

FLORIDA ATLANTIC UNIVERSITY

FALL, 2002

COURSE STUDY GUIDE

FOR

**THE CHANGING ENVIRONMENT OF SOCIETY,
BUSINESS AND GOVERNMENT**

PAD 2258 (5462)

FALL, 2002, FLH 313

TUESDAY/THURSDAY, 2:00PM - 3:20PM.

DR. CLIFFORD P. MCCUE

DAVIE CAMPUS

LA 467

PHONE: (954) 236-1352 (W)

(954) 236-1065 (F)

E-MAIL: CMCCUE@FAU.EDU

OFFICE HOURS:

TUESDAY THURSDAY 11:00 PM - 2:00 PM

I. OBJECTIVES

ALL SOCIETIES HAVE A VESTED INTEREST IN THE PRODUCTION, EXCHANGE, AND CONSUMPTION OF THE GOODS AND SERVICES THEIR MEMBERS NEED OR WANT. IN THE U.S. PRIVATE ENTERPRISE AND THE BUSINESS FIRM HAVE EVOLVED AS THE PRIMARY MECHANISMS FOR MEETING THESE NEEDS AND WANTS. WHILE MOST ACTIVITIES OF PRIVATE FIRMS ARE DIRECTED BY THE DYNAMICS OF THE MARKET SYSTEM, SOMETIMES THE OUTCOMES GENERATED BY THIS SYSTEM FAIL OR FALL SHORT OF SOCIETY'S EXPECTATIONS. OFTEN, WHEN THIS HAPPENS, THE PUBLIC POLICY PROCESS COMES INTO PLAY AND GOVERNMENT TAKES CORRECTIVE ACTION.

THIS COURSE FOCUSES ON THE INTERACTIONS BETWEEN BUSINESS AND GOVERNMENT AS EACH SEEKS TO PURSUE ITS SPECIFIC GOALS AND OBJECTIVES AND ON THE SOCIAL PRESSURES WHICH HELP SHAPE THESE GOALS AND OBJECTIVES. STUDENTS WILL ALSO FOSTER AN AWARENESS OF THE IMPACT THAT THE PUBLIC POLICY MAKING PROCESS HAS ON PRIVATE/PUBLIC RELATIONSHIPS THROUGH THE EXPLORATION OF

PROFESSIONAL ACCOUNTABILITY AND ADMINISTRATIVE DISCRETION IN THE POLICY MAKING PROCESS.

COURSE OBJECTIVES:

- TO INTRODUCE STUDENTS TO THE CRITICAL LINKS BETWEEN BUSINESS, GOVERNMENT AND SOCIETY;
- TO ANALYZE AND EVALUATE THE SUBSTANTIVE BOUNDARIES BETWEEN BUSINESS PRACTICES AND PUBLIC POLICY;
- TO EXPOSE STUDENTS TO THE MANY FACES OF SOCIAL CONSTRUCTION, SPECIFICALLY THE POLITICAL NATURE OF THE GOVERNMENTAL ENTERPRISE;
- TO DEVELOP AN APPRECIATION FOR THE ADMINISTRATIVE AND TECHNICAL SKILLS NECESSARY IN THE CONDUCT OF PUBLIC AFFAIRS;
- TO BE SENSITIVE TO THE COMPLEXITY AND NECESSITY OF GOVERNMENT AND THE ETHICAL AND MORAL OBLIGATIONS OF ELECTED OFFICIALS AND PUBLIC MANAGERS.

WITHIN THESE OBJECTIVES STUDENTS ARE PROVIDED WITH THE ABILITY TO DEVELOP REASONED JUDGMENTS AND CRITICAL ANALYSIS ABOUT THE RELATIONSHIP BETWEEN BUSINESS AND GOVERNMENT IN THE SOCIAL CONTEXT AND TO PROMOTE THE ABILITY TO PRESENT IDEAS AND CONCLUSIONS PERSUASIVELY.

