

Business and Politics (POL 229)

Davidson College

Spring 2017

Class Times: Tuesday and Thursday, 3:05 pm – 4:20 pm

Class Location: Chambers 1062

Professor Graham Bullock

Political Science/Environmental Studies

Chambers 2262; Telephone x2314

Office Hours: Monday and Wednesday, 1:30 pm – 4:30 pm

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This course has no pre-requisites, and may be counted as a course satisfying the Social Scientific Thought Distribution Requirement and the American Politics course required for Political Science majors

COURSE INTRODUCTION

This course introduces students to a variety of analytical perspectives on the relationship between the public and private sectors in the United States. It has a particular focus on the characteristics of US political institutions and corporate actors that influence this relationship, the role of corporate activities in the political arena, and the effects of public policies on American businesses.

The relationship between business and government is a critical one in American politics, and it has received a significant amount of attention in the political science and social science literature. This course provides students with an opportunity to be exposed to the insights of this literature, and learn for themselves how to analyze the dynamic interactions between public and private sector actors. Knowledge of relevant theoretical concepts and empirical results from the social sciences will enable students to better understand both historical and contemporary controversies around issues such as corporate campaign contributions and lobbying, the regulation of the financial sector, antitrust and international trade policies, and the social and environmental performance of business.

To expose students to this knowledge and the relevant scholarship, the course will utilize two texts, *Business, Government, and Society: A Managerial Perspective* and *Government and Business: American Political Economy in Comparative Perspective*. The former book provides a wide range of in-depth cases that we will explore, including Standard Oil, the trial of Martha Stewart, KFC, General Electric, climate change, Nike, CEO compensation, and Citizens United, while the latter examines the business-government relationship in the United States in light of similarities and differences with other countries, such as Germany, Great Britain, and Japan.

As a course focusing on the domestic politics of the United States, POL 229 satisfies the American politics requirement in the political science major. Because the course teaches students to apply social science concepts (particularly those related to collective action problems related to business-government relations) to specific settings and issues, it satisfies the Social Scientific Thought distribution requirement.

COURSE LEARNING OUTCOMES

This course is designed to contribute to four overarching learning outcomes, which are described below. Readings, lectures, discussions and assignments are all designed to help students achieve these goals. By the end of this course, students will be able to:

1. Describe and apply *social science and political science concepts* that help explain human cognition and behavior and the structures of human societies and institutions.
2. Identify and explain the *characteristics of US political institutions and corporate actors* that influence the relationship between them using relevant social science concepts and knowledge.
3. Describe and evaluate the *role of corporate activities in the political arena* using relevant social science concepts and knowledge.
4. Specify and analyze the *effects of public policies on American businesses* using relevant social science concepts and knowledge.

This course is designed to complement both introductory and advanced courses in political science. While not required, previous coursework in American politics, comparative politics, international relations, and political theory will provide students will useful perspectives on the content of this course. Likewise, students who have taken this course will bring useful insights on the relationship between business and politics to other political science courses. It will also prepare them for engaging with controversial issues in government, nonprofit, and business careers once they graduate from Davidson.

COURSE STRUCTURE

The course is structured into three units:

- **Unit I: The Context of Business and Politics**
 - Historical Context, Models of Business and Government Relations, Comparative Perspectives on American Government and Business, the Dynamics of Power, the Implications of Ethics, the Consequences of Globalization
- **Unit II: Corporate Activities in the Political Arena**
 - The Social Responsibilities of Business, the Political Influence of Corporations (through lobbying, elections, and other mechanisms)
- **Unit III: Government Policies and Business**
 - Economic Policy, Regulatory Policy, Environmental Policy, Antitrust and Competition Policy, Industrial Policy, Trade Policy, Stakeholder-Related Policies, Business as a Social Actor

COURSE MATERIALS

Two texts are required for the course, and are available at the campus bookstore:

- Steiner, John, and George Steiner. 2011. *Business, Government, and Society: A Managerial Perspective, Text and Cases*, 13th Edition. 13th edition. New York: McGraw-Hill Education.
- Lehne, Richard. 2012. *Government and Business: American Political Economy in Comparative Perspective*. 3rd edition. Los Angeles: CQ Press.

