



Course and Examination Fact Sheet: Autumn Semester 2020

7,373: Business Regulation and Advocacy

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

Decentral - examination paper written at home (individual) (10%)

Examination time: term time

Decentral - Active participation (10%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[7,373,1.00 Business Regulation and Advocacy](#) -- Englisch -- [Gava Roy](#)

Course information

Course prerequisites

Many of the assigned readings in this course apply quantitative methods. Some previous exposure to quantitative data analysis in the social sciences is thus helpful.

Learning objectives

- Understanding of policy making and implementation in the context of business regulation (from agenda-setting to enforcement).
- Familiarity with key stakeholders (industry, regulators, policy-makers) and arenas (domestic, European, global) relevant for business regulation.
- Production of empirical policy analyses with a focus on business advocacy, non-market strategies and regulatory affairs.

Course content

This course focuses on business both as political actor and as target of public policy. Based on current research on interest groups and corporate political activity, the first part of the course deals with business advocacy and lobbying efforts to influence public policies in Switzerland, the European Union and the United States. In particular, it focuses on how the resources, strategies and advocacy success of business representatives differ (or not) from that of other types of interest groups (e.g. unions, citizen and public interest groups). The second part of the course turns to the policies specifically designed for the regulation of business activities. By means of a cross-national and cross-sectoral approach, it investigates differences and similarities in key dimensions (e.g., modes of governance and collaboration, policy design, independence of regulatory agencies, regulatory capture) of regulatory policies targeting firms. The analysis and discussion of the scientific literature is complemented with insights from case studies and guest speakers (practitioners from the private and public sectors, such as lobbyists and regulators).

Course structure

- Weekly two-hour sessions.



- If the number of students exceeds the maximum room capacity in the context of the SARS-CoV-2 measures in AS2020, students will be assigned into groups in order to alternate between face-to-face and online live sessions via the platform Zoom. Specific sessions (e.g., case studies, guest speakers) could be held online via Zoom for all students.

Course literature

A complete syllabus will be provided at the beginning of the semester. All readings will be made available on Canvas. The majority of the readings will consist of journal articles on interest groups and regulatory politics including empirical analyses. The following books are *indicative* of the literature and topics covered in this course:

Baron, D. P. (2013). *Business and Its Environment*. Boston: Pearson.

Baumgartner, F. R., Berry, J. M., Hojnacki, M., Kimball, D. C., & Leech, B. L. (2009). *Lobbying and Policy Change: Who wins, who loses, and why*. Chicago and London: University of Chicago Press.

Culpepper, P. D. (2011). *Quiet Politics and Business Power: Corporate Control in Europe and Japan*. Cambridge and New York: Cambridge University Press.

Drutman, L. (2015). *The Business of America is Lobbying: How Corporations Became Politicized and Politics Became More Corporate*. New York: Oxford University Press.

Dür, A., Marshall, D., & Bernhagen, P. (2019). *The Political Influence of Business in the European Union*. Ann Arbor: University of Michigan Press.

Klüver, H. (2013). *Lobbying in the European Union: Interest Groups, Lobbying Coalitions, and Policy Change*. Oxford and New York: Oxford University Press.

Levi-Faur, D. (Ed.). (2011). *Handbook on the Politics of Regulation*. Cheltenham and Northampton: Edward Elgar.

Mahoney, C. (2008). *Brussels versus the Beltway: Advocacy in the United States and the European Union*. Washington, DC: Georgetown University Press.

Vogel, D. (1989). *Fluctuating Fortunes: The Political Power of Business in America*. New York: Basic Books.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS2020, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom.
- Recorded sessions will be made available for 30 days (with the exception of sessions involving guest speakers, that will not be recorded).
- Students will be notified of changes via the Canvas platform.

The examination information listed below would be changed as follows:

- There are no changes necessary to the examination information.

Examination information

Examination sub part/s

1. Examination sub part (1/5)

Examination time and form

Decentral - Group examination paper with presentation (all given the same grades) (50%)

Examination time: term time



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 which is a published template in StudentWeb.

The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts 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., Lern- und Arbeitsstrategien, newest edition respectively).

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. 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.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/5)

Examination time and form

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

Remark

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Examination-aid rule

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Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/5)

Examination time and form

Decentral - examination paper written at home (individual) (15%)

Examination time: term time

Remark

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Examination-aid rule

Term papers

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The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

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Supplementary aids

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Examination languages

Question language: English

Answer language: English

4. Examination sub part (4/5)

Examination time and form

Decentral - examination paper written at home (individual) (10%)

Examination time: term time

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 which is a published template in StudentWeb.



The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

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Supplementary aids

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Examination languages

Question language: English

Answer language: English

5. Examination sub part (5/5)

Examination time and form

Decentral - Active participation (10%)

Examination time: term time

Remark

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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

- Term paper and presentation (in groups): 50%

Students are asked to write in small groups a term paper addressing an empirical research question related to the study of interest groups and/or regulatory politics. Students are expected to present a first version of their work in class and receive feedback to improve their paper before handing in the final version.

- Home assignments: 2 x 15%

Students deliver (individually) two short written home assignments.

- Feedback to peers: 10%

Students review other students' work and provide (individually) written feedback to their colleagues.

- Active participation: 10%



Students are expected to attend each class session and participate fully in class discussions (both face-to-face and online). Readings must be completed prior to each class.

Examination relevant literature

The relevant literature will be provided on Canvas (as of 25 September 2020).

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 20 August 2020);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 44 (Thursday, 29 October 2020).