

POLI 100T: Business and Politics

Fall 2012

Tue - Thr 5:00-6:20pm
Cognitive Science Building 002

Instructor: Professor Salvatore Nunnari

Office: Social Science Building (SSB) 325
Office Hours: Tuesday 10:30am-12:00pm
Email: snunnari@ucsd.edu

Teaching Assistant: Matthew Nanes

Office Hours: Wednesday 1:00-2:30pm, SSB 348
Email: mnanes@ucsd.edu

Course Website: <http://polisci2.ucsd.edu/snunnari/poli100.html>

Overview: This class provides an overview of modern business strategy in non-market (that is, political, social, or legal) environments. The cases and readings emphasize strategies to improve the performance of companies in light of their multiple constituencies. Cases are set both internationally and within the United States and illustrate how managers are called upon to interact with the public and governments in local, national, and international settings. Topics include legislation affecting business, regulation and antitrust, intellectual property, international trade policy, activists and the media, and ethics and corporate responsibility.

Textbook:

- *Business and its Environment* (7th edition) by David P. Baron (BIE)

Course Requirements and Grading: Most of the instruction in the class will be through classroom discussion of case studies. The course requirements are mastery of the content of the readings, constructive contributions to class discussions, the two midterm exams, and the final exam. You are expected to have read the material and to be prepared for discussion of the cases for each class. This includes sketching brief answers to the preparatory questions that follow most of the cases. In class, it is important for you to be engaged in the discussion, and concise in presenting your arguments. It is as important for students who tend to talk too much to learn to present relevant, concise arguments for their points, as it is for students who do not generally participate much to volunteer and defend their point of view in class. I reserve the right to call on students, especially if you seem disengaged from the discussion. From time to time I may assign students to make presentations in order to allow them to focus on their presentation skills. These assignments will only go to

students who are struggling to contribute in class, and will count towards their participation grade. Grades will be assigned as a weighted average of three components: class participation (50%), the two midterms (20%) and the final exam (30%). The exams will be in-class, 60 minutes long, closed book and notes. They will be a combination of multiple choice questions on the readings assigned that far, and essay questions on a short case study.

COURSE OUTLINE

1. **Thursday, September 27: Introduction/Course Overview**
Reading: BIE Chapter 1
Case: The Automobile Industry, Market and Nonmarket Environments
2. **Tuesday, October 2: Strategy and the Market Environment**
Reading: M. Porter, "The Five Competitive Forces that Shape Strategy"
Case: Cola Wars Continue: Coke and Pepsi in 2006
The material for this class is available on the course website
3. **Thursday, October 4: Strategy and the Nonmarket Environment**
Reading: BIE Chapter 1
Case: The Nonmarket Environment of Google
4. **Tuesday, October 9: Integrated Strategy**
Reading: BIE Chapter 2
Case: Facebook in China?
5. **Thursday, October 11: MIDTERM EXAM #1**
6. **Tuesday, October 16: Business and the Media**
Reading: BIE Chapter 3
Case: General Motors Like a Rock (A)?
7. **Thursday, October 18: Private Politics and Social Pressure**
Reading: BIE Chapter 4
Case: Shell, Greenpeace, and Brent Spar
8. **Tuesday, October 23: Interest Group Analysis**
Reading: BIE Chapter 6
Case: Tobacco Politics
9. **Thursday, October 25: Strategy in Legislative Institutions**
Reading: BIE Chapter 7
Case: Federal Express and Labor Organization
10. **Tuesday, October 30: Implementing Nonmarket Strategy**
Reading: BIE Chapter 8
Case: Amazon.com and the Amazon Tax

11. **Thursday, November 1: Antitrust**
Reading: BIE Chapter 9
Case: The Microsoft Antitrust Case
12. **Tuesday, November 6: MIDTERM EXAM # 2**
13. **Thursday, November 8: Regulation**
Reading: BIE Chapter 10
Case: Enron Power Marketing and the California Market
14. **Tuesday, November 13: The Regulation of Financial Markets**
Reading: BIE Chapter 11
Case: Goldman Sachs and Its Reputation
15. **Thursday, November 15: The Pharmaceutical Industry**
Reading: BIE Chapter 1 (16-19), Chapter 8 (207-208) and Chapter 10
Case: Merck and Vioxx
16. **Tuesday, November 20: Environmental Protection**
Reading: BIE Chapter 12
Case: Environmental Justice and Pollution Credits Trading Systems
17. **Thursday, November 22: THANKSGIVING**
18. **Tuesday, November 27: Strategy and the European Union**
Reading: BIE Chapter 15
Case: The Euro Crisis
19. **Thursday, November 29: Nonmarket Strategy in China**
Reading: BIE Chapter 16
Case: Google in China
20. **Tuesday, December 4: Corporate Social Responsibility**
Reading: BIE Chapter 20
Case: Facebook and Online Privacy
21. **Thursday, December 6: Behavioral Ethics and Management**
Reading: BIE Chapter 23
Case: Insider Trading
22. **Tuesday, December 11: FINAL EXAMINATION**