COURSE REQUIREMENTS AND POLICIES

In order to assess student learning and achievement of the objectives listed above, students will complete a variety of assignments during the course. Grading in this course will follow the system outlined in the Davidson Catalog and consist of the following components:

1. **Participation (15%):** This course is designed for active student involvement and participation. Participation grades will be based on students' preparation for class, careful attention to assigned readings, engagement with relevant current events, quality of contributions, respect for the ideas and remarks of others in the class, the relevance of those remarks, and your overall level of participation (both active and passive) in the classroom. I may call on individual students to discuss the key insights of particular readings. Students will also be assigned to play different roles in simulations related to the cases that we cover in class.
2. **Essays (45%; 15% each paper):** Students will write three short 3-page essays (double-spaced) on three different topics – one expository essay (due *March 17*), one persuasive essay (due *April 7*), and one interpretative essay (due *May 2 at 3 pm*). More details about each essay will be distributed several weeks before it is due. The essays should apply specific concepts and ideas discussed in class and the readings. Topics for all three topics are due on *February 10*. Unless otherwise noted, all essays should be submitted online via Moodle by 5 pm.
3. **Reviews (40% total, 20% each):** Students will complete two reviews over the course of the semester. The first review, held in class on *February 23*, will cover the information and concepts included in Units I while the second assessment, held in class on *May 10*, will cover the information and concepts included in Unit II and III. The assessments will include both writing components (essays and short answers) and shorter identifications.

Current Events: In order to encourage students to be applying what they learn in the classroom to events happening in the real world, every week we will discuss current events related to business and politics. Students are expected to sign up for at least one regular email newsletter from a major news source, such as the New York Times or the Wall Street Journal. As part of class participation, students will be regularly asked to relate current developments in American politics to cases and concepts discussed in the course.

COURSE OUTLINE AND READINGS

The course outline below lists the topics we will cover each day and week of the semester, and includes the readings associated with each topic. With the exception of the first day of the course, students should read these materials before the class for which they are assigned and be prepared to discuss them. I reserve the right to make modifications to the information below if in my judgment the flow of the course is best served by such adjustments.

Unit I: The Context of Business and Politics

Class 1: Introduction to the Course

No readings assigned for today.

Class 2: A Brief History of Government and Business

Lenhe, Richard. *Government and Business*. Chapter 1.

Class 3: Models of Government and Business Relations (Part I)

Lenhe, Richard. *Government and Business*. Chapter 2.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 2, 47-54.

Class 4: Models of Government and Business Relations (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 1.

Class 5: Comparative Perspectives on the American Governmental System

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 9, 271-284.
Lenhe, Richard. *Government and Business*. Chapter 3.

Class 6: Comparative Perspectives on American Corporate Governance

Lenhe, Richard. *Government and Business*. Chapter 4, 68-86.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 18, 655-663.
Case: CEO Compensation

Class 7: The Dynamics of Power

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 3.
Case: Standard Oil

Class 8: The Implications of Ethics (Part I)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 8.

Class 9: The Implications of Ethics (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 7.
Case: Martha Stewart

Class 10: The Consequences of Globalization (Part I)

Lenhe, Richard. *Government and Business*. Chapter 5.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 11, 352-361.

Class 11: The Consequences of Globalization (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 11, 362-394.
Case: Union Carbide

Class 12: REVIEW #1

Unit II: Corporate Activities in the Political Arena

Class 13: Perspectives on the Political Activities of Corporations (Part I)

Lenhe, Richard. *Government and Business*. Chapter 6.

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 4, 83-99.

Class 14: Perspectives on the Political Activities of Corporations (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 4, 100-120.

Case: KFC

SPRING BREAK

Class 15: The Social Responsibilities of Corporations (Part I)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 4, 121-156.

Case: General Electric

Class 16: The Social Responsibilities of Corporations (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 4, 175-193.

Case: Nike

Lenhe, Richard. *Government and Business*. Chapter 4, 68-86.

Class 17: The Political Influence of Corporations (Part I)

Lenhe, Richard. *Government and Business*. Chapter 7.

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 9, 284-292.

