

Valid from 2025.FS

<b>Module description: Business-Government Relations</b>			
<b>Module Code</b>	w.BA.XX.2BGR.XX		
<b>ECTS Credits</b>	3		
<b>Language of Instruction/Examination</b>	English		
<b>Module Description</b>	<p>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, Chief Corporate Affairs Officer at EFG International.</p>		
<b>Organizational Unit</b>	IFI Ltg.		
<b>Module Coordinator</b>	Tobias Küttel		
<b>Deputy Module Coordinator</b>	Maximilian Müller		
<b>Program and Specialization</b>	<ul style="list-style-type: none"> <li>• Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>• Business Administration - Specialization in Banking and Finance</li> <li>• Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>• Business Administration - Specialization in Economics and Politics</li> <li>• Business Administration - Specialization in General Management</li> <li>• Business Administration - Specialization in General Management (Flex)</li> <li>• Business Administration - Specialization in Risk and Insurance</li> <li>• International Management</li> </ul>		
<b>Legal Framework</b>	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
<b>Module Category</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><b>Module Type</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase</b> Main Study Period</td> </tr> </table>	<b>Module Type</b> Compulsory Elective	<b>Program Phase</b> Main Study Period
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<b>Prerequisite Knowledge</b>			
<b>Contribution to Program Learning Objectives (by the concerned Module)</b>	<ul style="list-style-type: none"> <li>• Professional Competence</li> <li>• Methodological Competence</li> <li>• Social Competence</li> <li>• Self-Competence</li> </ul>		

