



STUDY PROGRAMME

EEIB + ECO + ECO-EPPA + ECO+ELEA

ACADEMIC YEAR

2022-2023

SEMESTER

2

COURSE TITLE

BUSINESS INTEREST REPRESENTATION IN THE EU

COURSE PROFESSOR

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COURSE ASSISTANT

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NATURE OF COURSE (COMPULSORY, OPTIONAL)

**COMPULSORY FOR EEIB
OPTIONAL FOR ECO, ECO-EPPA, ECO-ELEA**

LANGUAGE OF INSTRUCTION

ENGLISH

ECTS CREDITS

2,5

1. COURSE OBJECTIVES

To assess why EU oriented corporate political activity is undertaken, how and to what effect; and explain the regulatory and institutional context in which such activity is taking place.

To confront theory (academic research) and practice using real life examples.

2. LEARNING OUTCOMES

At the end of this course, the student will be able to:

- Describe, explain and illustrate how corporate political activity fits into the EU policy-making framework
- Discuss and critically assess the democratic nature of corporate political activity and the limits thereto
- Explain the main regulatory, institutional, and behavioural differences between corporate political activity in the US and in the EU
- Describe and identify the main techniques and tools used by trade groups to get their messages across



- Design advocacy strategies
- Describe the main avenues of corporate interest representation in the EU
- Explain the different roles played by industry trade groups and describe governance issues they face
- Critically assess the effectiveness of corporate advocacy in different scenarios, based on academic research and best practices

The learning outcomes for this course tie in with the following learning outcomes for the European Economic Studies programme:

1. Demonstrate knowledge of the European Union's institutions, competences and substantive principles;
2. Acquire a strong knowledge of broader social and political conditions and developments in Europe.
3. Think innovatively and provide constructive analytical commentary as well as potential recommendations on the evolution of the EU and its possible future development;
4. Be autonomous in their preparation and review of materials for the courses as well as in their completion of assignments bearing different requirements in terms of methodology, workload and evaluation of the final work;
5. Work together in groups to solve problems, share tasks, prepare assignments, go through case studies and make presentations.

3. COURSE CONTENTS

- A. Overview and introduction to EU interest representation (definitions, comparison with the US, *raison d'être*)
- B. Corporate interest representation and democracy
- C. Structure and components of dialogue between EU institutions and outside stakeholders
- D. How EU decision making shapes interest intermediation
- E. Forms of corporate interest representation
- F. Use made by EU institutions of interest organizations
- G. Trade associations: role, governance, advocacy (best practices, tools and strategy), performance
- H. Advocacy effectiveness determinants

4. TEACHING METHOD

Lectures with class participation (incl. case exercises).

5. FURTHER DETAILS ON THE TEACHING METHOD



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ECTS CARD

Prior reading of the assigned material is essential for class participation.
Active participation in class is highly important.

6. COURSE MATERIAL

Lecture notes and readings. The readings will be made available through the course web page.

7. Requirements

- A **certificate of attendance** will be issued to those student who will attend the seminar, provided
- Full attendance
- that he/she passes a **10-question quiz** testing his/her knowledge acquired during this lecture
- An online multiple choice test (80% of the grade) at the end of the last course session - 15 minutes to answer 10 questions. - Participation in the seminar (20% of the mark)
- The weighted average of the two assessment elements must be equal to or greater than 50% for the seminar to be considered validated by the student.

The College of Europe reserves the right to change the delivery and assessment of the course in case of restrictions related to the Covid-19 pandemic. Any communication from the Department in this regard takes precedence over the information provided in this ECTS card.