

**COURSE SYLLABUS – Part II**  
**BPUB / LGST 621**

*This note itemizes the readings, assignments, and topics for each lecture in the second half of BPUB-LGST 621. All required materials are in the coursepack, and may be supplemented with further articles to be posted on WebCafe. Beyond the readings, you should prepare the assigned case (noted below) for each class, using the Case Preparation Questions documents.*

A. Managing Public Challenges

- Session 7.     **Business and the Media: GM/Dateline**  
Read:         “A Roadmap”  
               Session 7 notes: “Business and the Media”  
Prepare:     General Motors: Like a Rock?  
               Case Preparation Questions  
Session Summary: Learning Team 1
- Session 8.     **Business and Activists: Brent Spar**  
Read:         Session 8 notes: “Business and Activists”  
Prepare:     Shell, Greenpeace, and Brent Spar  
               Case Preparation Questions  
Session Summary: Learning Team 2

B. Making the Rules: Business Strategy and Government Institutions

Session 9. **Business Political Competition**

Read: Session 9 notes: "Business Political Competition"

Prepare: *Scrubbers and Environmental Politics*  
*Case Preparation Questions*

Deliverable: Each team should be prepared to hand in a copy of their distributive politics spreadsheet at the beginning of class.

Session Summary: Learning Team 3

Note: An example of a distributive politics analysis, for Boeing (from Baron), is in the bulkpack, but is not required reading.

Session 10. **Formulating Political Strategy**

Read: Session 10 notes: "Formulating Political Strategy"  
Fiorina and Peterson, "The Congress in Operation"

Prepare: *Sophis Networks* case  
*Case Preparation Questions*

Session Summary: Learning Team 4

Note: The Fiorina and Peterson reading can be skimmed by those with a strong background in U.S. politics, but international students and non-specialists should read it closely.

Optional reading: Ansolabehere, de Figueiredo and Snyder, "Why is There so Little Money in U.S. Politics?"

Session 11. **Integrated Strategy in the European Union**

Read: Session 11 notes, "Integrated Strategy"  
Session 11 supplement, "The European Union"

Prepare: *Aldeasa* case  
*Case Preparation Questions*

Session Summary: Learning Team 5

Session 12. **Non-Market Strategy in the Broader Context**

Prepare: *GlaxoSmithKline and AIDS Drug Policy* case; and  
*Note on AIDS and the Pharmaceutical Industry*  
Session Summary: Learning Team 6

Final Exam: **Wednesday March 3, 6-8 pm**