

LA SECRETARÍA DE RELACIONES EXTERIORES
POR MEDIO DEL INSTITUTO MATÍAS ROMERO

CONVOCA
AL CURSO EN LÍNEA

21ST CENTURY DIPLOMACY

QUE IMPARTIRÁ DIPLOFOUNDATION
DEL 23 DE JULIO AL 28 DE SEPTIEMBRE DE 2018
(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que los participantes deberán llevar a cabo se describen en el temario que aparece más abajo, en el inciso “Metodología” (*Methodology*).

Las y los participantes podrán solicitar la asistencia de quienes estén a cargo de la tutoría y el apoyo técnico de DiploFoundation.

I. REQUISITOS DE ADMISIÓN

- Buen desempeño en programas previos del IMR (no se aceptarán candidaturas de personas que tengan calificaciones reprobatorias en el último año) [*]
- Inscripción exclusiva en este curso (no se aceptarán candidaturas de personas que estén cursando otro programa del IMR de manera simultánea, excepto los cursos presenciales de inglés y francés).
- Dominio del idioma inglés
- Acceso a computadora con conexión a Internet
- Sistema operativo: Windows XP, Vista, Windows 7, MacOS X
- Hardware: 2 GB o más de RAM para Vista o Windows 7
- Software:
 - Adobe Acrobat Reader (haga clic [aquí](#) para descargarlo gratis)
 - Microsoft Office u Open Office (haga clic [aquí](#) para descargarlo gratis)
- Navegadores: *Google Chrome*, *Internet Explorer* 9 o posterior; *Firefox* 8 o posterior
- JavaScript, Cookies y Pop-ups (elementos emergentes) deben estar habilitados
- Registro de su solicitud de inscripción en el formulario del Campus Virtual del IMR [**]. Para ello:
 - Haga clic [aquí](#) o copie y pegue la siguiente dirección electrónica en su navegador *Google Chrome*:
 - <https://registroimr.sre.gob.mx/>
 - Capture los datos que se solicitan en cada una de las secciones del formulario.
 1. Utilice la tecla <Tabulador> para desplazarse de un campo a otro del formulario.
 2. Escriba su nombre completo, tal como aparece en su pasaporte, empleando mayúsculas y minúsculas.
 3. Utilice el campo *Observaciones*, si tiene dificultades para ingresar su nombre: descríbalas y nosotros haremos los cambios necesarios.
 4. Si es de nacionalidad mexicana, ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella o no la recuerda, puede obtenerla en: <http://consultas.curp.gob.mx/CurpSP/> (a quienes no sean de nacionalidad mexicana y, por tanto, no cuenten con la CURP, se les asignará un número de matrícula interno).
 - Haga clic en <Enviar> y espere hasta que se despliegue el mensaje ¡REGISTRO EXITOSO!
 - Haga clic en <Aceptar> para ver la confirmación de su registro y guarde el comprobante para futura referencia. Si durante el proceso se generara un error, capture la pantalla con ese mensaje, guárdela y entre en contacto con la Dirección de Educación a Distancia.

Deberá enviar las cartas de inscripción (autorización y compromiso), por correo electrónico a la dirección: jhuertal@sre.gob.mx.

Le solicitamos atentamente NO enviar las cartas de inscripción al correo oficial del Instituto Matías Romero.

- Prepare su documentación
 - Carta de autorización del jefe inmediato completa (firmada y escaneada)
 - Carta compromiso completa (firmada y escaneada)

Recuerde que sólo se considerará completo el registro con el envío de dichas cartas.

