Syllabus, Course Outline, and Schedule: Political Environment of American Business

Course Description: This course explores the interaction between the political and business spheres in America. The primary emphasis is on corporate lobbying strategies and tactics and other corporate activities in the political arena. Class participation in case discussions of current issues is stressed.

The Instructor: Your instructor has considerable experience in Washington having held a number of senior administration posts (see page 3 for details) and subsequently consulting on government and policy matters with a number of corporations.


Course Requirements:
1. There will be a take-home final exam (50 percent weight). The exam will be e-mailed to you on the day of the last class on November 30, 2015. The completed exam must be e-mailed back to the professor no later than 7:00 pm one week later. You will be asked to answer 4 essay questions selected from 6 choices. The choices will be based on student-nominated questions as selected and edited by the professor. Your answers will be constrained to be no more than 2600 words (about 8 double-spaced 12 pt. Times New Roman) totaled across all 4 answers as counted in the Word template. The exam will be Open-book but no collaboration will be allowed.

2. Class participation is stressed (15 percent weight). You should always display your name card so that you can be accurately credited. You will be expected to read daily the Wall Street Journal and be able to discuss intelligently current issues impacting business and politics. Class cases will be posted to the class website at least 24 hours before the start of class. These will center on a set of questions and past articles directly related to the week’s topics. We will also discuss current events relevant to any of the course themes. Students are also required to participate in the end of quarter on-line evaluation. (Electronic access to the WSJ is free through the Anderson library. Reduced-rate subscription forms for the WSJ are available for those who want to buy subscriptions.)

3. There will be a major case chosen from a list of three options (15 percent weight for report and 20 percent weight for presentation). The cases will be prepared by groups of 4-6 (self-organized) and presented as each group believes most effective. The case reports and any presentation materials (e.g., slides) must be submitted to the instructor before or at the beginning of the last class in both electronic and paper formats.

Course Schedule: The class meets Mondays, 4:10-7:00 pm, in room B117 in the Anderson School Complex with a break taken during the class. My office hours are Mondays at 3:00-3:45 pm in Anderson D510 on a walk-in basis or other times by appointment. My e-mail for appointments is darby@ucla.edu or by phone 310-825-4180.
### Course Schedule and Reading Assignments

<table>
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<tr>
<th>Date</th>
<th>Class</th>
<th>Topics and Reading Assignments</th>
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<tr>
<td></td>
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<td><strong>I. The Political Environment</strong></td>
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| 9/28 | 1    | Levers of Power: Institutional and Legal  
Lehne, chapter 1, and Class 1 Case Materials |
| 10/5 | 2    | Why Are Business Owners and Their Executives Active in Politics?  
Lehne, chapter 3, and Class 2 Case Materials |
|      |      | **II. The Public and Government Affairs Function in Business** |
| 10/12| 3    | The Public and Governmental Affairs Function  
Lehne, pp. 81-89 & chapters 6-7, and Class 3 Case Materials |
| 10/19| 4    | Crisis Management – Preparing for the Worst Case Scenario  
Dezenhall and Weber, Chapters TBA, and Class 4 Case Materials  
Student nominations (by individuals and/or groups) for major cases solicited |
|      |      | **III. Lobbying and Political Advocacy** |
| 10/26| 5    | Lobbying: Strategic Overview  
Lehne, chapter 8, and Class 5 Case Materials |
| 11/2 | 6    | Lobbying to Prevent or Ameliorate Legal and/or Regulatory Change  
Gibson, pp. 1-76, and Class 6 Case Materials  
Major Case groups and topics finalized by end of class |
| 11/9 | 7    | Lobbying to Bring About Legal and/or Regulatory Change  
Gibson, pp. 77-136, and Class 7 Case Materials |
| 11/16| 8    | Business Participation in Electoral Politics  
Readings TBA and Class 8 Case Materials |
| 11/23| 9    | Risks and Rewards of Business Involvement in Government  
Lehne, chapter 9, and Class 9 Case Materials |
|      |      | **IV. The Major Case Presentations** |
| 11/30| 10   | Major case presentations; distribution of take-home final exam |
| 12/7 |      | Final exam to be returned in the Word template by e-mail no later than 7:00pm on December 7th to darby@ucla.edu with “M293 final exam” in subject line |
Michael R. Darby  
Born 1945 in Dallas; married, four adult children
UCLA Anderson School  
Dartmouth College A.B. 1967 summa cum laude
UCLA Box 951481  
University of Chicago M.A. 1968, Ph.D. 1970
Los Angeles, CA 90095-1481  
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1989-92 **Under Secretary of Commerce for Economic Affairs** and **Administrator of the Economics and Statistics Administration**  
Responsible for Commerce economic policy and statistics including Bureaus of the Census and of Economic Analysis. Managed 10,000 career operational, policy, administrative, research, and regulatory personnel plus some 400,000 temporary employees at peak of 1990 census mobilization.

1986-89 **Assistant Secretary of the Treasury for Economic Policy**  
Responsible for Treasury economic, domestic, science-&-technology, space, and national-security policy and for liaison with the Federal Reserve System. Member of crisis-management team on/following October 19, 1987; one of two Treasury principals under Chairman Gould on Working Group on Financial Markets.

1992- Chairman, The Dumbarton Group
1992- Adjunct Scholar, American Enterprise Institute for Public Policy Research
1992-96 Member, Regulatory Coordination Advisory Committee, Commodities Futures Trading Commission
1996-03 Consulting Economist, City National Bank
1988-89 Member, National Commission on Superconductivity
1981-86 **Editor, Journal of International Money and Finance**
1964-82 **Vice President and Director**, Paragon Industries, Inc.  
Financial strategist for Dallas manufacturer of kilns, furnaces, refractories.
1977-78 Visiting Fellow, Hoover Institution, Stanford University
1970-73 Assistant Professor, Economics Department, Ohio State University

**Author**  
Eleven books & monographs, over 150 journal & other articles on macroeconomics, international finance, money & banking, taxes, organization and evolution of industries, productivity, science & technological change, biotechnology, and nanotechnology.

**Honors**  

**Research**  
Principal Investigator or Co-PI on research projects on social security, international economic linkages, productivity growth, evolution of biotechnology, semiconductors, nanotechnology & other high-tech industries ($10.2 million in grants and contracts 1976-2014). Co-developer of the Nanobank.org & COMETS Databases. Chaired 25 Ph.D. dissertations.