

<b>Titel</b>	
<b>Typ</b>	<b>Soft Skill Seminar "EU PUBLIC AFFAIRS FOR BUSINESS"</b>
<b>Veranstalter</b>	<b>Dr. Mary Pappaschinos M.L.E.</b>
<b>Zeit</b>	<b>2 and 3 April 2020, 10:00-18:00</b>
<b>Ort</b>	
<b>Sprechstunde</b>	

### Inhalt und Ziele

#### Kursbeschreibung:

European and global managers today are proactive players in the local and international policy arena, e.g. in the sectors of investment regulation, environmental measures or security standards, to name but a very few. By gaining influence on policy output companies increasingly play an important role in shaping regulation, reducing regulatory risk and gaining market access. Understanding and monitoring EU policy making is essential for companies since 85% of EU law pertinent to business is "made in Brussels".

- Ziele:** - Learn about the relevance of EU Public Affairs for business  
 - Practice Public Affairs soft skills in discussions and interactive case study

### Themen und Literatur

	Thema	Literatur
1.	Understanding the EU political system	<ul style="list-style-type: none"> <li>• <b>Bache/Bulmer/George/Parker</b> (2015): „Politics in the EU - 4th edition, Oxford University Press, p. 308-325</li> </ul>
2.	Interest representation in the EU	<ul style="list-style-type: none"> <li>• <b>Klemens, J.</b> (2010): Lobbying im neuen Europa: Erfolgreiche Interessenvertretung nach dem Vertrag von Lissabon, Wiley-VCH Verlag, Weinheim.</li> <li>• <b>Van Schendelen, R.</b> (2010): More Machiavelli in Brussels – The Art of Lobbying the EU, Amsterdam University Press, Amsterdam.</li> <li>• <b>Dialer D., Richter M. (eds.) (2019)</b>- Lobbying in the EU – Strategies, Dynamics and Trends</li> </ul>
3.		
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### Bewertung

**Prüfungsform:** Keine Prüfung .