



Course and Examination Fact Sheet: Autumn Semester 2018

7,390: Practical Project: International Public Affairs Management

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper (all given the same grades) (20%)

Decentral - Group examination paper (all given the same grades) (60%)

Decentral - Presentation (in groups - all given the same grades) (20%)

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

Hugi, Andreas / Kaufmann, Ronny (Hrsg.): **Innen- und Aussenpolitik von Unternehmen - Corporate Governance und Public Affairs in der Praxis**, Staempfli Verlag, 2014

Köppl, 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

Zetter, Lionel: **Lobbying - The Art of Political Persuasion**, Harriman House, 2014

Additional course information

Manuel Rybach, Dr.rer.publ. HSG, is a Managing Director of Credit Suisse where he serves as Global Head of Public Affairs and Policy, as Head of Corporate Citizenship and International Relations in the Chairman's Office and as Managing Director of the Credit Suisse Foundation. He has been based in Hong Kong, Singapore and Washington, DC, working on public policy issues. He is a lecturer on Public Affairs at the University of St. Gallen (HSG) and was a Visiting Assistant Professor at the University of Hong Kong (HKU).

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form



Decentral - Group examination paper (all given the same grades) (20%)

Remark

OUTLINE of the paper

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. (2017), Lern- und Arbeitsstrategien (12th ed., Cornelsen Schweiz).
- 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. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Group examination paper (all given the same grades) (60%)

Remark

PAPER itself

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. (2017), Lern- und Arbeitsstrategien (12th ed., Cornelsen Schweiz).
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Supplementary aids

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Examination languages

Question language: English



Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (20%)

Remark

PRESENTATION of the paper

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

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

See literature list/suggested basic reading

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 23 August 2018
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 15 October 2018
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 05 November 2018

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