II. COURSE FORMAT

THE FORMAT FOR THIS COURSE WILL BE PRIMARILY LECTURE, HOWEVER, ON SCHEDULED DATES A PORTION OF THE CLASS WILL CONSIST OF ANALYTICAL/CRITICAL DISCUSSIONS FOSTERED AROUND SUBSTANTIVE QUESTIONS LISTED ON THE COURSE ASSIGNMENT SHEET ATTACHED. SINCE THIS IS AN INTRODUCTORY CLASS STUDENTS ARE ENCOURAGED TO PARTICIPATE IN CLASS, ASK RELEVANT QUESTIONS, AND DISCUSS READINGS. A PORTION OF THE GRADE IS BASED ON PARTICIPATION, SO ROLL WILL BE TAKEN EACH DAY (I.E. IF YOU ARE NOT PRESENT YOU CANNOT PARTICIPATE).

III. REQUIRED TEXTS:

BUSINESS, GOVERNMENT, SOCIETY: THE GLOBAL POLITICAL ECONOMY.
GOLDSMITH, ARTHUR A. IRWIN PUBLISHERS, INC., 1996.

IV. STUDENT ASSESSMENT

ALL STUDENT WORK SUBMITTED FOR THIS SUBJECT MUST BE ORIGINAL WORK PREPARED AND SUBMITTED FOR THIS SUBJECT ONLY. WORK OR PARTS OF WORK SUBMITTED FOR OTHER COURSES OR SUBJECTS ARE NOT ACCEPTABLE FOR ASSESSMENT IN THIS COURSE UNLESS PRIOR PERMISSION IS GRANTED. WITHIN THIS COURSE, A STUDENT HONOR CODE (CONSISTENT WITH UNIVERSITY GUIDELINES) IS ENFORCED. TO FACILITATE THIS ALL STUDENT SUBMISSIONS MUST BE ACCOMPANIED BY A DECLARATION OF AUTHORSHIP (ATTACHMENT A). PLAGIARISM WILL RESULT IN AN "F" IN THIS CLASS, AND FORMAL DISMISSAL PROCEDURES WILL BE INITIATED.

STUDENT PERFORMANCE WILL BE ASSESSED BASED ON THE FOLLOWING CRITERIA:

EXAMS	40 ___
MID-TERM EXAM	20 ___
FINAL EXAM	20 ___
DIGEST	30 ___
DISCUSSION CIRCLE BRIEFS	20 ___
PARTICIPATION	10 ___

EXAMS: THERE WILL BE TWO EXAMS GIVEN IN THIS CLASS; A MID-TERM AND A FINAL. THE MID-TERM EXAM WILL BE ADMINISTERED ON OCTOBER 10, 2002, AND WILL COVER ALL MATERIAL DISCUSSED IN CLASS UP TO THE DATE OF THE TEST. THE FINAL EXAM WILL BE ADMINISTERED ON THE ASSIGNED DATE DURING FINAL'S WEEK (TUESDAY, DECEMBER 10, 2002 – 1:15 PM - 3:45 PM). THE FINAL WILL COVER ALL MATERIAL NOT COVERED ON THE MID-TERM. BOTH EXAMS CONSIST OF MULTIPLE CHOICE, TRUE/FALSE, AND FILL-IN-THE-BLANK.

DIGEST: 1. GENERAL INFORMATION: EARLY IN THE SEMESTER, YOU WILL SELECT A GENERAL POLICY AREA AS THE FOCUS OF YOUR DIGEST. ANY AREA WHICH FITS WITHIN THE SCOPE OF THE COURSE IS ACCEPTABLE. EXAMPLES WOULD INCLUDE, *BUT NOT BE LIMITED TO*, AFFIRMATIVE ACTION, ENVIRONMENTAL PROTECTION, WEALTH /OR POVERTY, WORKER SAFETY, ANTITRUST, SEXUAL HARASSMENT, CONSUMER PROTECTION, AND FREE TRADE. BY WEEK 5, YOU SHOULD HAVE FOCUSED ON A SPECIFIC TOPIC FOR MY APPROVAL. ON TUES., OCTOBER 1, I WILL COLLECT THREE (3) ENTRIES FROM YOUR DIGEST FOR REVIEW TO MAKE SURE YOU ARE ON THE RIGHT TRACK. COMPLETED DIGESTS ARE DUE TUES., DECEMBER 3, 2002.

