

BADM 150.11 Business and Government Relations. Fall 2007

Department of Strategic Management and Public Policy

School of Business, The George Washington University,

Class time and location:

MW 12:45-2:00 pm, Duques 255

Instructor: Jorge Rivera, Ph.D.

Office: 608 Fungler Hall

Phone: 202-994-0163

Email: jrivera@gwu.edu

Home page: <http://home.gwu.edu/~jrivera>

Office hours: MW 2:30-4:30 p.m. or by email appointment

2. Description and purpose

This course provides an introduction to the study of the interaction between business, government and society in the US and other countries. The major goals of the course are to: (1) learn about the basic principles of public policy making; (2) understand how corporate behavior is affected by governmental demands and stakeholders' pressures; and (3) learn to formulate effective/socially responsible strategies to manage relations with governments and other groups in society.

3. Course organization

The course covers three major areas:

1. Public policy making
2. Business strategy and public policies
3. Corporate environmental and social responsibility

These topics will be examined in both theory and practice using readings and case studies. Class discussions are the core of the course and their success is based on the degree of participation by all students. Therefore, everybody is required to attend all classes, complete readings before class, and actively participate in discussions.

4. Grading.

1. Participation in class: 30%
2. Mid-term exam: 30%
3. Written assignment: 10%
4. Final Exam: 30%

Active Class Participation:

Your active class participation is critical for producing a rich learning environment. The evaluation of participation includes a variety of factors such as:

- Attendance: Everyone is expected to be on time and attend all classes. *Students missing more than three classes will earn an "F" for participation.*
- Reading the assigned material: The amount of reading for this course is significant. All students are required to read all the material for each day.

- Class discussions: Actively and constructively engaging in class deliberations and group activities.
- Courtesy: All students are expected to be respectful and courteous to other class members. This includes turning off cell phones and blackberries before class.

The participation grade will be determined based on these criteria and I will provide mid-term feedback to each student. The quality of an individual's participation is more important than the quantity. Class participation will be graded as follows:

- A** Excellent participation: Enthusiastically participated in all class discussions, clearly read assigned material, arrived on time. Comments are related to class reading and highlight key points.
- B** Above average participation: Generally participates with relevant comments and questions.
- C** Below average participation: Rarely played a part in class discussions.
- D** Attended but did not participate
- F** Missed more than 3 class sessions

Grading Scale:

The following scale distribution will be used to determine your grades:

A	= 94.0% - 100%	A-	= 90.0% - 93.9%
B+	= 87.0% - 89.9%	B	= 84.0% - 86.9%
B-	= 80.0% - 83.9%	C+	= 77.0% - 79.9%
C	= 74.0% - 76.9%	C-	= 70.0% - 73.9%
D	= 60.0% - 69.9%	F	= 59.9% and below

General Expectations:

- In terms of your performance in this class, my expectations are very high and I anticipate outstanding work from each of you.
- Without exception, all assignments should be typewritten.
- Late assignments will not be accepted.
- Please do not exceed the page limits specified for each assignment (always use double space, 12 pt font with 1" margins).

5. Required readings and cases:

Readings:

1. Manuscripts assigned for class will be available on the Electronic Reserves section of the Blackboard website for the course.
2. All students are required to read the New York Times, the Wall Street Journal, or the Washington Post each day of class.

Case studies:

Cases not available on Blackboard can be purchased online at: www.xanedu.com. Following is the list of cases to buy:

INTRODUCTION

1. Learning by the Case Method. Gomez-Iban, Jose. Case No. 1136.0. Published 1992, 1992. John F. Kennedy School of Government, (5 pages).

PUBLIC POLICYMAKING

2. Politics of a Covert Action: The U.S., the Mujahideen, and the Stinger Missile. Lundberg, Kristen. Case No. 1546.0. Published 1999, 1999. John F. Kennedy School of Government, (64 pages).

3. The Sarbanes-Oxley Act. Weber, James; Paine, Lynn Sharp. Case No. 9-304-079. Published 03/10/2004, Revised 07/12/2004. Harvard Business School Publishing, (12 pages).

4. The PCAOB (A). Paine, Lynn Sharp; Bettcher, Kim Eric. Case No. 9-305-025. Published 02/11/2005, Revised 03/16/2006. Harvard Business School Publishing, (15 pages).

BUSINESS STRATEGY AND GOVERNMENT POLICIES

5. Battle Over the Clinton Health Care Proposal (The). Scott, Esther. Case No. 1600.0. Published 2000, 2000. John F. Kennedy School of Government, (21 pages).

6. Standing up for Steel: The US Government Response to Steel Industry and Union Efforts to Win Protection from Imports (1998-2001). Rosegrant, Susan. Case No. 1651.0. Published 2002, 2002. John F. Kennedy School of Government, (29 pages).

7. Finding a Response: Pixar and a Coy Story. Miller, Gregory S. Case No. 9-104-069. Published 02/06/2004, Revised 09/28/2006. Harvard Business School Publishing, (5 pages).

8. Moving Mountains: The Case of the Antamina Mining Company (A). Portocarrero, Felipe; et al. 9-SKE-096. Published 03/05/2007, INCAE and Harvard Business School Publishing

CORPORATE ENVIRONMENTAL/SOCIAL RESPONSIBILITY

9. Wal-Mart's Sustainability Strategy. Plambeck, Erica; Denend, Lyn. Case No. OIT71. Published 04/17/2007, Graduate School of Business Stanford University, (50 pages).

