MGMT 561
Business – Government Relations
Spring 2017

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CLASS: McNair Hall, Room 312       Tuesday, Thursday - 4:00-5:30 PM

Office Hours: By Appointment

Course Materials: Digital Course Packet available via Owl-Space

OVERVIEW
Business managers and business schools oftentimes ignore government and public policy. Sometimes this is warranted as public policy is not always that binding over business transactions, especially compared to market factors. At other times, this ignorance is imprudent, as government through laws, regulations, and other instruments exerts itself on business transactions, something that we have seen increasingly at the federal level (i.e., health insurance mandates, off-shore oil and gas permitting, consumer finance protection, etc.).

It is important to understand that these public policies do not come from some “external being” but are created from the pressures brought forth by interest groups, including business firms on public officials. We will learn some tools to analyze political markets and political decision making. We will also study about the incentives of various actors to participate in the public policy arena. Our goal is to be able to construct a reasonable political strategy for a business firm or other organization.

ASSIGNMENTS
Primarily, we read cases and readings that we discuss in class. For this, we need your preparation and participation.

Your class participation grade depends upon the quality of your comments, your enthusiasm, and your respect for the others’ comments.

There is a team presentation and report about a public policy issue on the last day of class, Thursday, April 20. Your audience is the “Mock Houston City Council,” (MHCC) which is composed of several “At Large Members” (that means that each member works for the whole city and not for one section/district of it). Your team will have no more than 3 minutes of floor time with the MHCC to express your argument. You will also have the ability to present a one-
page report (in the trade called “one-pagers”) to the MHCC. You will also prepare a longer report including materials to support the policy position plus recommendations on the best political activities to achieve your policy goals. I will give you the issue and the interest groups (stakeholders) by the first day of class. I will assist you in forming into teams on the second day of class. We will talk about this assignment more during class.

Finally, there is a final exam for the course. The exam features a case evaluation of a public policy issue. It will be a take-home exam that will be posted at 10:00am on Saturday, April 22 and will be due Thursday, April 27 at 4:00 p.m. Please upload to Owl-Space by that day and time. You will have 4 hours to complete and submit the exam from the time you download it from Owl-Space.

**GRADING**

<table>
<thead>
<tr>
<th>Class participation:</th>
<th>10%</th>
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<tbody>
<tr>
<td>Team Presentation and Report</td>
<td>40%*</td>
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<tr>
<td>Final Examination</td>
<td>50%</td>
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<td>100%</td>
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Where applicable, I will use *blind grading* to assess your written work. For these assignments, you will use your Rice ID in lieu of your name and signature.

*I will use a peer evaluation form (see p. 11 of this syllabus) to adjust individual grades on the team presentation and report, if necessary. I will not issue you a final grade for the course (other than “Incomplete”) until I receive your peer evaluation form.

**HONOR CODE**

All work required in this course is covered by Rice University’s Honor Code. All written assignments submitted to the instructor must carry the signed Honor Code pledge, “On my honor, I have neither given nor received any aid on this assignment.” (Signature)

You are permitted to work with your team members on the Team Presentation and Report. You are also permitted to talk to members of *other* teams as you wish.

You are not permitted to share or compare your responses to the Quizzes or Final Examination with any other students.

Any form of plagiarism or cheating will result in a report filed to the Rice Honor Council about an Honor Code violation.
DISABILITIES
Any student with a disability requiring accommodations in this class should speak with me as soon as possible. All discussions will remain confidential. Students with disabilities should also contact Rice University's Disability Support Services in Allen Center, Room III.

CELL PHONE CLASSROOM POLICY
It is the policy of the Jones School for students to turn their cell phones off during class.

A faculty member may relax this policy in some situations. For example, if a student talks with a faculty member prior to class and indicates the need to have their cell phone in “vibrate” position, then the faculty member may grant the student’s request. An example of such a situation would be if a student had a family member in a serious medical situation.

LAPTOP CLASSROOM POLICY
It is the policy of the Jones School for students to place their laptop computers in the closed position during class.

A faculty member may relax this policy in some situations. For example, if the faculty member wants the students to have computers open for instructional purposes, that is an appropriate use of a laptop computer during a class. I will inform you when the use of laptop computers is permitted.
USEFUL LINKS ABOUT GOVERNMENT AND PUBLIC POLICY

U.S. Constitution & other documents  http://lcweb2.loc.gov/const/const.html
U.S. Senate  http://www.senate.gov/
U.S. Supreme Court  http://www.supremecourtus.gov/
U.S. Office of the President  http://www.whitehouse.gov/
Legislative Hearings  http://thomas.loc.gov/
Lobbying Reports  http://soprweb.senate.gov/index.cfm?event=selectfields
Center on Congress Website  http://congress.indiana.edu/
Capitol Hearings  http://www.capitolhearings.org/
Texas Legislature  http://www.capitol.state.tx.us/
Houston City Council  http://www.houstontx.gov/council/index.html
Center for Political Accountability  http://politicalaccountability.net/index
[money in politics]
Center for Responsive Politics  http://www.opensecrets.org/
[Great site for money in politics]
Politico  http://www.politico.com/
[politics]
National Journal  http://www.nationaljournal.com/njonline
[Great source about politics]
SCHEDULE

Classes are held in Room 312 (unless otherwise indicated)

CLASS #1 INTEGRATED STRATEGY FOR BUSINESS
TUESDAY – MARCH 14

Readings:


CLASS #2 PUBLIC AND PRIVATE USES OF REGULATION
THURSDAY – MARCH 16

Readings:


Assignments: Distracted Driving (DD) interest groups assigned to teams

CLASS #3 [OPTIONAL] GOVERNMENT FOR DUMMIES
TUESDAY – MARCH 21 8:30AM-10:00AM Room 312
**NOTE SPECIAL TIME

This is an optional class. It is intended for students who feel unsure about some basic tenets of U.S. government. We will look at such topics as federalism, separation of powers, and legislative process. It is a basic overview. I don't think the overview is necessary in order to take the class, but might make you more comfortable with some of the materials that we cover. If you have specific questions, please send them to me in advance so that I might better prepare.
CLASS #4: CONGRESSIONAL SIMULATION
TUESDAY – MARCH 21  4:00PM-6:30PM Room 218
**NOTE EXTENDED TIME AND SPECIAL ROOM**

Videos: Indiana University, Center on Congress Website.
(Click on URLs and watch the three E-Learning Modules).

