

**Lutheran College Washington Semester
Spring Term - 2012**

How Businesses Influence Public Policy— Business and Public Policy

Professor: Julie Falkner, Esq.
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Schedule:
Hours: 6:00 – 8:30 p.m.
Location: 1025 Arlington, Blvd., Rosslyn VA

Required Reading:

1. ***“Climate Change: What’s Your Business Strategy”*: Andrew J. Hoffman, John G. Woody**
2. ***“Too Big to Fail: The Inside Story of How Wall Street and Washington Fought to Save the Financial System--and Themselves”*: Andrew Ross Sorkin**

In addition, other relevant course materials will be provided to the students and students will learn how to find and analyze court documents, agency petitions, regulations and other materials.

This Course will provide students with an introduction to public policy and corporate influences on societal values. During this course, students as a class will study how businesses have influenced three public policy issues: smoking, climate change and the financial reform. In addition, students will have the opportunity to choose an industry and a current public policy issue important to that industry (e.g. health care, energy, immigration, etc. as approved by the professor). Knowledge of the subject area is not required. The objective is to learn skills that can be applied to a wide variety of issues and circumstances. The course requires active participation. Students will learn how to analyze issues, develop policy papers, define strategies to support their policies and advocate for a position. Students will work alone and in teams. Emphasis is placed on participation, preparation and the ability to engage with your classmates. All ideas will be welcome and emphasis will be placed on presentation of your findings and respect for different points of view. Failure to attend class will result in a reduced grade. Turning in any piece of work with your name on it constitutes your pledge that you have not given or received any unauthorized aid and that all sources, including use of the internet, are appropriately documented.

Grades will be based on the following:

- 35%- Weekly reports- not to exceed 3 pages double spaced and 12 point font.
- 30% - Class Participation (discussion, “weekly news analysis’, preparation, analysis of external reading assignments and research assignments)
- 35% -Final Report and Policy Recommendations on the student’s chosen industry and public policy issue. The paper shall not exceed 10 pages, double spaced and 12 point font

The papers and class discussions will be an integral part of the student’s final grade, and the basis for the final Report and Policy Recommendations. Each student will select an industry to understand their perspective and analyze a current public policy issue important to that industry. Examples of businesses influence will be provided through group analysis of the tobacco industry, climate change and financial reform efforts.

Spring 2012 – Course Schedule—Business and Public Policy:

Week 1 –Introductions: Class and professor introductions, semester highlights, requirements, guidelines and expectations. Defining public policy and introduction to policy topic for the semester, Industry Assignments.

Week 2 - Ethics Part 1: Documentary: “Capitol Crimes”—Bill Moyers report on the Abramhoff scandal. Discuss Reading Assignment and Homework assignment.

Week 3 –Ethics Part 2: Discussion and debrief of Capitol Crimes and the current laws and regulations governing federal ethics. Discuss weekly updates. Discuss writing assignment for Week 3 discussion.

Week 4 – Feb. 7: History and Discussion of the Tobacco Industry and Smoking. Industry examples of engagement and lessons learned. Discuss weekly updates. Provide writing assignment: re: student’s industry and policy issue.

Week 5 – Is Climate Change Important to US Business? Industry examples of engagement and lessons learned. Current status of climate change within industry, federal and state governments. Discuss weekly updates and Week 4 writing assignment. Provide writing assignment re: student’s industry and policy issue.

Week 6 – One Businesses Example: Did it work? Students will be presented with one company’s actual strategy for climate change and analyze its strength

and weaknesses. Discuss weekly updates and Week 5's writing assignment. Provide writing assignment re: student's industry and policy issue.

Week 7 –Financial Reform: Discuss 2008 financial crises. Review and discuss current issues and industry engagement. Discuss weekly updates and Week 6 writing assignment. Provide writing assignment re: student's industry and policy issue.

Week 8 – Movie Night: Thank You for Not Smoking: Discuss weekly updates and Week 7 writing assignment.

Week 9 –. Discussion of Book: Too Big To Fail: Discuss weekly updates and provide writing assignment re: student's industry and policy issue.

Week 10 – Partnerships: Building Coalitions and Partnerships: To join or not to join. Discuss weekly updates, Week 9 writing assignment and provide writing assignment for Week 11

Week 11 –Pulling it all together: Students discuss their industry and policy issues and receive input from other class members regarding their strategy in preparation for final report. Discuss weekly updates.

Week 12 –Class debrief and Final Report and Recommendations Due