Class 18: The Political Influence of Corporations (Part II)

Lenhe, Richard. *Government and Business*. Chapter 8.

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 9, 293-298.

Class 19: The Political Influence of Corporations (Part III)

Lenhe, Richard. *Government and Business*. Chapter 9.

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 9, 299-315.

Unit III: Government Policies and Business

Class 20: Business and Economic Policy

Lenhe, Richard. *Government and Business*. Chapter 10.

Class 21: Business and Regulatory Policy (Part I)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 10.

Class 22: Business and Regulatory Policy (Part II)

Lenhe, Richard. *Government and Business*. Chapter 11.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 18, 639-651.

Class 23: Business and Environmental Policy (Part I)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 13.

Class 24: Business and Environmental Policy (Part II)

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 14.

EASTER BREAK

Class 25: Antitrust and Competition Policy

Lenhe, Richard. *Government and Business*. Chapter 12.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 11, 362-383.

Class 26: Industrial Policy

Lenhe, Richard. *Government and Business*. Chapter 13.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 11, 362-383.

Class 27: Global Trade Policy

Lenhe, Richard. *Government and Business*. Chapter 14.
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 12, 395-416.

Class 28: Businesses and their Stakeholders

Students will be assigned one of the following chapters:

Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 15: Consumerism. OR
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 16: The Changing Workplace. OR
Steiner, John and George Steiner. *Business, Government, and Society*, Chapter 17: Civil Rights, Women, and Diversity.

MAY 4: NO CLASS

Class 29: Business as a Social Actor

Lenhe, Richard. *Government and Business*. Chapter 15.

Class 30: REVIEW #2

CALENDAR

Date	Day	Unit	Topic	Deadlines
17-Jan	1	I: Context	Introduction	
19-Jan	2	I: Context	History	
24-Jan	3	I: Context	Models	
26-Jan	4	I: Context	Models	
31-Jan	5	I: Context	Governmental Systems	
02-Feb	6	I: Context	Corporate Systems	
07-Feb	7	I: Context	The Dynamics of Power	
09-Feb	8	I: Context	The Implications of Ethics	Essay Topics Due 2/10
14-Feb	9	I: Context	The Implications of Ethics	
16-Feb	10	I: Context	The Consequences of Globalization	
21-Feb	11	I: Context	The Consequences of Globalization	
23-Feb	12	I: Context	REVIEW #1	Review #1
28-Feb	13	II: Corp. Activities	Corporate Political Activities	
02-Mar	14	II: Corp. Activities	Corporate Political Activities	
07-Mar			SPRING BREAK	
09-Mar			SPRING BREAK	
14-Mar	15	II: Corp. Activities	Social Responsibilities of Corporations	
16-Mar	16	II: Corp. Activities	Social Responsibilities of Corporations	Expository Essay Due 3/17
21-Mar	17	II: Corp. Activities	Political Influence of Corporations	
23-Mar	18	II: Corp. Activities	Political Influence of Corporations	
28-Mar	19	II: Corp. Activities	Political Influence of Corporations	
30-Mar	20	III: Gov. Policies	Business and Economic Policy	
04-Apr	21	III: Gov. Policies	Business and Regulatory Policy	
06-Apr	22	III: Gov. Policies	Business and Regulatory Policy	Persuasive Essay Due 4/7
11-Apr	23	III: Gov. Policies	Business and Environmental Policy	
13-Apr	24	III: Gov. Policies	Business and Environmental Policy	
18-Apr			EASTER BREAK	
20-Apr	25	III: Gov. Policies	Antitrust and Competition Policy	
25-Apr	26	III: Gov. Policies	Industrial Policy	
27-Apr	27	III: Gov. Policies	Global Trade Policy	
02-May	28	III: Gov. Policies	Businesses and their Stakeholders	Interpretative Essay Due 5/2
04-May			No Class	
08-May	29	III: Gov. Policies	Business as a Social Actor	
10-May	30		REVIEW #2	Review #2

Note: Please see General Course Policies document for more information on academic integrity and the Honor Code, accommodations for students, general course expectations, course attendance, course communications, submission formats, late submissions and assignment extensions, technology use in the classroom, and resources available at Davidson to enhance your learning in the course.