

Valid for 2022.FS

Module Name: Business-Government Relations			
Module Code	w.BA.XX.2BGR.XX		
Module Description	This module deals with business-government relations, meaning the professional management of the intersection between a company and its political stakeholders. In this context, the political environment of a company is meant to be understood in its broadest sense to include not only "traditional" political stakeholders such as the executive or legislative branches of government (i.e., ministries, administrations, and parliaments) but also civil society such as non-governmental organizations (NGOs). Especially companies in highly regulated sectors such as financial services, but also those in business-to-consumer (B2C) markets, strive to improve not only the political-regulatory framework of their business activities but also to protect and, if possible, improve their reputation in the eyes of their political stakeholders. This module is very much geared towards practical application and focuses on the concepts and methods used in the issue management/public policy management of actual companies. The primary aim of the module is to promote students' competence to act by familiarizing them with fundamental, practically relevant concepts and tools of modern, integrated issue management/public policy management. In addition to aspects such as NGO dialogue, reputation management, and sustainability affairs, there is a particular focus on an introduction to lobbying, the representation of interests in the political process. To this end, students compare various lobbying approaches in selected jurisdictions (Switzerland, EU, US, Asia/PR China). The module is offered and taught by Dr. Manuel Rybach, Global Head of Public Policy and Regulatory Affairs at Credit Suisse AG.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance § Business Information Technology § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institut für Financial Management (IFI)		
Module Coordinator	Maximilian Müller (mlxi)		
Deputy Module Coordinator	Tobias Küttel (kuet)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective 		

	Self-Competence		
	§ Self-Management & Self-Reflection		
	§ Ethical & Social Responsibility		
	§ Learning & Change		
Module Learning Objectives	Students... § recognize the importance of issue management/public policy management and business-government relations for companies. § get to know the key concepts and methods of issue management/public policy management (including lobbying) from a company perspective. § apply these methods while working with practical, realistic case studies.		
Module Content	§ Part 1 - The company and its stakeholders: Improving the framework conditions and protecting the company's reputation vis-à-vis political stakeholders as the aims of issue management/public policy management) § Part 2 - Foundations of issue management/ public policy management: Issue management as a three-step process: monitoring/analysis/lobbying. Selected aspects of an integrated, modern issue management, including NGO dialogue, reputation management, and sustainability affairs § Part 3 - Introduction to lobbying: instruments of lobbying, including advocacy planning, working with associations, etc. § Part 4 - Lobbying in selected jurisdictions: Comparison of various lobbying approaches in selected economic regions - Switzerland, EU, US, Asia/PR China § Part 5 - (Group) presentations / conclusions		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Project Work	Social Settings Used: Group Work	
Digital Resources	Reader		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	-	-	
Group Instruction	28 h	22 h	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	22 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Written Assignment	Grade	-	60,00 %
Written Assignment	Grade	-	20,00 %
Talk/oral presentation	Grade	20	20,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	-		

Recommended Reading	<p>§ Baeriswyl, Othmar (Hrsg.), Lobbying in der Schweiz. Partikulärinteressen unter der Bundeskuppel, Verlag mediata sa, 2005</p> <p>§ Buckley, Christopher, Thank You for Smoking, Random House, 2006</p> <p>§ Buholzer, Rene P./Rybach, Manuel, Political Risk and Public Policy Management at Credit Suisse, in Habegger, Beat (ed.), International Handbook on Risk Analysis and Management. Professional Experiences, Center for Security Studies (CSS), ETH Zurich, 2008</p> <p>§ Dionigi, M.K., Lobbying in the European Parliament. The Battle for Influence, Palgrave Macmillan, 2017</p> <p>§ economiesuisse, Corporate Social Responsibility aus Sicht der Unternehmen, 2015</p> <p>§ Fombrun, Charles J./Van Riel, Cees B.M., Fame and Fortune. How Successful Companies Build Winning Reputations, Financial Times Prentice Hall, 2004</p> <p>§ Günthard-Maier, Barbara, Politische Kommunikation. Ein Praxisbuch für Parteien, Gruppierungen, Vereine und Verbände, Huber Verlag, 2010</p> <p>§ Hugi, Andreas/Kaufmann, Ronny (Eds.): Innen- und Aussenpolitik von Unternehmen. Corporate Governance und Public Affairs in der Praxis – ein Managementbuch, Stämpfli Verlag, 2014</p> <p>§ Köppl, Peter: Power Lobbying. Das Praxishandbuch der Public Affairs. Wie professionelles Lobbying die Unternehmenserfolge absichert und steigert, Linde international, 2003</p> <p>§ Liebl, Franz: Der Schock des Neuen. Entstehung und Management von Issues und Trends, Gerling</p> <p>§ McGrath, Conor: Lobbying in Washington, London and Brussels. The Persuasive Communication of Political Issues, Studies in Political Science Volume 26, Edwin Mellen Press, 2005</p> <p>§ Michalowitz, Irina: EU Lobbying - Principals, Agents and Targets. Strategic interest intermediation in EU policy-making. Public Affairs und Politikberatung, Vol. 4. Lit-Verlag, 2005</p> <p>§ Rasch, D., Lobbying Success in the European Union. The Role of Information and Frames, Routledge, Taylor & Francis Group, 2018</p> <p>§ Ruggie, John Gerard: Just Business – Multinational Corporations and Human Rights, Norton, 2013</p> <p>§ Rybach, Manuel: Corporate Political Communications and the Financial Crisis. Assessing the Impact on Corporate Public Affairs in the Financial Sector, in Diego Haunreiter (ed.), Kommunikation in Wirtschaft, Recht und Gesellschaft, Staempfli Verlag, 2010</p> <p>§ Schuster, C.H., Lobbying in der Praxis. Strategien und Instrumente in der Interessenvertretung von Verbänden, Polisphäre, 2015</p> <p>§ van Schendelen, Rinus: More Macchiavelli in Brussels. The Art of Lobbying the EU, Amsterdam University Press, 2010</p> <p>§ Zetter, Lionel: Lobbying – The Art of Political Persuasion, Harriman House, 2014</p>
Comments	<p>This module is offered and taught by Dr. Manuel Rybach, Global Head of Public Policy and Regulatory Affairs at Credit Suisse AG.</p> <p>The module is structured as two blocks:</p> <p>Block 1 (2 days, Friday/Saturday, 04/05 March 2022): Lectures on Parts 1-4 (see above)</p> <p>Block 2 (1 day, Saturday, 30 April 2022): Lectures on Part 4 (cont.) and Part 5 (group presentations/conclusions)</p> <p>The performance assessments are weighted as follows:</p> <ul style="list-style-type: none"> • Written outline/proposal for group assignment/paper (20%) • Written assignment/paper (group assignment) (60%) • Group presentation (20%)