Consulte el “Aviso de privacidad” [aquí](#)

II. CRITERIOS DE SELECCIÓN

Si el número de solicitudes entregadas a tiempo y en forma fuera mayor al número de espacios disponibles, el IMR aplicará los siguientes criterios para seleccionar a quienes participarán:

1. Desempeño de tareas vinculadas con el tema del curso
2. Pertenencia al Servicio Exterior Mexicano
3. Expediente (se dará prioridad a las candidaturas de personas que no hayan tenido calificaciones reprobatorias en los cursos del IMR)
4. Interés reiterado en participar en este programa en línea (se dará prioridad a las personas solicitantes cuyas candidaturas hayan sido rechazadas en imparticiones previas de este programa, si cumplen los criterios anteriores)
5. Equidad de oportunidades (se dará prioridad a las candidaturas de quienes hayan participado en menos de tres cursos del IMR)
6. Equidad en adscripciones (se pondrá un límite al número de participantes de una misma representación)

En caso de igualdad de condiciones, y como criterio adicional, se considerará el orden de llegada de las solicitudes.

III. CALENDARIO

- Publicación de la convocatoria: **miércoles 4 de julio de 2018**
- Fecha límite de recepción de solicitudes: **miércoles 11 de julio de 2018, a las 13:00 Hrs. (hora del centro del país)**
- Publicación de la lista de aceptados: **jueves 19 de julio de 2018**
- Fecha de inicio del curso: **lunes 23 de julio de 2018**
- Fecha de clausura del curso: **viernes 28 de septiembre de 2018**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación que se expedirá única y exclusivamente con propósitos curriculares, para su desarrollo personal y profesional.

[*] El periodo de un año de espera para quien repruebe un curso se cuenta a partir de la fecha de término del mismo.

[**] Solamente se tomarán en cuenta las candidaturas de quienes completen su registro en línea en el formulario del Campus Virtual del IMR y envíen a la dirección electrónica indicada las cartas compromiso y de autorización, debidamente firmadas y escaneadas.

21st Century Diplomacy

Diplomacy in the 21st century is more proactive, multidirectional, and innovative than ever before.

Our world is increasingly interconnected, as demonstrated by the domestic impact of external issues. New subjects crowd the international agenda. At home and abroad, many actors participate in international affairs. Managing external affairs is more complex, involving focus on performance and reaching out to publics. This course gives insight into the contemporary practice of diplomacy and deepens understanding of significant issues in diplomacy management. The course is practitioner-oriented, and participants should have some prior knowledge of diplomatic theory and practice. The course was originally developed in a shorter, self-learning format for the Canadian Foreign Service Institute.

By the end of this course, participants should be able to:

- Identify the defining features of diplomacy in the 21st century (or 'globalised diplomacy'), and the change factors – the volatile forces in the current operating environment which shape and force diplomacy to adapt.
- Describe and analyse changes in the ways that countries deal with one another, including the new and changing roles of embassies.
- Assess the role of new actors in diplomacy, in particular public diplomacy.
- Identify and provide examples of different types of regional diplomacy groupings, and analyse the role, potential and opportunities of these new clusters.
- Critically assess the movement towards foreign ministry reform, and the impact of performance management in foreign ministries and provide examples.

Excerpt from course materials

In many countries people feel that their lives are shaped by world events that lie outside their control. They feel that the impact of external events is sharper, and more immediate than ever before in their daily lives. Terrorism is one such concern; in addition trade, loss of jobs at home, currency fluctuations and other economic factors, and even foreign cultural influences are perceived as problems or threats. Migration is another interconnected, home-external issue, both for the countries that are the sources of economic migrants and the receiving states. These are all facets of our interconnected world, a product of relentless globalisation.

This course examines the 21st century environment of world affairs, and the manner in which diplomacy has adapted to the post-Cold War world, dominated as it is by globalisation. Forces that operate within countries, as well as exogenous factors, have transformed the way the countries deal with one another, making room for multiple actors, new subjects in the international agenda, and changes that are driven by technology. We may call this 'globalised diplomacy'.

