



Course and Examination Fact Sheet: Autumn Semester 2022

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

Master-level course. Interest in the intersection between business and politics and basic understanding of public policy.

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 and indications of the learning and teaching design

- The course will be conducted in weekly two-hour sessions. The classes are structured as seminar sessions where presentations by the lecturer and guest speakers are complemented by interactive class discussions, work in groups



and/or students' presentations.

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.

Coen, D., Katsaitis, A., and Vannoni, M. (2021). *Business Lobbying in the European Union*. Oxford and New York: Oxford University 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.

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

Additional course information

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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

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B.,



Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, 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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Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

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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

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOUREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), 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

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOUREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), 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

Active classroom participation

In the "Active classroom participation" examination form, regular participation in class is assessed.

The assessment criteria can be as follows:

- Requests to speak enrich the discussion (productive) / requests to speak disturb the discussion (counterproductive);
- Requests to speak are correct/requests to speak are incorrect;
- Requests to speak are frequent/average/rare;
- No requests to speak, but students follow the lesson/no requests to speak and students do not noticeably follow the lessons.

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. Readings must be completed prior to



each class.

Examination relevant literature

The relevant literature will be provided on Canvas at the beginning of the semester.

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, 25 August 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 17 October 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 17 October 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 45 (Monday, 7 November 2022).