NO DIGEST WILL BE ACCEPTED AFTER THIS DATE WITHOUT PRIOR APPROVAL AND/OR A BONA FIDE MEDICAL CERTIFICATE.

2. **PURPOSE OF THE DIGEST:** THE DIGEST PROVIDES YOU WITH AN OPPORTUNITY TO DEMONSTRATE YOUR RESEARCH SKILLS AS WELL AS YOUR ABILITY TO UNDERSTAND AND USE THE CONCEPTS AND APPROACHES PROVIDED IN THE COURSE. IT ALSO ALLOWS YOU TO DEMONSTRATE INSIGHT AND CREATIVITY IN THE ANALYSIS OF A SPECIFIC POLICY TOPIC.

3. **FORMAT:** THE FINAL DRAFT OF YOUR DIGEST SHOULD CONTAIN THREE SECTIONS. DIGESTS ARE TO BE DOUBLE-SPACED, USING A 12 POINT FONT. THE SECTIONS SHOULD BE STAPLED TOGETHER IN THE UPPER LEFT-HAND CORNER (*NO COVERS OR FOLDERS, PLEASE*).

A. **TITLE PAGE.** THIS MUST CONTAIN A DESCRIPTIVE TITLE OF YOUR DIGEST, THE COURSE NUMBER AND SEQUENCE, THE SEMESTER AND YEAR, AND YOUR NAME.

B. **SUMMARY SECTION.** THIS CONSISTS OF SUMMARIES OF ARTICLES, BOOK CHAPTERS, INTERNET SOURCES, ETC., WHICH FOCUS ON THE TOPIC OF YOUR DIGEST. EACH SUMMARY MUST START ON A NEW PAGE HEADED BY A COMPLETE SOURCE CITATION USING EITHER MLA OR APA STYLES (THE LIBRARY HAS REFERENCED DOCUMENTS TO HELP YOU FORMAT CORRECTLY). IN GENERAL, SUMMARIES SHOULD NOT EXCEED ONE, DOUBLE-SPACED PAGE, THOUGH EXCEPTIONS WILL NOT BE PENALIZED. PLEASE DO NOT REPEAT DETAILED FACTS FROM YOUR SOURCES. RATHER, SUMMARIES SHOULD DIGEST THIS INFORMATION AND FOCUS ON IDENTIFYING WHO ARE THE KEY ACTOR(S), WHAT THEY ARE TRYING TO ACHIEVE, WHY, AND HOW THEY ARE GOING

ABOUT TRYING TO ACHIEVE THEIR OBJECTIVES, AND WHAT CONFLICTS AND NEGOTIATED STRATEGIES ARE BEING PURSUED. A MINIMUM OF 10 SOURCES MUST BE SUMMARIZED, THOUGH YOU ARE ENCOURAGED TO DO MORE. DIGEST ENTRIES WILL BE EVALUATED BASED ON THE QUALITY OF YOUR SOURCES AS WELL AS THE QUALITY OF YOUR SUMMARIES. YOU ARE ENCOURAGED TO USE THE INTERNET BUT TRY NOT LIMIT YOURSELF TO IT; OFTEN PRINT SOURCES HAVE MORE DEPTH. ALSO, BE SURE YOUR SOURCES, WHETHER ONLINE OR PRINT, ARE RELIABLE, E.G., ACADEMIC JOURNALS, NATIONAL OR INTERNATIONAL NEWS SOURCES (PAPERS, MAGAZINES), GOVERNMENT DOCUMENTS, ETC.

c. COMMENTARY SECTION. HERE, YOU ARE ASKED TO SPECULATE ON WHAT THE MATERIALS COVERED IN YOUR SUMMARIES, AS WELL AS OTHER MATERIALS FROM THE CLASS, LEAD YOU TO CONCLUDE ABOUT YOUR TOPIC IN GENERAL. WHAT ARE THE POLICY FORCES SHAPING YOUR TOPIC, WHAT ARE THE PRESENT TRENDS WHICH CHARACTERIZE IT, WHAT DO YOU IMAGINE WILL HAPPEN IN THE FUTURE.

