

Executive Diploma in Corporate Diplomacy & International Business

*This Executive Diploma can be upgraded to an Executive Master Programme

Corporate Diplomacy is the art of strategically managing relationships with external stakeholders. It goes further than Public Relations and Business Development combined. It is the source of lasting business value nationally and internationally. Corporate Diplomacy methodology brings together governmental affairs, strategic external communications, transparency of risk analytics all glued together by a sustainable and strategic approach in managing those external stakeholders. It is an essential tool for businesses today and giving international businesses a competitive advantage.

For Whom?

- Chiefs of Protocol
- Protocol Officers
- Protocol Consultants
- Embassy Personnel
- Corporate Communication Managers
- Hospitality Managers
- Chair Office Managers
- Owner Representatives
- Aviations Services Professionals
- Customer Services Professionals
- All those who would like to start their careers in Protocol & Diplomacy or to certify the knowledge already gained through experience

Study Mode

Online

By Whom?



Vazil Hudak, MBA, MA

Former Ministry of Economy of Slovakia

Ines Pires, PHD Researcher, MA, PG, BA

Former Head of Cabinet of the Vice President of the European Parliament

Marianne Zahnd

Former Head of Protocol and Guest Management at FIFA

Among Others...

Contact Us

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Courses

- ECPD300: Business Protocol
- ECPD301: Image and Business Table Protocol
- ECPD302: Economic Diplomacy and Trade Missions
- ECPD303: Intercultural Negotiations in Business
- ECPD304: Conflict Management
- ECPD305: Corporate Diplomacy and Public Affairs
- ECPD306: Institutional Relations and Coalition Building
- ECPD307: Stakeholder Management
- ECPD308: Reputation Management
- ECPD309: Hospitality and Customer Service Awareness
- ECPD310: Advocacy and Lobbying - Who do you lobby and how?
- ECPD311: PPP - Public Private Partnerships
- ECPD312: Business Development Challenges in Different Markets
- ECPD313: International Taxes Strategy, Risk and Compliance

Winter Term

4 January 2021 - 10 February 2021

Spring Term

03 May 2021 - 2 June 2021

Tuition Fee

EUR1675 / USD1882 / OMR 723 / RMB12940

Registration Fee

EUR90 / USD101 / OMR39 / RMB695

Standards By



In Partnership



In Cooperation



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