monarchy/Republic, Federal/Centralized, Government. Parliament. Institutions. International organizations and geopolitics. Legal rules. National icons (flag, Independence Day, …). National and religious festivities.
5	Cross-cultural. Global & local. Social groups: Identity, diversity and inclusion. Values and mindsets. Traditions. Religions. Family. Female position. Local languages. Verbal & non-verbal communication. Negotiations. Gastronomy. Etiquette. Ethnographic sensibility and cultural shocks.
6	Doing Business In. Business indicators. Easy of Doing Business. Employing workers. Contracting with the Government. Dealing with Construction Permits. Getting Electricity. Registering Property. Getting credit. Protecting investors. Paying Taxes. Trading across borders. Enforcing contracts. Resolving insolvency. Corruption.
7	Economics/ Political Economy. Main economic aggregates and Main indicators.
8	Relevant companies.
9	SWOT analysis.
10	

Assessment

Tool	Assessment tool	Category	Weight %
Group project	CLASS PRESENTATIONS (‘Country-Reports’) (‘ppt’) (Teamworks)	Retake and ordinary round	20.00%

Tool	Assessment tool	Category	Weight %
Learning report analysis	EXERCISES (in-class) & Active participation (Individual).	Retake and ordinary round	20.00%
Final individual project	FINAL PAPER (‘Country Report’) (‘word’, 10 pages) (Individual).	Retake and ordinary round	20.00%
Quizzes/tests	FINAL QUIZ (‘Multiple Choice’) (Individual).	Retake and ordinary round	20.00%
Individual or team exercises	'HOMEWORK' exercises.	Retake and ordinary round	20.00%

PROGRAMS

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA20 Year 1 (Optative)
- BBA20 Year 4 (Optative)
- BBA20 Year 2 (Optative)
- BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA23 Year 2 (Optative)
- BBA23 Year 3 (Optative)
- BBA23 Year 1 (Optative)
- BBA23 Year 4 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 2 (Optative)
- BBA25 Year 3 (Optative)
- BBA25 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 1 (Optative)
- DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
- GBD20 Year 4 (Optative)
- GBD20 Year 2 (Optative)
- GBD20 Year 5 (Optative)
- GBD20 Year 3 (Optative)