DISCUSSION CIRCLE BRIEFS: EACH WEEK STUDENTS WILL PARTICIPATE IN A GROUP DISCUSSION ON A QUESTION(S) RAISED FOR THAT DAY. THE TOPICS GENERALLY FLOW FROM THE ASSIGNED READINGS. IN THE GROUP, STUDENTS WILL DISCUSS INTELLIGENTLY THE QUESTION(S) RAISED, EXPLORE RELEVANT ISSUES, AND BOUND THE DISCUSSION WITHIN THE ARGUMENTS PRESENTED IN THE TEXT. THEN ON TUESDAY THE FOLLOWING WEEK EACH STUDENT WILL PROVIDE A ONE PAGE SUMMARY OF THE GROUP DISCUSSION, IDENTIFYING WHAT THEY THOUGHT WERE SOME OF THE MOST RELEVANT POINTS, AS WELL AS WHAT THEY LEARNED FROM THE DISCUSSION. THE BRIEF WILL BE GRADED ON A PASS/FAIL CRITERIA. THAT IS, IF YOU DO A REASONABLE JOB SUMMARIZING AND ARTICULATING YOUR POSITION AND WHAT YOU GAINED FROM THE DISCUSSION, YOU WILL RECEIVE CREDIT. IF NOT, NO CREDIT.

REMEMBER, I WILL NOT ACCEPT PAPERS LATE – SO IF I DO NOT RECEIVE THEM ON TUESDAY, YOU RECEIVE NO CREDIT FOR THAT BRIEF (YOU CAN ALWAYS PROVIDE THEM TO ME PRIOR TO TUESDAY THAT IT IS DUE).

PARTICIPATION: STUDENTS ARE REQUIRED TO PARTICIPATE IN CLASS DISCUSSIONS, BRING RELEVANT PERSONAL EXPERIENCES TO THE ATTENTION OF THE CLASS, AND BE ABLE TO DISCUSS IN AN INTELLIGENT MANNER THE ASSIGNED READING MATERIALS. EACH DAY A ROLL WILL BE PROVIDED FOR STUDENTS TO INITIALIZE. IF YOU ARE LATE TO CLASS AND MISS THE ROLL, I CAN'T DO MUCH. IT IS YOUR RESPONSIBILITY TO MAKE SURE THAT YOU SIGN THE ROLL EACH DAY, OTHERWISE NO CREDIT WILL BE GIVEN FOR THAT DAY.

V. FLEXIBILITY CLAUSE

THERE MAY BE TIMES DURING THE SEMESTER THAT THE CLASS IS EITHER PROGRESSING TOO SLOWLY OR TOO RAPIDLY. IF THIS WERE TO OCCUR, I WILL ADJUST THE ASSIGNMENTS AS NEEDED. HOWEVER, BEFORE ANY CHANGES ARE MADE TO THE "CONTRACT" I WILL PROMPTLY INFORM STUDENTS.

VI. GRIEVANCE PROCEDURE

IF, AT ANY TIME YOU FEEL THAT YOU HAVE A REASON TO GRIEVE A PARTICULAR INCIDENT, THE UNIVERSITY PROVIDES SUCH A VENUE TO ADDRESS YOUR CONCERNS. YOU SHOULD CONTACT THE STUDENT UNION, OR REFER TO YOUR UNDERGRADUATE STUDENT HANDBOOK FOR SUCH PROCEDURES. IF YOU ARE UNABLE TO GET THESE DOCUMENTS, I CAN COPY THEM FOR YOU, OR CONTACT THE CHAIR OF THE DEPARTMENT FOR ASSISTANCE.

