

X3012EUA Business & Innovation in Europe

5 ECTS

Objectives – Course description

'Business & Innovation in Europe'. is the second prong of the three-pronged EU public affairs and business lobbying programme. The EU public affairs teaching programme aims to prepare students as much as possible for a career in a public organisation with European or cross-border missions, in the public affairs division of a private corporation or in a business consultancy firm. One key objective is to provide students with an approach to current European Union issues. It also gives students the opportunity to accurately comprehend the legal and economic environment that companies have to deal with when operating on the European market and accordingly to develop appropriate business and lobbying strategies.

Learning content

The module 'Business & Innovation in Europe' covers the most important European Union policies impacting on the production and trading activities of firms located in Europe. Although the content of the course varies according to European institutions' activities, It mainly touches upon EU internal market functioning, competitiveness & innovation policies and Common Trade policy. EU Green Deal and EU digital policies will be part of this course content.

Learning outcome

The EU affairs programme should enable the participating students to:

1. Define the role of European institutions and specify the different European decision-making processes;
2. Better analyse and anticipate EU political, economic and legal developments for EU-based firms, organisations and institutions;
3. Build a lobbying/advocacy strategy and argue defence strategies at EU level and more generally at public level.

Methodology

The course alternates lecturing sessions with interactive sessions based on student participation in problem analysis.

It is essentially based upon classroom training and asks for the active participation from the students.

A practical assignment - the consultancy mission - is also used to exemplify the teaching objectives and content of the programme. Students will be assigned a concrete case study and experience a real life professional situation related to EU public affairs. The students work on an issue (proposed by a

company, a trade association or an NGO) that needs a European institutional solution. Students have to start from the problems encountered by their “client” in order to look at the legislative current situation and to propose legislative solutions and lobbying strategies. Each group have to hand in a written report and pitch their case orally in front of a jury including the partner company (when available) at the end of the semester.

Learning material

Slides provided during class;

Complete regular exercises (both in class and as homework) to apply knowledge acquired during class;

Press articles and academic readings provided during the semester.

Evaluation

40 % Assessment at the end of the first semester Work

60 % Assessment at the end of the first term Written and/or oral test