- What is Congress?
  “The Many Roles of a Member of Congress”
  URL: http://www.centeroncongress.org/e-learning-module-the-many-roles-member-congress

- How does Congress work?
  “The Dynamic Legislative Process”
  URL: (http://www.centeroncongress.org/e-learning-module-the-dynamic-legislative-process)

- How a Member Decides to Vote
  (This is a simulation on flag burning. You are the MC).
  URL: http://www.centeroncongress.org/e-learning-module-how-member-decides-vote

Note that each one of these videos is about 30 minutes

CLASS # 5  PUBLIC POLICY OFFICIALS PANEL
THURSDAY – MARCH 23

Readings:
https://www.fas.org/sgp/crs/misc/R43018.pdf

https://www.fas.org/sgp/crs/misc/R44292.pdf

Speakers:
Annise Parker, Former Mayor, City of Houston
Scott Hochberg, Former Texas State House Representative.

CLASS # 6  ASSESSING POLITICAL INTERESTS
TUESDAY – MARCH 28

Readings:


Case: The Rent-to-Own Industry (Ivey B01M046)

CLASS # 7 MEDIA PANEL
THURSDAY – MARCH 30
Readings:


Speakers:
Mary Flood, Legal Media Consultant, Androvett Legal Media and Marketing
Brad Olson, Reporter, Dow Jones (WSJ)

Assignment: DD Preliminary Executive Summary (“One-Pager”) due
CLASS # 8  EFFECTIVE POLITICAL STRATEGIES  
TUESDAY – APRIL 4

Readings:

*Academy of Management Executive* 17 (1): 112–124.


Townsend, T. Companies are now taking sides in the Presidential Race. *Inc*. 8/15/2016.


Case: The Rent-to-Own Industry (Ivey B01M046) –– (continued).

CLASS # 9  NGO PANEL  
THURSDAY – APRIL 6

Readings:


Speakers:
Brandt Mannchen, Forestry Chair, Houston Chapter; Big Thicket Chair, Lone Star Chapter, Sierra Club
Robert Sanborn, President and CEO, Children at Risk,
[http://childrenatrisk.org/content/?page_id=60](http://childrenatrisk.org/content/?page_id=60)
CLASS # 10  RESPONDING TO NGOS
TUESDAY – APRIL 11

Readings:


Case: Sunk Costs: The Plan to Dump the Brent Spar (A) (HBS 9-903-010).

CLASS #11  GOVERNMENT AFFAIRS PANEL
THURSDAY – APRIL 13

Readings:


Speakers:
- Jennifer Cutaia, Vice President, Government Relations, Baker Hughes
- Nicole Barber, Advisor, Policy, Government, and Public Affairs, Chevron North America Exploration and Production

Assignment: DD Executive Summary (“One-Pager”) due
CLASS # 12  DEALING WITH POLITICAL CORRUPTION/ BRIEF REVIEW
TUESDAY – APRIL 18

No readings!

Speaker:
Dr. Peter Rodriguez, Dean, Jones Graduate School of Business

CLASS # 13  MOCK HOUSTON CITY COUNCIL
THURSDAY – APRIL 20 (Special time: 4:00PM–6:00PM) - Note special locations below:
   Prior to 4:00PM meet up in room 312, then when instructed, proceed to room 318

Team Presentations before MHCC.

Mock City Council Members:
Mollie Schall
Todd Curry
Nathan Cook
Sylvia Okechukwu
Elliot Marks

Assignments: Team Presentation today. Political strategy report and Peer Evaluations due Friday,
April 21, 1:00 PM

FINAL EXAM
AVAILABLE ON: APRIL 22 at 10:00 AM
DUE BEFORE: April 27 at 4:00 PM
Download from/Upload to Owl-Space.
Four hours from download to upload.
PEER EVALUATION FORM: TEAM PROJECT
(Upload to Owl-Space by 1:00pm, Friday, April 21, 2017)

YOUR NAME: __________________________ TEAM: __________

Note: Due to the sensitive nature of your comments, they will be available only to me and my faculty assistant, Carol Richter.

Note: You will not receive a grade for your team project unless I have this form in hand from you.

1. Please list the members of your team (First and Last Names, including yourself) and rate each on this scale: 5 (highly satisfactory contributor); 4 (satisfactory contributor); 3 (marginal contributor); 2 (unsatisfactory contributor); 1 (highly unsatisfactory contributor)

2. In your opinion, does everyone in your group deserve the same grade? YES / NO
   If you answer YES, you are done. If you answer NO, please continue to Q3 and Q4.

3. If you answered NO to Q2,
   a) Have you or your team members communicated your concerns to that person(s), who, in your opinion, does not deserve the same grade? YES / NO
   b) Have you or your team members attempted to address the concerns? YES / NO
   c) Have you or your team members communicated these concerns to the Professor prior to this Peer Evaluation Form? YES / NO

4. Please tell me the reasons, illustrated by detailed examples and evidence, that this person(s) deserves a different grade. Please indicate when and how this team member was made aware of your concerns about his or her performance. You can use the back of this sheet or include another sheet.