VII. DISABLED STUDENTS

EVERY REASONABLE ACCOMMODATION FOR QUALIFIED DISABLED STUDENTS WILL BE MADE FOR INSTRUCTIONAL AND TESTING PURPOSES IN THIS CLASS. HOWEVER, IT IS INCUMBENT ON THE STUDENT TO SELF IDENTIFY TO ME EARLY IN THE SEMESTER SO SPECIFIC ARRANGEMENTS CAN BE MADE.

ASSIGNMENTS

AUGUST 22	COURSE INTRODUCTION
AUGUST <u>27</u> 29	<p>POLITICAL ECONOMY, PUBLIC POLICY, AND THE MARKET</p> <p>READING: CHAPTER 1</p> <p>DISCUSSION TOPICS:</p> <p>WHAT ARE THE MAJOR FORMS OF PRIVATE SECTOR ORGANIZATIONS? HOW DO THEY DIFFER? HOW ARE THEY SIMILAR?</p> <p>WHAT IS PUBLIC POLICY? HOW MAY PUBLIC POLICIES BE CATEGORIZED? WHY ARE THE DIFFERENCES IMPORTANT?</p> <p>DEFINE THE TERMS LIBERAL AND CONSERVATIVE. WHAT AMBIGUITIES DO YOU SEE IN THEM?</p>
SEPTEMBER <u>3</u> 5	<p>HOW MARKETS WORK</p> <p>READING: CHAPTER 2</p> <p><u>DISCUSSION TOPICS:</u></p> <p>DESCRIBE THE BUSINESS ENVIRONMENT. DO YOU FEEL IT IS CHANGING? DESCRIBE HOW THE ECONOMY IS BECOMING GLOBALIZED. WHAT EFFECT WILL THIS HAVE ON BUSINESS AND GOVERNMENT?</p>
SEPTEMBER <u>10</u> 12	<p>MARKET FAILURE AND GOVERNMENT FAILURE</p> <p>READING: CHAPTER 3</p> <p><u>DISCUSSION TOPICS:</u></p> <p>WHAT ARE MARKET FAILURES? THINK OF SOME CONCRETE EXAMPLES. WHAT IS GOVERNMENT'S</p>

	ROLE IN THE U.S. ECONOMY?
SEPTEMBER <u>17</u> 19	<p>CORPORATE SOCIAL RESPONSIBILITY AND STAKEHOLDERS</p> <p>READING: CHAPTER 4</p> <p><u>DISCUSSION TOPICS:</u></p> <p>TO WHAT EXTENT DOES CORPORATE SOCIAL RESPONSIBILITY CONFLICT WITH RESPONSIBILITY TO STAKEHOLDERS? WHAT IS YOUR OPINION ABOUT CORPORATE CODES OF CONDUCT?</p>
SEPTEMBER <u>24</u> 26	<p>GOVERNMENT ECONOMIC INTERVENTION</p> <p>READING: CHAPTER 5</p> <p><u>DISCUSSION TOPICS:</u></p> <p>DESCRIBE THE GROWTH OF BUSINESS ENTERPRISES. WHAT DROVE THEIR DEVELOPMENT. DO YOU THINK AMERICANS HAVE A STRONG WORK ETHIC? WHAT EVIDENCE LEADS YOU TO THAT CONCLUSION?</p>
OCTOBER <u>13</u>	<p>DEMOCRACY, CAPITALISM, SOCIALISM: TODAY'S POLITICAL AND ECONOMIC SYSTEM</p> <p>READING: CHAPTER 6</p> <p>3 ENTRIES FROM DIGEST ARE DUE</p> <p><u>DISCUSSION TOPICS:</u></p> <p>WHAT ARE THE MAIN DIFFERENCES BETWEEN SOCIALISM AND CAPITALISM? HOW RELEVANT ARE THESE DIFFERENCES TODAY? ARE COUNTRIES IN THE WORLD BECOMING MORE ALIKE? MORE DIFFERENT?</p>
OCTOBER <u>8</u> 10	<p>FISCAL POLICY: TAXING AND SPENDING</p> <p>READING: CHAPTER 7</p>

