

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Public Affairs
Name of the subject in English:	Public Affairs
Credit value of the subject:	5
The code of the subject in the electronic study system:	BN-PUBAFF-05-GY
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	Institute of Social Sciences and International Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This course offers a basic English terminology in public affairs. The lessons from general principles of the modern public institutions go over the development process of the emerging of interest group society. The course provides understanding of differences in British and American use of basic political science terms of the lobbying, the government relations of businesses and corporate social responsibility as well as the interest advocacy. During the classes the students are developing their skills in cooperation with colleagues from different countries and cultures, they improve their presentation methods and performance as well as the individual analytical capacities.

SUMMARY OF THE CONTENT OF THE SUBJECT

Modern society and institutional system. Rule of law and public administration. Checks and balances of the power branches. Separation of the public and the private sectors. Intermediate sphere between the government and the society. Organized interests and interest representation systems. Pluralistic and neo-corporatist systems. Public Relations, Government Relations and Public Affairs. Reputation management and issue management. Corporate social responsibility. Policy networks, policy communities. Interest advocacy and lobbying. Grassroot lobbying. Lobby management, levels and instruments of the information-access-influence. The position paper. Legal and ethical environment of the lobbying. Corruption and social reciprocity in the different cultural environments. Public affairs in the European Union.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

List of practical tasks required to fulfil the term requirements of the practical class:

1. Tests on the key professional expressions and terminologies. (Max Weber, CSR)
2. Group task: elaborating a CSR action proposal to the METU. Participation in a group presentation during the semester.
3. Preparation of an individual, structured position paper in 6-7 pages. The paper is about a case of a conflictual social situation may involve lobby activities. The paper includes 3 chapters:

- I. A case.
- II. Analytical table of the actors.
- III. Analysis, evaluation.

EVALUATION OF THE SUBJECT:

Knowledge acquired in the course of lectures is evaluated during the class-work. The assessment method is a collective assessment after the group presentations. Final grade will be given on the basis of the position paper on the first week of the examination period.

OBLIGATORY READING LIST:

- Corporate citizenship, .
http://citation.allacademic.com/meta/p_mla_apa_research_citation/2/0/3/4/4/pages203442/p203442-1.php (Handout. BKF Coospace)
- The Hungarian National Assembly.: Act XLIX of 2006 on the Lobbying Activities. (Handout. BKF Coospace)
- Elizabeth Dougall, Ph.D.: Issues Management. Research paper. p.1-24., University of North Carolina at Chapel Hill, December 12, 2008. (Handout. BKF Coospace)
- Kinga Deák, Gábor Győri, Péter Báron, László Ágoston: : MORE THAN BUSINESS: CORPORATE SOCIAL RESPONSIBILITY. (The Integration of Social and Environmental Perspectives into Business Operation) , Published by DEMOS Hungary., May 2006. (Handout. BKF Coospace)
- Max Weber: The Characteristics of Bureaucracy , 1920 (Handout. BKF Coospace)
- Promoting an European framework for Corporate Social Responsibility. GREEN PAPER., The :European Commission, COM(2001) 366 final. , Brussels, 18.7.2001 (Handout. BKF Coospace)
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- LOBBYING IN THE EUROPEAN UNION: CURRENT RULES AND PRACTICES., EUROPEAN PARLIAMENT, Directorate-General for Research, Working Paper, Constitutional Affairs Series, , AFCO 104 EN 04-2003 (Handout. BKF Coospace)
- GUO Gang: CIVIL SOCIETY. Definitions, Causes, and Functions. Working Paper., Department of Political Science, University of Rochester, May 1998 (Handout. BKF Coospace)