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

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