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<b>Contribution to Program Learning Objectives</b>	<b>Professional Competence</b> <ul style="list-style-type: none"> <li>• Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>• Evaluate Content of Theoretical and Practical Relevance</li> </ul> <b>Methodological Competence</b> <ul style="list-style-type: none"> <li>• Problem-Solving &amp; Critical Thinking</li> <li>• Scientific Methodology</li> <li>• Work Methods, Techniques, and Procedures</li> <li>• Information Literacy</li> <li>• Creativity &amp; Innovation</li> </ul> <b>Social Competence</b> <ul style="list-style-type: none"> <li>• Written Communication</li> <li>• Oral Communication</li> <li>• Teamwork &amp; Conflict Management</li> <li>• Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <b>Self-Competence</b> <ul style="list-style-type: none"> <li>• Self-Management &amp; Self-Reflection</li> <li>• Ethical &amp; Social Responsibility</li> <li>• Learning &amp; Change</li> </ul>																														
<b>Module Learning Objectives</b>	Students... <ul style="list-style-type: none"> <li>• recognize the importance of issue management/public policy management and business-government relations for companies.</li> <li>• get to know the key concepts and methods of issue management/public policy management (including lobbying) from a company perspective.</li> <li>• apply these methods while working with practical, realistic case studies.</li> </ul>																														
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> <li>• Part 3 - Introduction to lobbying: instruments of lobbying, including advocacy planning, working with trade associations, etc.</li> <li>• Part 4 - Lobbying in selected jurisdictions: Comparison of various lobbying approaches in selected economic regions - Switzerland, EU, US, Asia/PR China</li> <li>• Part 5 - (Group) presentations / conclusions</li> </ul>																														
<b>Links to other modules</b>	This module is linked to the following modules:																														
<b>Digital Learning Resources</b>	<ul style="list-style-type: none"> <li>• Reader</li> </ul>																														
<b>Methods of Instruction</b>	<ul style="list-style-type: none"> <li>• Interactive Instruction</li> <li>• Lecture</li> <li>• Exercises</li> <li>• Project Work</li> </ul>	Social Settings Used: <ul style="list-style-type: none"> <li>• Group Work</li> </ul>																													
<b>Type of Instruction</b>	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Small Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>28 h</td> <td>22 h</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>28 h</b></td> <td><b>22 h</b></td> <td><b>40 h</b></td> </tr> </tbody> </table>				Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	-	-		Small Class	-	-		Group Instruction	28 h	22 h		Practical Work	-	-		Seminar	-	-		<b>Total</b>	<b>28 h</b>	<b>22 h</b>	<b>40 h</b>
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<b>Performance Assessment</b>	<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>Format</b>	<b>Length (min.)</b>
Talk/oral presentation	Grade	Gruppenarbeit	20	20.00
Written Assignment	Grade	Gruppenarbeit	0	20.00
Written Assignment	Grade	Gruppenarbeit	0	60.00
<b>Classroom Attendance Requirement</b>	None			
<b>Compulsory Reading</b>				
<b>Recommended Reading</b>	<ul style="list-style-type: none"> <li>• Hugi, Andreas/Kaufmann, Ronny (Eds.): Innen- und Aussenpolitik von Unternehmen. Corporate Governance und Public Affairs in der Praxis – ein Managementbuch, Stämpfli Verlag, 2014</li> <li>• Baeriswyl, Othmar (Hrsg.), Lobbying in der Schweiz. Partikulärinteressen unter der Bundeskuppel, Verlag mediata sa, 2005</li> <li>• Zetter, Lionel: Lobbying – The Art of Political Persuasion, Harriman House, 2014</li> <li>• Köppl, Peter: Power Lobbying. Das Praxishandbuch der Public Affairs. Wie professionelles Lobbying die Unternehmenserfolge absichert und steigert, Linde international, 2003</li> <li>• Buckley, Christopher, Thank You for Smoking, Random House, 2006</li> <li>• economiesuisse, Corporate Social Responsibility aus Sicht der Unternehmen, 2015</li> <li>• 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</li> <li>• Rasch, D., Lobbying Success in the European Union. The Role of Information and Frames, Routledge, Taylor &amp; Francis Group, 2018</li> <li>• Ruggie, John Gerard: Just Business – Multinational Corporations and Human Rights, Norton, 2013</li> <li>• McGrath, Conor: Lobbying in Washington, London and Brussels. The Persuasive Communication of Political Issues, Studies in Political Science Volume 26, Edwin Mellen Press, 2005</li> <li>• Michalowitz, Irina: EU Lobbying - Principals, Agents and Targets. Strategic interest intermediation in EU policy-making. Public Affairs und Politikberatung, Vol. 4. Lit-Verlag, 2005</li> <li>• Fombrun, Charles J./Van Riel, Cees B.M., Fame and Fortune. How Successful Companies Build Winning Reputations, Financial Times Prentice Hall, 2004</li> <li>• 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</li> <li>• Günthard-Maier, Barbara, Politische Kommunikation. Ein Praxisbuch für Parteien, Gruppierungen, Vereine und Verbände, Huber Verlag, 2010</li> <li>• Dionigi, M.K., Lobbying in the European Parliament. The Battle for Influence, Palgrave Macmillan, 2017</li> <li>• van Schendelen, Rinus: More Macchiavelli in Brussels. The Art of Lobbying the EU, Amsterdam University Press, 2010</li> <li>• Liebl, Franz: Der Schock des Neuen. Entstehung und Management von Issues und Trends, Gerling</li> <li>• Schuster, C.H., Lobbying in der Praxis. Strategien und Instrumente in der Interessenvertretung von Verbänden, Polisphäre, 2015</li> </ul>			

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### Comments

This module is offered and taught by Dr. Manuel Rybach, Chief Corporate Affairs Officer at EFG International.

The module is structured as two blocks:

Block 1 (2 days, Friday/Saturday, 21/22 February 2025): Lectures on Parts 1-4 (see above)

Block 2 (1 day, Saturday, 12 April 2025): Lectures on Part 4 (cont.) and Part 5 (group presentations/conclusions)

The performance assessments are weighted as follows:

- Written outline/proposal for group assignment/paper (20%)
- Written assignment/paper (group assignment) (60%)
- Group presentation (20%)