

<b>Titel</b>	<b>EU Public Affairs for Business</b>
<b>Typ</b>	<b>Soft Skill Seminar</b>
<b>Veranstalter</b>	<b>Dr. Mary Papaschinopoulou M.L.E.</b>
<b>Zeit</b>	<b>8-9 October 2021, 9:30-17:30</b>
<b>Ort</b>	<b>AUB BUDAPEST or ONLINE</b>
<b>Sprechstunde</b>	

### Inhalt und Ziele

#### Kursbeschreibung:

Companies have become increasingly 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 reduce regulatory risk, gain market access and create strategic networks. Understanding how EU policy making works, is essential for European companies - ca. 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.</b> (eds.) (2019)- Lobbying in the EU – Strategies, Dynamics and Trends. Springer VS</li> </ul>
3.	Corporate Diplomacy	<ul style="list-style-type: none"> <li>• <b>Henisz, W.J</b> (2014): Corporate Diplomacy. Building Reputation and Relationships with External Stakeholders, New York and Oxon: Routledge</li> </ul>

### Bewertung

**Leistungsnachweis:** Active participation