Syllabus

Economic Policy and Global Business Strategy (2cr)

This course seeks to explore the core relationship economic policymakers, the private sector, and broader stakeholders with an engagement in economic policy around the world. As a backdrop to the concepts the course examines the historical evolution of the relationship between governments and the private sector and describes their respective public policy contexts. The course also looks at how firms have shaped political and economic outcomes in developed and developing countries. Throughout the course there is a central theme of how regulation and economic policy affects businesses and what strategies and tactics firms pursue to anticipate and respond to economic policymakers at a national and global level.

Learning Objectives:

By the end of the course, participants will gain an understanding and appreciation of:

• The symbiotic relationship between public policy and corporate strategy

• How public policy makers must consider and reflect competing perspectives from business in their development of public policy

• How firm strategies towards political, regulatory, and associated processes may or may not lead to a better design of regulation.

• How business strategies are adjusted in anticipation of and response to public policy initiatives including specific tools used by firms in this process

• The specificities of international policy-making settings such as the EU and WTO

• How some of the world’s major public policy decisions were made and the role of firms in these processes
**Key Topics** (with Indicative Readings) * = required, + = recommended

1) **Public Policy and Global Strategy: A Primer**

(Informational, Incentive and Constituency building strategies; Bargaining vs Non-Bargaining strategies)


2) **The Regulation and Protection of Intellectual Property as Sources of Competitive Advantage**

(Case – strategies of firms to safeguard sources of competitive advantage in developing countries, TRIPs and national policy instruments)


3) **Rules of the Game: The Regulatory Influence of Firms in International Trade and Investment policy**

(Cases - Role of industry associations in EU policymaking; Passenger Aviation (Open Skies); spillover impacts of FDI)


4) *Regulation and de-Regulation of Public and Network Sectors: Corporate v. Public Interest Considerations*


5) *Economic Policy and Emerging Market Multinationals: BRIC (Brazil, Russia, India and China) national champions in a global economy?*

(Cases: Chinese State-owned Firms; Emergence of Brazilian Multinationals – Embraer, Brazil Foods and Government support)


Bazuchi, K. R. V., Zacharias, S. A. D. S., Broering, L. W., Arreola, M. F., & Bandeira-de-Mello, R. 2013. The role of home country political resources for Brazilian multinational companies. *BAR-Brazilian Administration Review*, 10(4), 415-438+


Assessments

Class Participation (20%)

Management Memo (40%)

You are drafting a “Management Memo” and presentation directed towards the senior leadership of a multinational firm. You should choose one of the following topics for the memo and presentation:

(a) The impact of Brexit and changes in UK public policy on investment in the UK and EU. Choose a specific sector/industry to analyse.

(c) The emergence of viable and strategically competitive state-owned Chinese firms and implications for competition in the global economy.

(d) The importance of the proposed Trans-Pacific Partnership on investment rights and opportunities for multinational firms in the Asia-Pacific region.

(e) Evolution of Public Policy on Sharing Economy firms such as AirBnB and Uber

(f) Climate change and International Agreements on greenhouse gas emissions.

The Memo should be formatted in Microsoft Word (NO PDF please) with a maximum of 4 single-spaced pages of content (excl. title page, references, diagrams, tables and figures etc.). Make sure to print your names on the title page and to number your pages. You must supply a complete and accurate set of references for this project. This is in addition to the four pages. If you have diagrams, tables and figures, they must also be accurately sourced and placed in a separate appendix and is not included in the four pages.

Economic Policy Brief (40%)

The primary audience (people you are trying to convince) for your policy brief are government officials at the regional (within a nation, not global) or national level in the context that you describe in the introduction (see below). They are not scientists or experts in the field you are writing about and probably know relatively little about the issues you have identified. Brevity, clarity and a good visual presentation are critical.

Required Elements in the Policy Brief

Title. An effective title of a paper should give readers a quick overview of the subject and problem addressed in the policy paper. A reader may use the title in deciding whether to read the paper or not. As a general rule, avoid titles of more than 10 words.
Executive Summary. The executive summary aims to interest readers in reading the whole paper. However, the main function of the executive summary is to satisfy the needs of those readers (especially decision-makers) who will not read the entire paper and readers whose main interest is in the key proposed policy recommendations.

Introduction. The introduction sets the scene by presenting the context for the threat or challenge and linking this to the specific focus of the policy paper. The introduction will include a statement about the purpose of the policy paper. Most policy papers also include a brief overview of the methodology for data collection and/or kinds of resources used in its construction, but this will be limited in your case to describing the sources of data, you have used to construct your recommendations.

Problem Description. The problem description identifies, defines and elaborates the nature of the threat or challenge under discussion. This may include the background information about the history of the threat, its causes, who is affected, descriptions of previous policies aimed at addressing the threat, and the outcomes of implementing those policies (positive and negative). It should also include a detailed and convincing description of the actual status of the issue – the extent and impact of the issue now, who is affected now, the current policy and its successes and failures.

Policy Options. This section outlines, evaluates and compares the possible policy alternatives. Remember, you are focusing on overall strategic policy-making, not developing a plan of action. You should present all the approaches or strategies that you think are potentially useful for addressing the Do NOT limit the discussion of the option you prefer. Your policy options should clearly reflect the key differences in strategic frameworks.

Conclusions & Recommendations. This section presents the case for your preferred alternative strategy to decision makers. However, this is more than a summary of the main findings. You should explain how your strategy will lead to and inform policy recommendations relevant to the issue. Provide a list of three to six key policy recommendations that must be implemented as part of the strategy.

The Memo should be formatted in Microsoft Word (NO PDF please) with a maximum of 4 single-spaced pages of content (excl. title page, references, diagrams, tables and figures etc.). Make sure to print your names on the title page and to number your pages. You must supply a complete and accurate set of references for this project. This is in addition to the four pages. If you have diagrams, tables and figures, they must also be accurately sourced and placed in a separate appendix and is not included in the four pages.