

## Detailed course description/Syllabus

Faculty: Economics and International Relations

Programme: International Business

### I. General information

|                                  |                                |                              |
|----------------------------------|--------------------------------|------------------------------|
| Name of the course               | Lobbying in the European Union |                              |
| Name of the course in English    | Lobbying in the European Union |                              |
| Language of instruction          | English                        |                              |
| Code/Specialization              | ... ..                         |                              |
| Profile of the course            | General Academic               |                              |
| Course category                  | ...                            |                              |
| Type of studies                  | ...                            |                              |
| Number of semesters/semester no. | 1/6                            |                              |
| Number of hours                  | Full-time: 30                  | Lectures: 30 Tutorials: ...  |
|                                  | Part-time:                     | Lectures: ... Tutorials: ... |
| Number of ECTS                   | 3                              |                              |

### II. Preliminary requirements

| No. | Description |
|-----|-------------|
| 1   | -           |
| 2   | -           |

### III. Objectives of the Course

| Code      | Description  |
|-----------|--|
| <b>C1</b> | analysis of the notion of lobbying and its impact on democratic processes, |
| <b>C2</b> | analysis of lobbying techniques  |
| <b>C3</b> | analysis of a professional EU lobby group                                  |
| <b>C4</b> | getting acquaintance of preparation of a professional lobbying campaign    |

### IV. Learning outcomes

| Code      | Category | Description   | KEK                          |
|-----------|----------|---|------------------------------|
| <b>E1</b> | <b>W</b> | possesses basic knowledge about relations between economic structures and institutions at national, international and multi-cultural levels | <b>WZ-ST1-...-W01-12/13Z</b> |
| <b>E2</b> | <b>U</b> | is able to formulate conclusions and make judgments based on different sources of information   | <b>WZ-ST1-...-U01-12/13Z</b> |
| <b>E3</b> | <b>K</b> | is able to participate in preparing social projects (political, economic and civic), considering legal, economic and political aspects      | <b>WZ-ST1-...-K01-12/13Z</b> |
| <b>E4</b> | <b>W</b> | ...   | <b>WZ-ST1-...-W01-12/13Z</b> |

### V. Course contents

#### Lectures

| Code      | Description  | D (30) | Z () |
|-----------|--|--------|------|
| <b>W1</b> | Introduction: public and social choice   | 2      |      |
| <b>W2</b> | The notion of lobbying and lobbyist, positive and negative aspects of lobbying | 2      | ...  |
| <b>W3</b> | Lobbying at the EU level - main features                                       | 2      | ...  |
| <b>W4</b> | Lobbying and decision-making process in Brussels (whom approach in Brussels?)  | 2      | ...  |
| <b>W5</b> | Management of the EU arena   | 2      | ...  |
| <b>W6</b> | Strategies and methods of lobbying   | 2      |      |

|            |   |   |  |
|------------|---|---|--|
| <b>W7</b>  | Analysis of the lobbying campaign – part I                          | 2 |  |
| <b>W8</b>  | Analysis of the lobbying campaign – part I                          | 2 |  |
| <b>W9</b>  | Limits of lobbying  | 2 |  |
| <b>W10</b> | Characteristics of effective pressure group                         | 2 |  |
| <b>W11</b> | Selected groups active at the EU level                              | 2 |  |
| <b>W12</b> | Conclusions: lobbying and the EU democracy – regulation of lobbying | 2 |  |
| <b>W13</b> | Practical examples of lobbying campaign – part I                    | 2 |  |
| <b>W14</b> | Practical examples of lobbying campaign – part II                   | 2 |  |
| <b>W15</b> | Practical examples of lobbying campaign – part III                  | 2 |  |

#### Tutorials

| Code      | Description | D (30) | Z () |
|-----------|-------------|--------|------|
| <b>C1</b> | ...         | ...    | ...  |
| <b>C2</b> | ...         | ...    | ...  |
| <b>C3</b> | ...         | ...    | ...  |
| <b>C4</b> | ...         | ...    | ...  |

#### VI. Methods of teaching

| Code       | Description     |
|------------|-----------------|
| <b>N1</b>  | Lecture         |
| <b>N3</b>  | Presentation    |
| <b>N4</b>  | Discussion      |
| <b>N5</b>  | Group work      |
| <b>N7</b>  | Case study      |
| <b>N12</b> | Work with books |
|            |                 |
|            |                 |

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## VII. Means of assessment

### Tutorials' assessment

| Code       | Description                |
|------------|----------------------------|
| <b>F1</b>  | Test                       |
| <b>F2</b>  | Blackboard problem solving |
| <b>F3</b>  | Oral assessment            |
| <b>F4</b>  | Presentation               |
| <b>F5</b>  | Group project              |
| <b>F6</b>  | Individual project         |
| <b>F7</b>  | Paper                      |
| <b>F8</b>  | Effort in class            |
| <b>F9</b>  | Practice                   |
| <b>F10</b> | Report on lab exercises    |

### Lectures' assessment (final course grade)

| Code      | Description   |
|-----------|---------------|
| <b>P1</b> | Test          |
| <b>P2</b> | Group project |
|           |               |
|           |               |

## VIII. Assessment criteria

Learning outcome **E1** weight: 25%

|   |                                     |
|---|-------------------------------------|
| Not achieved required outcome (grade 2.0) | not able to understand key concepts |
|---|-------------------------------------|

|   |  |
|---|--|
| Achieved the outcome to a satisfactory degree (grade 3.0) | understands key concepts related to lobbying and pressure groups               |
| Achieved the outcome to a good degree (grade 4.0)         | moreover, knows lobbying techniques and strategies at the EU level             |
| Achieved the outcome to a very good degree (grade 5.0)    | moreover, understands functioning of lobby groups at the EU level              |
| Achieved the outcome to an exceptional degree (grade 5.5) | moreover, fully understands the EU institutional interplay in lobbying process |

