



Course and Examination Fact Sheet: Autumn Semester 2024

7,373: Business Regulation and Advocacy

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (30%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (50%)

Examination time: Term time

decentral - Written work, Digital, Peer Review (10%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (10%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,373,1.00 Business Regulation and Advocacy](#) -- English -- [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, public affairs, 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.

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.

Harris, P., et al. (Eds.). (2022). *The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs*. Cham: Springer.

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.

Timmermans, A. (2024). *Research Handbook on Public Affairs*. Cheltenham: Edward Elgar.

Additional course information

The course instructor is [Roy Gava](#). He is Assistant Professor in Business and Politics at the School of Economics and Political Science (SEPS) of the University of St. Gallen. His interests include comparative public policy, financial regulation, interest groups, and text-as-data.

Examination information

Examination sub part/s

1. Examination sub part (1/4)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	30%
Duration	--

Examination languages



Question language: English
Answer language: English

Remark

Home assignment

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/4)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	50%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Term paper and presentation

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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3. Examination sub part (3/4)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus



Grading type	Peer Review
Weighting	10%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Feedback to peers

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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4. Examination sub part (4/4)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	10%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

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

Students produce 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 assignment: 1 x 30%

Students complete (individually) one written assignment at home.

- 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, 22nd August 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 14 October 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 45 (Monday, 04 November 2024).