

**Subject card**

Subject name and code	International Lobbying, PG_00131437						
Field of study	Archaeology						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group					
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Polityki Gospodarczej -> Faculty of Economics -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Szczodrowski				
	Teachers		dr Grzegorz Szczodrowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	2.0	18.0	50		
Subject objectives	The aim of the lecture is to provide knowledge, and thus develop skills and competences, regarding achieving economic goals by enterprises using lobbying methods. Nowadays, company development strategies, innovations, etc. are widely discussed and analyzed. There is little talk about lobbying or everything is reduced to trivialities. Meanwhile, public choice theory, which includes research on the activities of interest groups and lobbying, is a field of science that was also created by Nobel Prize winners.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
		<p>The student describes and draws conclusions regarding the use of lobbying in the companies activities.</p> <p>The student is able to use knowledge of lobbying to evaluate activities and create his/her own case study.</p> <p>The student understands the need to systematically monitor changes of lobbying techniques and use lobbying in practice.</p>			<p>[SW1] oral statement/ conversation/discussion</p> <p>[SW2] presentation/project/paper/ report</p> <p>[SU1] oral statement/conversation/ discussion</p> <p>[SU5] implementation of a problem task</p> <p>[SK1] oral statement/conversation/ discussion</p> <p>[SK5] implementation of a problem task</p>		
Subject contents	The role of interest groups in shaping economic policy. 2. The concept of lobbying, definitions of a lobbyist. 3. The concept of lobbying, lobbying and other forms of pressure and communication. 4. Mechanisms of operation of interest groups. 5. Lobbying models. Lobbying management. 6. Direct and indirect, offensive and defensive lobbying, media campaigns. 7. American and European lobbying patterns - legal and ethical regulations. 8. Polish legal regulations regarding lobbying. 9. Specificity of lobbying in the European Union - lobbying as an element of EU democracy. 10. Lobbying in EU bodies: EC, EP and European Council, effectiveness of lobbying in the EU, limitations of lobbying. 11. European official interest groups. 12. Polish lobbying in the European Union. Lobbying from a national perspective, Polish representations in Brussels. 13. Lobbying and corruption, economic, political and cultural dimensions of corruption, fields of corruption. 14. Examples of corruption-generating provisions in Polish law. 15. Methods of limiting the influence of interest groups on political and economic processes. 16. Examples of lobbying in the international arena - case study.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	attendance	70.0%	10.0%
	case study	60.0%	90.0%
Recommended reading	Basic literature	1. M. Rosińska-Bukowska, Ewolucja działalności lobbingowej korporacji transnarodowych znaczenie zachodzących zmian dla oceny etyczności, <a href="https://depot.ceon.pl/handle/123456789/7094">https://depot.ceon.pl/handle/123456789/7094</a> [dostęp 5.12.2022]. 2. J. Czub, A. Vetulani-Cęgieł: Leksykon lobbingu w Unii Europejskiej, Wydawnictwo Elipsa, Warszawa 2018. 3. Grupy interesu. Teorie i działanie, Wyd. Adam Marszałek, Toruń 2003. 4. Krzysztof Jasiecki, Małgorzata Mołęda-Zdziech, Urszula Kurczewska. Lobbying. Sztuka skutecznego wywierania wpływu. Kraków. Oficyna Ekonomiczna 2006 (wyd. II zmienione i rozszerzone). 5. P. Kuczma, Lobbying w Polsce, Dom Organizatora, Toruń 2010.	
	Supplementary literature	U. Kurczewska: Lobbying i grupy interesu w Unii Europejskiej, PWN, Warszawa 2011.  R. van Schendelen: Machiavelli w Brukseli. Sztuka lobbingu w Unii Europejskiej, GWP, Gdańsk 2006.  G. Szczodrowski (red.), Transformacja gospodarcza a sektor publiczny, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2002.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	characteristics of interest groups - methods of operation of lobbyists - features of effective lobbying - main players in the international arena - lobbying from the corporate point of view - corruption and lobbying - lobbying and the public interest - examples of "current" lobbying: wind farms, green deal, fuel lobbying, etc.		
Work placement	Not applicable		

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