

## **Economics 2N03**

### **Public Policy Toward Business**

#### **Administration**

Fall 2016

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Office Hours: Monday 10:00 – 12:00 or by appointment

Lectures: Monday evening at 7:00 pm, location TBD

#### **Course Description**

Governments have an inescapable effect on the activities of business. Similarly, businesses and those involved in business can have a deep impact on how public policy is formed and administered. This interdependence occurs with and through all levels of government (federal, provincial, municipal as well as international) and all forms of business. This course examines those relationships, how they have evolved and their effects on both business and government. It does so by examining a range of issues including, but not limited to, competition policy, industrial policy, intellectual policy, natural resources and sustainability, trade policy and corporate social responsibility. Particular attention is given to current issues affecting the public policy environment and their interface with business. Readings will come primarily from the textbook.

#### **Course Objectives**

Students will gain understanding and appreciation of:

- How public policy is formed, including how businesses and individuals can influence the process
- The symbiotic effect of public policy on business, and business decision making on public policy
- How policy makers must consider and reflect competing perspectives
- How business strategies can and should be adjusted in anticipation of emerging policy direction
- The tools they might employ to have an effect on public policy

## Required Text

James A. Brander, Government Policy Toward Business, fifth edition. Mississauga: John Wiley and Sons, 2014.

### ***Please note:***

- You require the 5<sup>th</sup> edition. It is new. The 5<sup>th</sup> edition is substantively different from the 4<sup>th</sup> edition
- The course will largely follow the structure of the text. However:
  - Not all elements contained in the text will be explored in the course
  - Supplementary material will be covered (and tested) in the course

## Course Evaluation

### **A. Mid-Term Examination**

**32.5%**

A Mid-Term exam will be held in class during Week 7 (February 23) covering the material examined to that date.

### **B. Individual Assignment**

**35%**

You will prepare a package consisting of three parts:

1. **Framework:** A concise (no more than 250 words)

- Description of the topic you have chosen (i.e. a very brief three sentence or so description of the topic you have selected)
- A very brief, high level overview of the position you and / or your organization has with respect to the topic and
- Your objectives in taking the position you have taken. When I say objectives, I want you to describe what it is you want to achieve ... for you, your organization and the position you and your organization is promoting by appearing before the committee. That means I want you to list the critical takeaways for the audience.

1. **Five Minute Written Presentation** (800 – 1000 words ... no visuals, no ppt) stating your position on a matter of public policy as if you were appearing before a legislative committee. (Think of this part as the piece that would ultimately be on the public record). Note: you will not actually present this in class. It is the script you would use if you were appearing before Committee.

2. **Question and Answer (Q&A)** (five questions and answers/responses) consisting of your answers or responses to tough questions you could anticipate from either:

- Committee members (MPs or MPPs)
- Media

(Think of the Q&A part as your back-up or “thinking document” ... the document to help get you through the tricky questions that could either come from the Committee members as follow up to your presentation, or from the media afterwards.) For the Q&A, you will be judged on both:

- a. The toughness of the questions (indicating that you know where the weaknesses are located related to the position you need to take), and
- b. The effectiveness of your responses

The assumptions or conditions are as follows:

- A Committee of Government (MPs or MPPs) is studying an issue of public policy
- You are an “expert” or concerned party
- You can choose to assume the role of business person or representative of a Non-governmental Organization (NGO)
- If, for example, you are making comments on a piece of legislation, you may either:
  - Support the bill as is (so explain why)
  - Oppose the bill (so explain why)
  - Support the bill in principle, but want to recommend amendments (explain why and how)

The purpose of this assignment is to allow you to:

1. Gain familiarity with the legislative process
2. Develop an appreciation for how Members of Federal or Provincial governments balance competing interests
3. Develop an ability to make effective arguments in a respectful manner
4. Anticipate weaknesses in your argument and accept and/or mitigate them
5. Respond to media and others with concise messages (i.e. learn to identify messages and stay on them)

This will be due during office hours or in class on November 21

### **C. Final Examination**

**32.5%**

The final exam will be held during the examination period at the end of the semester. It will cover material post mid-term

### **Class Attendance and Participation**

You are expected to attend class. A richer understanding of the material is possible by doing so. Two key points:

1. It is in class where assignments will be explained and expectations will be provided
2. The mid-term and final exams will cover material that is explained in class, but which might not be covered in the text

### **Written Work and Late Submissions**

All written work will include consideration for grammar, clarity, and organization, as well as content and analysis. By nature of the assignment, this will be of particular importance for the Individual Assignment (described above). More details about the marking will be discussed in class.

The Individual Assignment must be submitted in class on the due date. Do not submit it by email and do not slide it under the office door. Late assignments will be penalized five percent per day (weekends will count as one day).

### **Academic Integrity**

You are expected to exhibit honesty and use ethical behavior in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behavior can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript, and or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. The following illustrates two types:

1. Plagiarism, e.g. the submission of work that is not one's own for which other credit has been obtained
2. Copying or using unauthorized aids in tests and examinations

## Schedule

The intention is to follow the course schedule as described below. However, at certain points it may make good sense to make modifications. Students will be notified accordingly.

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September 12	<b>Introduction</b> <ul style="list-style-type: none"><li>○ Review syllabus</li><li>○ Discuss expectations</li></ul> <b><i>The Essential Role of Government Policy on Industry: A Case Study</i></b> The Effect of Public Policy on Business: The Economic History of Canadian Automotive Manufacturing Industry
September 19	<b><i>Overview and Key Concepts for Business and Policy in Canada: How Things Ought to Work</i></b> Readings: Brander, Chapters 1, 2 and 3
September 26	<b><i>Fairness, Ethics and Public Policy</i></b> Reading: Brander Chapter 4  <b><i>How a Bill Becomes Law</i></b>  <b><i>Individual Assignment Description</i></b>
October 3	<b><i>Business and Public Policy in Canada: How Things Generally Work</i></b> Reading: Brander Chapter 5: The Positive Theory of Government
October 10	<i>Study Week. No Class</i>
October 17	<b><i>Firms and Markets (62)</i></b> Reading: Brander Chapter 6
October 24	<b><i>The Canadian Business Environment</i></b> Reading: Brander Chapter 7
October 31	<b><i>Mid-Term Exam</i></b>
November 7	<b><i>Regulating Private Enterprise (29)</i></b> Reading: Brander Chapter 12  <b><i>Staying on Message and Influencing the Public Policy Environment</i></b>

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November 14	<b><i>Canada and its Place in International Trade Policy</i></b> Reading: Brander Chapter 8
November 21	<b><i>Environmental Policy and the Management of Natural Resources</i></b> Reading: Brander Chapters 9 & 10  <b><i>* Individual assignment due</i></b>
November 28	<b><i>Competition Policy in Canada</i></b> Reading: Brander Chapter 11
December 5	<b><i>Innovation Policy and Intellectual Property</i></b> <b><i>Corporate Social Responsibility</i></b> Reading: Brander Chapter 13, 15

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