



Course and Examination Fact Sheet: Autumn Semester 2024

7,397: Consultancy Project: Political and Regulatory Monitoring with AI

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Group work group grade (20%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (30%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (20%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (30%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[7,397,1.00 Consultancy Project: Political and Regulatory Monitoring with AI](#) -- English -- [Gava Roy](#)

Course information

Course prerequisites

Interest in public affairs, lobbying, regulatory issues, legislative processes, data analytics, or artificial intelligence.

Learning objectives

During a Consultancy Project course, students:

- demonstrate ability to evaluate and classify a problem and source a solution from its onset to its conclusion;
- acquire and foster skills in the application of theoretical concepts to real-life situations;
- gain experience with actual issues in the practitioner's world that arise in the course of the consultancy project;
- foster their creativity and various skills, including teamwork, project, communication, research, writing, and presentation.

Students who participate in this course will, afterwards, be able to:

- understand the day-to-day monitoring and advocacy work performed by public affairs and lobbying professionals active in companies, business associations, and NGOs;
- gain a deep and comparative understanding of legislative processes and their relevant actors;
- apply concepts and methods from their studies to develop data-driven solutions in the workplace;
- assess the benefits and limitations of cutting-edge applications of AI in a real-world business setting;
- consider the challenges and opportunities faced by a rapidly expanding start-up.

Course content

The client of this consultancy project is [DemoSquare](#), a start-up offering a software as a service (SaaS) platform for public affairs managers, lobbyists, and interest groups. Few aspects impact business more than regulation. However, monitoring parliamentary and regulatory developments is a costly process for companies and associations. DemoSquare relies on in-house AI technologies to facilitate the monitoring, analysis, and reporting of legislative activities.



The students of this consultancy project will have the opportunity to address the start-up next big challenge: scaling up to the European Union market. DemoSquare offers today a freemium platform that is valued by public affairs professionals in Switzerland. In Brussels alone, there are 12,000 interest groups officially registered with the European Parliament, employing over 35,000 individuals to represent the interests of more than 100,000 companies.

Students of this consultancy project will have the possibility to work closely with the DemoSquare team and shape the start-up's growth strategy. DemoSquare is an EPFL spinoff, founded by two PhDs in artificial intelligence, with expertise in modeling political processes and developing algorithms for data mining and information retrieval.

Some of the company's priority challenges include:

- Assessing specific European markets (e.g. Germany, France).
 - Understand the institutional specificities and stakeholder profiles.
 - Map prominent actors (firms and/or associations) with interest and/or involvement in the legislative process.
 - Assess market size.
 - Identify competing platforms and their offerings.
 - Explore public data available for analysis.
- Understanding public affairs teams in companies
 - Identify the types of companies and industries needing public affairs services.
 - Assess which activities are done in-house and which are outsourced.
 - Map the structure of public affairs teams and their daily tasks.
- Developing a marketing strategy
 - Identify pain-points in the monitoring of political and regulatory affairs.
 - Define the target audiences and how to reach them.
 - Map competitors' actions.
 - Identify key messages from the analysis of law-making process for social media content/blog posts.

The DemoSquare team will present the company on campus at the start of the semester and student teams are also encouraged to propose their own project ideas. The company will provide students with data access. Progress and preliminary results will be discussed in a mid-term meeting. Final results will be presented at the company offices at the end of the semester.

Course structure and indications of the learning and teaching design

Students will work in small groups on a challenge presented to them by their 'client'. Students are responsible for a mid-term presentation which should introduce students' approach as well as highlight and discuss any roadblocks or difficulties faced. At the end of the course, students will present an in-depth analysis of the problem and a recommended solution.

This course mainly consists of independent study (in groups) and one-to-one meetings between the lecturer and groups. However, there will be several in-class meetings and presentations:

- The course starts off with an introduction lecture that discusses in-depth the expectations of the course. Students are also introduced to their client and are briefed on the problem. This kick-off session also serves the formation of student groups.
- One week after the kick-off session there will be a brainstorming session with the client at the SQUARE.
- Student groups then work independently on their project.
- At mid-term student groups present the chosen approach to analyze the question and their progress (as well as roadblocks and difficulties) to the academic lecturer, their client, and other student groups. Students receive feedback.
- Groups then continue to work independently and present an in-depth analysis of the problem and their recommendations to the client toward the end of the course.

Course literature

The course instructor will provide recommended references, including academic journal articles, on relevant topics during the course.

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	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Reflection paper

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	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	30%
Duration	--

Examination languages

Question language: English
Answer language: English



Remark

Final 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	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Midterm 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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4. Examination sub part (4/4)

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	30%
Duration	--



Examination languages

Question language: English

Answer language: English

Remark

Final report

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

Students are expected to participate fully in all aspects of the course including group work and presentations.

- **Midterm Presentation (20%):** Student groups present their approach in addressing the question, brief on their progress, including any roadblocks or difficulties that may have been encountered. All group members will be given the same grade.
- **Final Presentation (30%):** Student groups present an in-depth analysis of the problem and their recommendations to the client. All group members will be given the same grade.
- **Final Report (30%, max. 5'000 words):** Targeted at the client, the report provides a summary of relevant research, lays down possible business options, and proposes particular courses of action. Next to an explanation of the challenge and the results of the research undertaken, it outlines the methods used and the theories applied. The report might include graphs, charts, or other visual aids that make it easier to digest the most important information. All group members will be given the same grade.
- **Reflection Paper (20%, max. 1'000 words):** Targeted at the academic lecturer, this paper invites students to reflect on their groups' individual journey, from defining the problem to coming up with a solution. It allows them to consider the challenge to apply what they have learned in a classroom setting to contemporary problems in a real-world setting. The reflection paper should be submitted individually and will be graded on an individual basis.

Examination relevant literature

The Course instructor will provide recommended references, including academic journal articles, on relevant topics during the course.



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).