

Joint MA Program in Cultural Diplomacy and International Relations

Partner Institutions

Institute for Cultural Diplomacy (ICD), Berlin, Germany

Babe -Bolyai University (BBU) Cluj-Napoca

Program Coordinator: Prof. Dr. Vasile Pu ca

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General Information

Cultural Diplomacy is a new field in the global Arena, which specifies a form of diplomacy that carries a set of prescriptions which are material to its effectual practice.

The MA program will be composed of 4 semesters, rotating between BBU and ICD, as shown below.

List of Courses

Semester 1 (Berlin): Institute for Cultural Diplomacy (30 ECTS credits)

Mandatory Courses for all Students

- The History and Evolution of the Field of International Economics & Cultural Diplomacy (A1)
- International Case Studies of International Economics & Cultural Diplomacy (A2)
- Future Trends in International Economics & Cultural Diplomacy (A3)

General Electives: Choose TWO

- Nation Branding and Unilateral Cultural Diplomacy (B1)
- Contemporary German Trade Policy (B2)
- International Economic Organizations & Cultural Diplomacy (B3)
- Contemporary European Politics (B4)
- Corporate Cultural Diplomacy (B5)

*Mandatory - ICD International Conferences

During Semester 1 the ICD will organize several high-profile international conferences focused on themes and issues that are of highest significance to international economics and cultural diplomacy. These interdisciplinary conferences will include high-profile speakers ranging from Heads of State to leading academics from all around the world. The ICD encourages students to take part in these events (the participation is free), as a strong support and supplement to their coursework.

**Mandatory - Visiting Professors

The faculty of the Academy for Cultural Diplomacy will include a selection of special visiting professors who will come from the ICD Advisory Board, the ICD Partners and the ICD Network. The visiting professors will include Ministers of Foreign Affairs, Ambassadors, Academics, and leading figures from international economics and the diplomatic community as well as the fields of economic journalism and the media.

Through the mixture of permanent faculty and visiting professors, the Academy for Cultural Diplomacy is able to offer a rare and high-level group of both experts and practitioners from whom the students can learn.

Semester 2 (Berlin): Institute for Cultural Diplomacy (18 ECTS credits)

Professional Development & Practical Training

E - Mandatory Requirements for ALL Concentration Fields – Professional Development and Practical Training

During their third semester, students will be required to undertake the professional development and practical training program at the ICD in order to complement their education through practical training that will allow them to apply what they have learned in the classroom. The professional development will include workshops and seminars, which will develop the professional skills of the students and the professional training. Under close academic and professional supervision, the ICD will work to strategically align academic and real-world experience with future career goals for each student.

During this professional development training the students will be guided and supported in their career development including career support and assistance in developing contacts that can lead to future employment opportunities. Students will also be expected to create, develop and implement their own events and programs of cultural diplomacy and international economics during this semester. These programs should also be strategically implemented in order to facilitate contacts, relationships and experience that will assist in securing employment opportunities immediately after the completion of the MA.

The professional development and practical training program, which will last twelve weeks, will carry a

total of 18 ECTS points. Students will be asked to submit a written seminar work relating to their experience in instances of a shorter practical training program.

*Mandatory - Additional Courses in Cultural Diplomacy

During Semester 3, it will be required for students to take additional special courses, which focus on specific forms of cultural diplomacy and challenges to cultural diplomacy.

These courses will include:

- **Models of Cultural Diplomacy** (Focusing on: Sports as Cultural Diplomacy, Art as Cultural Diplomacy, Music as Cultural Diplomacy and Cinema as Cultural Diplomacy)
- **Soft Power, Hard Power and Smart Power** (An analysis of the work of Prof. Joseph S. Nye and the concepts, applications and limitations of Soft Power)
- **The Private Sector and Cultural Diplomacy** (Focusing on: the application of cultural diplomacy by the private sector through Corporate Social Responsibility and Socially Responsible Investment programs)

Semester 3 (Romania): Babes-Bolyai University (30 ECTS credits)

Mandatory Courses for all Students

- Global Interdependency (C1)
- Cultural Diplomacy and International Negotiations (C2)
- Global Economic Governance (C3)
- Cultural Diplomacy and Crisis Management (C4)

General Electives: Choose TWO

- Globalization and Business Strategy (D1)
- International Communication (D2)
- Cultural Diplomacy and Business Communication (D3)
- Strategic Management in a Global Economy (D4)
- Cultural Diplomacy and the Management of Social and Political Risks (D5)
- E-Business - Managing Across Borders and Cultures (D6)

Semester 4

Master's Dissertation

E - Mandatory Requirements for ALL Concentration Fields - Master's Dissertation (30 ECTS credits)

Each student is required to complete a Master's Dissertation during his or her fourth semester of study. Students are provided with guidance about how to choose an appropriate topic, how to identify and locate the necessary sources, and how to write up their research findings. This is done through a combination of

departmental workshops and discussions between individual students and their Dissertation mentors. However, ultimately, the Dissertation is a test of the research abilities and writing skills of each individual student.

The topic, structure and length of each Dissertation will be subject to individual review and faculty mentor approval. The students will be asked to defend their Dissertation before a panel of faculty members prior to receiving a final grade. A student will have to complete ALL coursework and an internship before commencing a Master's Dissertation.