



APPLIES TO ACADEMIC YEAR 2004/2005

## GRA 5913 The EU and the Firm: Lobbying

### Program

Master of Science in Business, Master of Science in Management, Specialization Course

### Responsible for the course

Nick Sitter

### Department

Public Governance

### Term

According to study plan

### ECTS Credits

6

This is the second of the School's two more advanced European Union course. It requires little previous knowledge, but students that have not attended GRA 5912 or a similar introductory EU course may find it useful to consult Nugent's *The Government and Politics of the European Union* (2003) or a similar introductory text. The course may be taken separately, or as one of four courses in the Minor on the European Union. The focus is on lobbying in the EU.

### Objective

This course provides in-depth analysis of the EU from a 'firms-eye' perspective with particular focus on lobbying in Europe. It covers financial and political risk analysis in the context of the Single Market and European integration, and includes case studies in company strategy and decision-shaping. While the central focus is on the firm and industry interests, other actors that lobby the EU system are covered including interest groups, NGOs, regions and states (including Norway as a lobbyist). The course analyses lobbying compared to other theories of corporate interest representation (corporatism), addressing the uniqueness and specifics of lobbying as such as well as the particulars of lobbying in the context of the relatively open European Union system. Evaluation is by way of research papers (take-home exams) centred on a case study, and assessment based on in-class presentations. The course is designed as a component in the four-course EU Minor, which includes the introductory course on EU Institutions/the Single European Market; on the European Economic Area/Enlargement/Global Politics; and on regulation liberalisation in the EU; but it may be taken as a stand-alone course.

### Prerequisites

The course does not carry formal prerequisites, but is designed primarily for students with some knowledge of the workings of the EU through for example GRA 5912 (the New Europe: EU Institutions and the Single Market) or a similar course or with some knowledge of industry regulation.

### Compulsory literature

Schendelen, Rinus van. 2002. *Machiavelli in Brussels: The Art of Lobbying the EU*.

Amsterdam: Amsterdam University Press.

Greenwood, Justin. 2003. *Interest representing in the European Union*. London:

Macmillan Palgrave.

Compendium of Recent Journal Articles

### Recommended literature

Andersen, Svein S. and Kjell A. Eliassen, eds. 2001. *Making policy in Europe: The Europeanization of National Policy-Making*. 2nd ed., London: Sage.

Bomberg, Elizabeth and Alexander Stubb, eds. 2002. *The European Union: How Does it Work?* Oxford: Oxford University Press.

Peterson, John and Elizabeth Bomberg. 1999. *Decision-Making in the European Union*. Houndsmills: Macmillan Palgrave.

Pedler, Robin H, ed. 2002. *European Union Lobbying: Changes in the arena*. Basingstoke: Palgrave.

Richardson, Jeremy J., ed. 2001. *The European Union: Power and Policy-Making*. London: Routledge.

John, Steve and Stuart Thompson, eds. 2003. *New Activism and the Corporate Response*. London: Palgrave Macmillan.

**Course outline**

The course is designed to provide students with tools and frameworks for analysing and developing strategies for lobbying in the European Union. The seminar topics include analysis of the EU system, theories of decision making and approaches to lobbying, financial and political risk analysis, comparative analysis of the role of organised interests in public policy and the relative strength of various interest groups. The course will include case studies of lobbying at both European and national level, and draw on the experience of individual lobbyists.

**Computer-based tools**

None, except Blackboard/homepage

**Course structure**

36 hours

**Evaluation**

Research paper (take-home exam) 80%, and in-class assessment 20%

**Evaluation code(s)**

GRA 59131 (100%)

**Aids at the examination**

All

**Makeup exam**

Nest time the course is offered