

X3011EUA E.U. Institutional decision making process & business lobbying

5 ECTS

Objectives – Course description

E.U. institutional decision making process & business lobbying is the first prong of the three-pronged EU public affairs and business lobbying programme. The “European Union affairs” tuition programme aims to prepare students as much as possible for a career in a public organisation with European or cross-national missions, in the public affairs division of a private corporation or in a business consultancy firm.

This series of courses aims to provide students with an approach to European Union issues from a business perspective and to give them the opportunity to better understand the legal and economic environment that companies have to deal with when operating on the European market. The programme also trains students to develop appropriate business and lobbying strategies in a European context.

Learning content

This specific module has a twofold purpose. It first addresses the various European institutions, their role, and their weight in the European Union decision-making process and procedures. It then focusses on the role of and opportunities for business and other interest groups in the EU decision-making process and in shaping European policies and regulation. To this end, a substantial part of the course is dedicated to lobbying practices – objectives, strategies and concrete techniques being used to forward business interest at EU level.

Learning outcome

At the end of this tuition programme, students can:

- Define the role of European institutions and specify the different European decision-making processes;
- Explain and construe European economic policies in the operational framework of multinationals;
- Better anticipate EU political, economic and legal developments for EU-based firms;
- Argue business defence strategies at EU level.

Methodology

The course is organized on an interactive basis, including the use of practical exercises, real-world insights and real-life professional situations. Active involvement of students during the class is requested and encouraged.

Series of conferences by European public affairs experts and visits of European institutions/business associations complete the teaching program.

A practical assignment - the consultancy mission - is also used to exemplify the teaching objectives and content of the programme. The students work on an issue (proposed by a company, a trade association or an NGO) that needs a European institutional solution. Students have to start from the problems encountered by their "client" in order to look at the legislative current situation and to propose legislative solutions and lobbying strategies. Each group have to hand in a written report and pitch their case orally in front of a jury including the partner company (when available) at the end of the semester.

Learning material

Slides provided during class; complete regular exercises (both in class and as homework) to apply knowledge acquired during class

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Course book: Where Europa and Cadmus meet again, a pocket guide to EU decision-making and lobbying

Evaluation

30% Continuous assessment of the first four months Set of assignments or work

30% First term continuous assessment Other (please specify)

40% First term continuous assessment Written and/or oral test