

5.0 credits	30.0 h	2q
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Teacher(s) :	
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	The course deals with relationships between corporations and European institutions. The companies are considered as political players influencing regulatory decisions through political strategies. The course tackles both theoretical issues and real cases.
Aims :	By the end of the class, students should master the main purposes and developments of political strategies by European corporations. <i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Content :	<p>Main topics :</p> <ul style="list-style-type: none"> - European institutions and when and where firms are able to enter decisions-making process - political strategies of firms(pressure vs legitimization, collective vs individual activities) and political resources - Links between political and corporate strategies - Players in political strategies (trade associations, ad hoc organizations, "public affairs" departments, professional lobbyists) - Regulatory and ethical issues in Euro-lobbying.. <p>Methods</p> <p>In-class activities: lectures, case studies, lectures by guest and debates with these guests</p> <p>At home activities: Readings to prepare the case studies, preparation of students presentation</p>
Other infos :	<p>Prerequisites (ideally in terms of competencies): corporate strategy and organization theory courses</p> <p>Evaluation : class participation, presentation by groups of students, written examination</p> <p>Support : provided during the class</p> <p>References : provided during the class</p> <p>Skills presentation skills, team work</p> <p>Techniques and tools for teaching and learning 1 Internet work</p>
Cycle and year of study :	<p>> Master [120] in Multilingual Communication</p> <p>> Master [120] in Management</p>
Faculty or entity in charge:	CLSM