



Course and Examination Fact Sheet: Autumn Semester 2017

7,390: Practical Project: International Public Affairs Management

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper with presentation (all given the same grades) (100%)

Attached courses

Timetable -- Language -- Lecturer

[7,390,1.00 Practical Project: International Public Affairs Management](#) -- Englisch -- [Rybach Manuel](#)

Course information

Course prerequisites

This course draws on 3,648 "Issue Management und Lobbying in der Praxis" and may repeat some of the concepts elaborated upon in course 3,648. Students who have taken course 3,648 at the Bachelor level may thus want to reconsider opting for 7,390 "Practical Project: Public Affairs Management".

Course content

Corporate Public Affairs efforts, in particular in highly regulated sectors such as the financial services industry, are driven by a "twin rationale", based on both regulation and reputation:

Firstly, firms aim at improving their operating environment by engaging their key political stakeholders (legislators, the executive branch, regulators, and others) in a pro-active dialogue. Short of such advocacy efforts, corporates will, at a minimum, monitor relevant legislative and regulatory developments and screen their operating environment on an ongoing basis.

Secondly, corporations strive to protect and promote the firm's reputation, in particular if they operate in Business-to-Consumer (B-2-C) markets and have a large retail client base. Such efforts usually go beyond Public Affairs and involve various other corporate functions such as Corporate Communications, Investor Relations etc. Public Affairs' task is to ensure effective reputation management among political stakeholders, broadly conceived, including "civil society" pressure groups.

In this course, students

- learn to appreciate the relevance of public affairs for corporations;
- are introduced to key concepts and methods of (corporate) public affairs management;
- apply these methods to practical, real-life public affairs issues/case studies.



Course structure

"Blockseminar" in two blocks:

FIRST BLOCK

Part 1

- The Corporation and its Stakeholders

Part 2

- Issue Management (including NGO dialogue, reputation management)

Part 3

- Introduction to Lobbying (including Lobbying in Selected Jurisdictions)

- Advocacy Planning

SECOND BLOCK

Part 4

- (Group-)presentations/discussion on a wide range of pertinent topics (paper and presentation to include: issue description, assessment, and advocacy plan from corporate/NGO/government perspective; students to email paper outline to lecturer to get go-ahead)

Part 5

- Conclusions/lessons learned

Course literature

Suggested basic reading list:

Baeriswyl, Othmar (Hrsg.), **Lobbying in der Schweiz**. Partikulärinteressen unter der Bundeskuppel, Verlag mediata sa, 2005

Buckley, Christopher, **Thank You for Smoking**, Random House, 2006

Buholzer, Rene P./Rybach, Manuel, **Political Risk and Public Policy Management at Credit Suisse**, in Habegger, Beat (ed.), International Handbook on Risk Analysis and Management. Professional Experiences, Center for Security Studies (CSS), ETH Zurich, 2008

Fombrun, Charles J./Van Riel, Cees B.M., **Fame and Fortune**. How Successful Companies Build Winning Reputations, Financial Times Prentice Hall, 2004

Frankfurt, Harry G., **On Bullshit**, Princeton University Press, 2005

Harris, Phil / Fleisher, Craig S. (Eds.): **The Handbook of Public Affairs**, Sage Publications, 2005

Köppel, Peter: Power Lobbying. **Das Praxishandbuch der Public Affairs**. Wie professionelles Lobbying die Unternehmenserfolge absichert und steigert, Linde international, 2003

Liebl, Franz: **Der Schock des Neuen**. Entstehung und Management von Issues und Trends, Gerling Akademie Verlag, 2000



McGrath, Conor: **Lobbying in Washington, London and Brussels**. The Persuasive Communication of Political Issues, Studies in Political Science Volume 26, Edwin Mellen Press, 2005

Merkle, Hans: Lobbying. **Das Praxishandbuch für Unternehmen**, Primus, 2003

Michalowitz, Irina: **EU Lobbying - Principals, Agents and Targets**. Strategic interest intermediation in EU policy-making. Public Affairs und Politikberatung, Band 4. Lit-Verlag, 2005

Ruggie, John Gerard, **Just Business - Multinational Corporations and Human Rights**, Norton, 2013

van Schendelen, Rinus: **Macchiavelli in Brussels**, Amsterdam University Press, 2008

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/1)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (100%)

Remark

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Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2015), *Lern- und Arbeitsstrategien* (11th ed., 4th printing). Aarau: Sauerländer).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2014), *Juristisches Arbeiten: Eine Anleitung für Studierende* (5. Auflage), Zürich: Schulthess, or the recommendations of



the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Entire contents of the seminar.

PAPER itself counts 60 percent

PRESENTATION of paper counts 20 percent

OUTLINE of paper counts 20 percent

Examination relevant literature

Case study material.



Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 24 August 2017
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 16 October 2017
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 06 November 2017

Please look at the fact sheet once more after these deadlines have expired.