Course outline

- 1. Globalised diplomacy:** a survey of the diplomatic process, with special focus on factors driving change. We consider the environment in which foreign ministries operate; the enlarged, complex foreign-domestic interface; the consequences of the ICT revolution; human rights and the role of civil society; multilateral diplomacy; and human resource management.
- 2. Regional diplomacy:** this is a high growth area in external affairs, consisting of neighbourhood diplomacy, as well as 'plurilateral diplomacy', where groups build on principles other than geography. We examine the role, potential, and the opportunities that these new cluster formats offer, as well as the typology and the innovation incorporated. We also study free trade agreements and the limitations of regional diplomacy.
- 3. Foreign ministries: Change and reform:** after the Cold War, and the onset of rapid globalisation, most foreign ministries engaged in adaptation and reform. We consider the motivation, the models followed, and the priorities in the content of reforms. We also examine new trends in the training of diplomats. We finally consider the pitfalls in implementation of reform.
- 4. The decision process and crisis and risk management:** we examine the generic aspects of decision-making in foreign ministries, the decision categories, their practical application, plus crisis and risk management. In addition, we look at the various actors that furnish inputs into decisions, i.e. the official and the non-state actors, knowledge management, and building institutional memory.
- 5. Performance management:** in the public services, performance management (PerM) is the new mantra; MFAs have no choice but to comply with new public reporting formats, 'output budgets' and the like. We examine the impact along three tracks: measuring the efficiency and effectiveness of the MFA and its subsidiary entities; application in human resource management; and performance reporting to publics. We consider the measurement criteria, the downside of performance management.
- 6. The re-invented embassy:** thanks to the revitalisation of bilateral diplomacy, the embassy (and the entire diplomatic process) is in renaissance. We consider the new and the changed tasks of embassies, together with relevant examples, plus the caution that needs to be applied in the 'reworked' embassy-MFA relationship, under evolution in some leading countries.
- 7. Diplomacy of small states:** a survey of a little-studied, yet current topic. We consider the empirical evidence, the options that small states have developed, and their exemplars. We also look at small state diplomatic behavior, and the group diplomacy that small states practice.
- 8. The public and image-building:** we analyse image-building activities and the role of the public in foreign affairs. We consider the different models of public diplomacy, including the US experience. We look at methods of news management and the way the country brand is promoted. We consider the thesis that public diplomacy is now practised both abroad and at home, and centres on building and projecting a country's soft power.

Methodology

This course is conducted entirely online over a period of ten weeks. Reading materials and tools for online interaction are provided through an online classroom. Each week, participants read the provided lecture text, adding questions, comments, and references in the form of hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the lecture text. During the week, participants complete additional online activities (e.g. further discussion via blogs or forums, quizzes, group tasks, simulations or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week's topic. To complete the course successfully, participants must write several essay assignments. Courses are based on a collaborative approach to learning, involving a high level of interaction.

Lecturer

Ambassador Kishan S. Rana, Professor Emeritus

BA (Hon) and MA in economics, St Stephens College Delhi. Indian Foreign Service (1960-95); worked in China (1963-65, 1970-72). Ambassador and High Commissioner: Algeria, Czechoslovakia, Kenya, Mauritius, and Germany; consul general in San Francisco. Served on staff of PM Indira Gandhi (1981-82). Foreign languages: Chinese & French.

Professor Emeritus, DiploFoundation, Malta and Geneva; Honorary Fellow, Institute of Chinese Studies, Delhi (book review editor, *China Report*); Archives By-Fellow, Churchill College, Cambridge; Public Policy Scholar, Woodrow Wilson Centre, Washington DC; guest faculty, Diplomatic Academy, Vienna; Commonwealth Adviser, Namibia Foreign Ministry, 2000-01. Lectured in about 20 countries to diplomats at foreign ministry training institutions, and at ambassador conferences in several countries.

Author: *Inside Diplomacy* (2000); *Managing Corporate Culture* (co-author, 2000); *Bilateral Diplomacy* (2002); *The 21st Century Ambassador* (2004); *Asian Diplomacy* (2007); *Diplomacy of the 21st Century* (2011); *India's North-East States, the BCIM Forum and Regional Integration*, (co-author, 2012); *The Contemporary Embassy* (2013); *Diplomacy at the Cutting Edge* (2015). Co-editor: *Foreign Ministries* (2007); *Economic Diplomacy* (2011). Two books translated into Chinese; some used as textbooks at several universities. Written about 100 articles for academic journals and newspapers.