

АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ**Общественные дела и лоббирование (Public Affairs and Lobbying)***наименование дисциплины***Автор:** Доцент кафедры, к.п.н. Поликанов Д.В.**Код и наименование направления подготовки, профиля:** 38.04.02 Менеджмент, направленность «Стратегические коммуникации: государство и бизнес. Международная англоязычная магистратура»**Квалификация (степень) выпускника:** Магистр**Форма обучения:** Очная**Цель освоения дисциплины:**

Код компетенции	Наименование компетенции	Код этапа освоения компетенции	Наименование этапа освоения компетенции
ДПК-1	Способность к анализу и планированию в области государственного и муниципального управления	ДПК-1.3	Овладение навыками прогнозирования процессов и процедур в органах государственной и муниципальной власти

План курса:

№	Наименование темы	Содержание
Тема 1	Introduction. Political governance and public policy in Russia.	Political system and regime in Russia: state institutions, political parties, civil society. Public policy process in Russia: the mechanisms for elaborating, adopting and implementing policies and decisions. Key strategies in economic, social, environmental policies in Russia.
Тема 2	Civilized basis of working with the government	Key definitions: the difference between government relations (GR) and lobbying, subject and object of lobbying. Verifying stakeholders and their roles. Creating stakeholders map. GR department in the organization. Organizational structure and functions. Managers competences. KPIs. GR strategy and its elements. GR levels (depending on scale, directions, audience reach).

№	Наименование темы	Содержание
Тема 3	Regulation of GR activities	Legislative basis of GR in Russia. Current difficulties. Legislative basis of GR in European Union (EU) and the United States.
Тема 4	GR for business and NGOs. Public policy and GR	Why GR is rational? Why the state sees an opportunity in a dialogue with both business and NGOs?
Тема 5	Political risks in the different industries	Definition of political risk. Definition of GR risk. Risk strategies.
Тема 6	Regulatory Impact Analysis (RIA).	Definition of RIA. RIA requirements. RIA approaches. RIA methodology. RIA directions. Key problems of RIA implementation.
Тема 7	GR instruments and communication platforms	Distinctive instruments: insights, expertise, expert coalitions. PR instruments: media relations, events involving stakeholders, digital and SMM technologies. Platforms for communication, including public councils, working groups, think tanks, development institutions, industry associations
Тема 8	Case studies	GR in agriculture: fighting for national and international markets. Pharmaceutical industry in the imports phase-out period. Meeting the risk of the arising regulation in IT&Telecom. Alcohol and tobacco companies are always in focus of regulators: how to do business. Lobbying on behalf of nonprofit sector – stories of success.

Формы текущего контроля и промежуточной аттестации:

Формы и методы текущего контроля успеваемости: диспут

Форма промежуточной аттестации – Экзамен

Основная литература:

1. Alberto Bitonti, Phil Harris. Lobbying in Europe: Public Affairs and the Lobbying Industry in 28 EU Countries, Palgrave Macmillan, 2017