

Titel	EU-Public Affairs: Power Lobbying for Business
Typ	Soft Skill Seminar
Veranstalter	Dr. Mary Papaschinopoulou M.L.E.
Zeit	19. – 20. April 2018
Ort	AUB HS 6
Sprechstunde	

Inhalt und Ziele

Kursbeschreibung:

Global managers today lobby proactively and systematically on important international issues e.g. investment regulation, environmental measures, or the security arena. By gaining more influence on policy input and output as well as on the norms underlying the policy process, companies increasingly play an important role in shaping regulation, reducing regulatory risk and gaining market access.

Ziele:

The Student shall:

- Learn about the relevance of EU Public Affairs to business
- Increase Public Affairs related soft skills throughout the discussion and the interactive case study

Themen und Literatur

	Thema	
1.	EU Public Affairs: Theory and practice in Brussels	<ul style="list-style-type: none"> • Lobbying: Historical background, concept, added value for business • Working as a Lobbyist: Tasks, tools, profile, stakeholders • Lobbying in Brussels: Relevance, international comparison, lobby scene, effectiveness
2.	Interactive real case study	<ul style="list-style-type: none"> • Interactive real case study in EU environmental & transport regulation with IMO aspects • Group will be divided into several subgroups representing the different stakeholders • Simulation of consultation between EU institutions and representatives from business • Individual evaluation of the participants negotiating style & body language • <i>Info material will be handed out and researched to enable the participants to lead a profound discussion and to experience a simulation as close to reality as possible.</i>

		<p>Special features</p> <p>AUDIOVISUAL: Short documentary film as introduction to the case study</p>
<p>Recommended literature</p> <ul style="list-style-type: none"> • Bache/Bulmer/George/Parker (2015): „Politics in the EU“, 4th edition, Oxford University Press, p. 308-325 • Klemens, J. (2010): Lobbying im neuen Europa: Erfolgreiche Interessenvertretung nach dem Vertrag von Lissabon, Wiley-VCH Verlag, Weinheim. • van Schendelen, R. (2010): More Machiavelli in Brussels – The Art of Lobbying the EU, Amsterdam University Press, Amsterdam. 		
<p>Bewertung</p>		
<p>Prüfungsform: Aktive Teilnahme und Mitwirkung am Seminar</p>		