10. UBS and Climate Change--Warming Up to Global Action? Oberholzer-Gee, Felix; Reinhardt, Forest; Raabe, Elizabeth A. Case No. 9-707-511. Published 02/09/2007, Revised 03/16/2007. Harvard Business School Publishing, (18 pages).

To purchase these cases, please do the following:

1. Open the XanEdu "Login/Register" page at:

<http://www.xanedu.com/login.shtml?PackId=273155>

2. If you have previously registered for another CoursePack, log in. If not, click the "Student Registration" button under the "New Users Register Here" banner. Complete the registration page, and click Continue.

3. Confirm your CoursePack Selection, and complete the purchase form.

4. The CoursePack is encrypted with copyright-enforcement technology. Thus, to view and print the cases, **you must download the pdf plug-in required by xanedu into your personal computer. This step can not be skipped.**

6. Course Calendar

Date	Session	<u>Topics and Readings</u>
W 09/05	1	Course Introduction <ul style="list-style-type: none"> • Detailed overview of the course and syllabus • Complete personal information forms
Part 1: Public Policymaking		
M 09/10	2	The public policy process <ol style="list-style-type: none"> 1. Rivera, J. (Forthcoming). Business and Public Policy. Cambridge, UK: Cambridge University Press. Book Summary. Read only page 7-12. (Blackboard) 2. Lindblom, C. (1959). The science of “Muddling Through.” Public Administration Review, Vol. 19: 78-88. (Blackboard). <p>Case note:</p> <ol style="list-style-type: none"> 3. Learning by the Case Method. Gomez-Iban, Jose. 1992. John F. Kennedy School of Government.
W 09/12	3	Case study: Politics of a Covert Action: The U.S., the Mujahideen, and the Stinger Missile. Read pages 1-33 (case package: xanedu.com)
M 09/17	4	Agenda setting and policy selection <ol style="list-style-type: none"> 1. Kingdom, Ch. 9: Wrapping things up (Blackboard) 2. Political theory and government institutions. Baron, Ch.5: Read pages 148-164.
W 09/19	5	Case Study: Politics of a Covert Action: The U.S., the Mujahideen, and the Stinger Missile. Read pages 34 to 64 (case package)
M 09/24	6	Policy evaluation and implementation Sagoff, M. (1988). At the shrine of our Lady of Fatima, or why political questions are not all economic. (Blackboard).

W 09/26	7	Case Study: 1. The Sarbanes-Oxley Act, Harvard Business School Case (xanedu.com) 2. The PCAOB (A). Harvard Business School Case (xanedu.com)
M 10/01	8	Policymaking in emerging economies Generalizing about developing country policy environments. Grindle and Thomas, Chapter 3. (Blackboard).
Part 2: Business strategy and public policies		
W 10/03	9	Introduction to business and public policy 1. Market and Nonmarket Environments. Baron, Chapter 1 2. Integrated strategy. Baron, Chapter 2.
M 10/08	10	Case Study: The Battle Over the Clinton Health Care Proposal. Harvard Kennedy School of Government case. (xanedu.com)
W 10/10	11	Political strategy formulation and implementation I 1. Non-market analysis for business. Baron, Ch. 6 2. Formulating nonmarket strategies.... Baron , Ch. 7
M 10/15	12	Case Study: Standing up for Steel: The US Government Response to Steel Industry and Union Efforts to Win Protection from Imports (1998-2003) (Available at: www.xanedu.com)
W 10/17	13	Businesses, the media, and public policy 1. The news media and nonmarket issues. Baron, Chapter 3 (Blackboard) 2. Private Politics. Baron, Chapter 4. (Blackboard).
M 10/22	14	Case Study: Finding a response: Pixar and a coy story. Harvard Business School (xanedu.com)
<u>W10/24: No class:</u> <u>Attending the conference of the Policy Sciences Society</u>		
M 10/29	15	Mid-term exam
<u>W10/31: No class:</u> <u>Attending the conference of the the Association of Public Policy Analysis and Management</u>		
W 11/05	16	Political strategy formulation and implementation II 1. Implementing nonmarket Strategies. Baron, Ch. 8 2. 1. Rivera, J. (Forthcoming). Business and Public Policy. Cambridge,

		UK: Cambridge University Press. Book Summary. Read only page 7-12. (Blackboard). Read pages 13-35.
W 11/07	17	Case Study: Moving Mountains: The Case of the Antamina Mining Company (A). Portocarrero, Felipe; et al. 9-SKE-096. Published 03/05/2007, INCAE and Harvard Business School Publishing (xanedu.com)
Part 3. Corporate environmental and social responsibility		
M 11/12	18	Global environmental trends 1. United Nations (2005). Millennium Ecosystem Assessment: Business Synthesis Report. New York: United Nations. <u>Available on my website: home.gwu.edu/~jrivers</u> 2. A road map for natural capitalism, HBR, July 2007
W 11/14	19	Case Study: Wal-Mart sustainability strategy. Stanford Business School (xanedu.com)
M 11/19	20	Global Warming: implications for business strategy 1. Competitive Advantage on a Warming Planet. Harvard Business Review, March 2007 (Blackboard).
<u>W 11/21 No class: Happy Thanksgiving Break</u>		
M 11/26	21	Case Study: UBS and Climate Change. Harvard Business School (xanedu.com)
W 11/28	22	Corporate social responsibility 1. Corporate social responsibility. Steiner, Ch. 5 2. Implementing social responsibility, Steiner, Ch. 6
M 12/03	23	Case Study: The Ship-breakers (Blackboard)
W 12/05	24	Case Study: 1. Will she fit in? Harvard Business Review, March-April 1997. (Blackboard).
M 12/11	25	Review of the course