

2019.FS

<b>Module Name: Political Communication and Public Relations</b>	
Module Code	w.BA.XX.2PolKomm.XX
Module Description	Students know the specific characteristics and scope of public affairs in the context of business management and domain-specific criteria (politics and society) strategic actions from that knowledge.
Program and Specialization	Business Administration - Economics and Politics
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Inst. für Verwaltungsmanagement Ltg.
Module Coordinator	Carola Etter-Gick (ette)
Deputy Module Coordinator	Alexander Mertes (mert)
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• w.BA.XX.2PolWi.XX: Federal state structure and the Swiss political system; legislative process; lobbying;</li> <li>• w.BA.XX.2ORER.XX: Competences between the federal government, cantons, and communes; fundamentals of federal and administrative law; fundamental rights; public commercial law; basics of European law;</li> <li>• w.BA.XX.2Komm.XX: Communication in a business administration context.</li> </ul>
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Learning & Change
Module Learning Objectives	Students... § describe underlying political concepts and theories (polity, policy, and politics). § elaborate on public affairs fields of activity and their complementary functions within strategic corporate management. § apply theoretical political and communication concepts to a protagonist in the political system and derive intervention and communication measures from this. § evaluate the prerequisites for a developed communications strategy based on polity and policy analysis. § evaluate the enforcement possibilities for the concerns of a protagonist while taking account of the whole situation. § present acquired knowledge convincingly and support their own arguments. § develop a willingness to apply knowledge from a new specialist discipline for corporations and NGO's and to design solution strategies independently. § solve a set of tasks, each of which builds on the previous one, within a group and in a target-oriented and responsible way (portfolio).

Module Content	§ Introduction into the skills needed for politics and communication § Polity, policy, and politics § Organizational communication in a political context § Public Affairs: tasks, structure, players, and categories § Current questions about public affairs based on self-produced portfolios (group work)		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2Go.XX w.BA.XX.2PM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Literature Review § Presentation § Group project	<b>Social Settings Used:</b> Group Work	
Digital Resources	Reader		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	-	
Small Class	-	-	
Group Instruction	-	20 h	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>20 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	20	25,00%
Written Assignment	Grade	-	75,00%
Classroom Attendance Requirement	Attendance by the whole group is compulsory during consultation sessions about portfolio work and their presentation. If the attendance requirement is not reached for justified reasons, the module can still be completed by an additional assignment (pass/fail) to be specified by the module instructor.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Blum, S. & Schubert, K. (2011). Akteure – Institutionen – Instrumente. In: Blum, S. & Schubert, K. (ed.): Politikfeldanalyse, 2nd edition. Wiesbaden: VS, Verlag für Sozialwissenschaften. p. 54-103. § Blum, S. & Schubert, K. (2011). Der Policy-Cycle. In: Blum, S. & Schubert, K. (ed.): Politikfeldanalyse, 2nd edition. Wiesbaden: VS, Verlag für Sozialwissenschaften. p. 104-144. § Jarren, O., & Donges, P. (2001). Politische Kommunikation. In: O. Jarren, & H. Bonfadelli (ed.): Einführung in die Politikwissenschaft, Bern: Haupt p. 419-435. § Linder, W. (1999). Zur Bedeutung des Modells der Konsensdemokratie. In: Linder, W. (ed.): Schweizerische Demokratie: Institutionen, Prozesse, Perspektiven, Bern: Haupt. p. 366-369. § Linder, W. (2001). Grundzüge des politischen Systems. In: D. Thürer (Hrsg.): Verfassungsrecht der Schweiz, Zürich: Schulthess S. 995-1015. § Meyer, T. (2010). Die Logik des Politischen. In: T. Meyer (Hrsg.): Was ist Politik?, 3. Auflage, Wiesbaden: VS-Verlag S. 80-129.		
Recommended Reading	§ Köppl, P. (2003). Living in a box? – Gegenwind aus Politik und Gesellschaft. In: P. Köppl (Hrsg.): Power Lobbying: Das Praxishandbuch der Public Affairs, Wien: Linde S. 23-39. § Vatter, A. (2014). Die Verbände und das Verbandssystem. In: A. Vatter (Hrsg.): Das politische System der Schweiz, Baden-Baden: Nomos.		
Comments	This module is offered in collaboration with the IAM Institute of Applied Media Studies at ZHAW.		