Learning outcome **E2** weight: 25%

|   |   |
|---|---|
| Not achieved required outcome (grade 2.0)                 | is not able to carry out simple lobbying case analysis                |
| Achieved the outcome to a satisfactory degree (grade 3.0) | is able to carry out simple lobbying case analysis                    |
| Achieved the outcome to a good degree (grade 4.0)         | moreover, is able to find out examples of efficient lobbying campaign |
| Achieved the outcome to a very good degree (grade 5.0)    | moreover, is able to perform a detailed lobbying campaign analysis    |
| Achieved the outcome to an exceptional degree (grade 5.5) | moreover, is able to design a simple lobbying campaign                |

Learning outcome **E3** weight: 25%

|   |   |
|---|---|
| Not achieved required outcome (grade 2.0)                 | does not show any activity during classes                         |
| Achieved the outcome to a satisfactory degree (grade 3.0) | active during discussions only if provoked                        |
| Achieved the outcome to a good degree (grade 4.0)         | active in discussions from time to time                           |
| Achieved the outcome to a very good degree (grade 5.0)    | active in discussions, makes critical comments                    |
| Achieved the outcome to an exceptional degree (grade 5.5) | very often triggers discussions, asks inspiring questions, always |

|  |                         |
|--|-------------------------|
|  | prepared for discussion |
|--|-------------------------|

Learning outcome **E4** weight: 25%

|   |     |
|---|-----|
| Not achieved required outcome (grade 2.0)                 | ... |
| Achieved the outcome to a satisfactory degree (grade 3.0) | ... |
| Achieved the outcome to a good degree (grade 4.0)         | ... |
| Achieved the outcome to a very good degree (grade 5.0)    | ... |
| Achieved the outcome to an exceptional degree (grade 5.5) | ... |

Student may be awarded a positive final grade from the course provided that they achieve all learning outcomes at least to a satisfactory degree. The final grade is calculated according to the following formula:

$25\% * \text{learning outcome E1} + 25\% * \text{learning outcome E2} + 25\% * \text{learning outcome E3} + 25\% * \text{learning outcome E4}$

#### IX. Student workload

| Type of activity  | Number of hours |           |
|---|-----------------|-----------|
|   | full-time       | part-time |
| Contact hours with the teacher as set in the programme of study                   | 30              | ...       |
| Contact hours with the teacher during office hours (e.g. presentations, projects) | 5               | ...       |
| Contact hours with the teacher during tests and examinations                      | ...             | ...       |
| Preparation for classes (reading, preparing homework etc.)                        | 10              | ...       |
| Information gathering, preparation of results                                     | 5               | ...       |
| Preparation of a report, project, paper, presentation, discussion                 | 10              | ...       |
| Preparation for a test, examination   | 15              | ...       |
| Total   | 75              | ...       |
| Number of ECTS  | 3               |           |

#### X. Course implementation matrix

| Learning outcomes | KEK                           | Objectives of the course | Course contents | Methods of teaching                                       | Means of assessment                                       |
|-------------------|-------------------------------|--------------------------|-----------------|---|---|
| <b>E1</b>         | WZ-ST1-...-<br>W01-<br>12/13Z | <b>C1</b>                | <b>W1 C1</b>    | <b>N1 N2 N3 N4 N5 N6<br/>N7 N8 N9 N10 N11<br/>N12 N13</b> | <b>F1 F2 F3 F4 F5<br/>F6 F7 F8 F9 F10<br/>P1 P2 P3 P4</b> |
| <b>E2</b>         | WZ-ST1-...-<br>U01-<br>12/13Z | <b>C1</b>                | <b>W1 C1</b>    | <b>N1 N2 N3 N4 N5 N6<br/>N7 N8 N9 N10 N11<br/>N12 N13</b> | <b>F1 F2 F3 F4 F5<br/>F6 F7 F8 F9 F10<br/>P1 P2 P3 P4</b> |
| <b>E3</b>         | WZ-ST1-...-<br>K01-<br>12/13Z | <b>C2 C3</b>             | <b>C1</b>       | <b>N1 N2 N3 N4 N5 N6<br/>N7 N8 N9 N10 N11<br/>N12 N13</b> | <b>F1 F2 F3 F4 F5<br/>F6 F7 F8 F9 F10<br/>P1 P2 P3 P4</b> |
| <b>E4</b>         | WZ-ST1-...-<br>W01-<br>12/13Z | <b>C4</b>                | <b>C1</b>       | <b>N1 N2 N3 N4 N5 N6<br/>N7 N8 N9 N10 N11<br/>N12 N13</b> | <b>F1 F2 F3 F4 F5<br/>F6 F7 F8 F9 F10<br/>P1 P2 P3 P4</b> |

## XI. References

### Primary references

| No. | Description   |
|-----|---|
| 1   | Van Schendelen R.: <i>More Machiavelli in Brussels. The Art of Lobbying the EU</i> , Amsterdam University Press, Amsterdam 2010.  |
| 2   | Coen D, Richardson J. (eds.): <i>Lobbying the European Union: Institutions, Actors and Issues</i> , Oxford University Press 2009. |

### Further references

| No. | Description  |
|-----|--|
| 1   | Guéguen D., <i>European Lobbying, Europolitics</i> , John Harper Publishing, Brussels, London, 2008. |

## XII. Information on teachers

### Person responsible for the course

dr Katarzyna Tarnawska

...

## Teachers

| No. | Teacher                |
|-----|------------------------|
| 1   | dr Katarzyna Tarnawska |
| 2   | ...                    |