



## STUDY PROGRAMME

EEIB

## ACADEMIC YEAR

2019-2020

## SEMESTER

2

## COURSE TITLE

**BUSINESS POLITICS IN THE EU**

## COURSE PROFESSOR

Justin GREENWOOD

## COURSE ASSISTANT

Sisi ZHANG

## NATURE OF COURSE (COMPULSORY, OPTIONAL)

COMPULSORY

## LANGUAGE OF INSTRUCTION

ENGLISH

## ECTS CREDITS

3

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## 1. COURSE OBJECTIVES

To assess: why EU oriented corporate political activity is undertaken, how and to what effect, and what factors explain varied patterns, using models of business relations with political institutions, and corporate political activity, in EU and comparative context.

## 2. LEARNING OUTCOMES

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

- Describe, explain and illustrate core economic theory related to corporate political behaviour.
- Understand the normative assumptions, implications and limitations of economic and political theory and policy making.
- Use economic theory to assess current problems and policies.
- Describe, explain and illustrate the normative assumptions, implications and limitations of business theory.



- Use their knowledge of business theory to define corporate strategy and assess corporate structures and political behaviour.
- Think innovatively and provide constructive analytical commentary as well as potential recommendations on the evolution of the EU and its possible future development.
- Describe, explain and illustrate the usefulness and limitations of economic theory applied to economic and political conditions and problems in Europe.
- Recognise, analyse, explain and critique economic developments and public policies in Europe.
- Acquire a strong knowledge of broader social and political conditions and developments in Europe.
- Recognise, analyse, explain and critique the impact of EU policies on corporate strategy.

### 3. COURSE CONTENTS

Overview and introduction to EU interest representation;

The structure and components of dialogue between EU institutions and outside stakeholders, and evaluation of these;

How EU decision making shapes interest intermediation, and the specificities of interest intermediation in different EU institutions.

Models of the distributary effects of different policy types and the politics which underlie these varying distributions;

The use made by EU institutions of interest organisations;

How characteristics of policy issues informs underlying politics;

Forms and drivers of political mobilization and collective action by different kinds of interest actors, and their impact on business political behaviour;

The firm as a political actor, and business interests in collective action;

Input & output legitimacy, representation & advocacy.

### 4. TEACHING METHOD

Lecture, simulations, discussion, case exercises, guest presentations.

### 5. FURTHER DETAILS ON THE TEACHING METHOD

Prior reading of the assigned material is essential for class participation.

Active participation in class is highly important.



## 6. COURSE MATERIAL

### Indicative reading list:

- Dür A, Bernhagen P and Marshall D (2019) *The Political Influence of Business in the European Union* (University of Michigan Press)
- Bernhagen, P (2007) *The Political Power of Business* (London: Routledge)
- Coen D, Grant W and Wilson G (2010, eds.) *The Oxford Handbook of Business and Government*, Oxford U P
- Culpepper, P (2010) *Quiet Politics & Business Power* (Cambridge: Cambridge U P)
- Grote J, Lang A and Schneider V (2008) *Organized Business in Changing Environments* (Basingstoke: Palgrave Macmillan)
- Greenwood, J (2017, 4th edtn.) *Interest Representation in the European Union* (Basingstoke: Palgrave Macmillan)
- Mahoney, C (2008): *Brussels versus the Beltway: Advocacy in the United States & the European Union* (Washington DC: Georgetown University Press)
- Stie, A E (2013) *Democratic Decision Making in the EU: Technocracy in Disguise?* (London: Routledge)
- Young, A R (2010) 'The Politics of Regulation and the Internal Market', in K E Jørgensen, M A Pollack and B Rosamond (eds.) *Handbook of European Union Politics* (London: Sage), chapter 19, pp373-394.

## 7. EVALUATION

Exam: 60%

Essay or Presentation 30% Continual Assessment 10%