	OCTOBER 10TH MID-TERM
OCTOBER <u>15</u> 17	<p>BUSINESS, INTEREST GROUPS, AND POLITICAL INFLUENCE</p> <p>READING: CHAPTER 8</p> <p>DISCUSSION TOPIC:</p> <p>DESCRIBE HOW PACS WORK. ANALYZE THE PROBLEMS THAT RESULT. HOW MIGHT THESE BE CORRECTED?</p> <p>WHAT TACTICS DO BUSINESSES USE TO SWAY POLICY MAKERS? WHICH ARE THE MOST IMPORTANT?</p>
OCTOBER <u>22</u> 24	<p>POLITICAL INSTITUTIONS: HOW THE POLICY PROCESS IS ORGANIZED</p> <p>READING: CHAPTER 9</p> <p>DISCUSSION TOPIC:</p> <p>WHAT ARE POLICY-MAKING SYSTEMS? WHO BELONGS TO THEM? WHY ARE THEY IMPORTANT FOR SOCIETY?</p> <p>DISCUSS REGULATORY COMMISSIONS. WHAT ARE THE TWO MAIN TYPES? WHAT ARE THEIR PURPOSES? HOW DO THEY DIFFER?</p>
OCTOBER <u>29</u> 31	<p>COLLECTIVE DECISIONS: MUDDLING THROUGH</p> <p>READING: CHAPTER 10</p> <p>DISCUSSION TOPIC:</p> <p>DESCRIBE THE WAY A BILL BECOMES A LAW. WHAT ARE THE MAIN POINTS THAT CITIZENS NEED TO KNOW ABOUT THE PROCESS?</p> <p>DISCUSS LOBBYING. WHERE AND WHEN DOES IT</p>

	<p>HAPPEN DURING THE MAKING OF PUBLIC POLICY? IS LOBBYING A LEGITIMATE MODE OF BUSINESS ACTIVITY IN YOUR VIEW?</p>
<p>NOVEMBER <u>5</u> 7</p>	<p>PUBLIC POLICY AND CORPORATE GOVERNANCE READING: CHAPTER 11 DISCUSSION TOPICS: WHAT ARE THE MAIN ISSUES IN CORPORATE GOVERNANCE? WHY HAVE THEY DEVELOPED? WHAT ARE THE REMEDIES, IF ANY? DESCRIBE INDUSTRIAL DEMOCRACY. IS IT A GOOD IDEA?</p>
<p>NOVEMBER <u>12</u> 14</p>	<p>PUBLIC POLICY AND WORKERS RIGHTS/SAFETY READING: CHAPTERS 12-13 DISCUSSION TOPICS: ANALYZE DISCRIMINATION IN THE WORKPLACE. WHAT MUST ORGANIZATIONS DO TO END DISCRIMINATION? WHAT SHOULD THEY DO? DESCRIBE THE WAYS THAT SAFETY REGULATIONS CAN AFFECT NATIONAL COMPETITIVENESS. IS EXCESS REGULATION A MAJOR PROBLEM? IF SO, WHAT SHOULD BE DONE ABOUT IT?</p>
<p>NOVEMBER <u>19</u> 21</p>	<p>PUBLIC POLICY AND THE ENVIRONMENT/COMPETITION READING: CHAPTERS 14-15 DISCUSSION TOPICS: DO GREEN REGULATIONS HELP OR HURT ORGANIZATIONAL COMPETITIVENESS? HOW? DESCRIBE THE DIFFERENT TYPES OF RESTRAINTS OF</p>

	<p>TRADE. HOW DOES THE SO-CALLED RULE OF REASON APPLY TO THEM? HOW VIGOROUSLY SHOULD GOVERNMENT TRY TO STOP ORGANIZATIONS FROM RESTRAINING TRADE?</p>
<p>NOVEMBER <u>26</u> 28</p>	<p>PUBLIC POLICY, INNOVATION, AND TECHNOLOGY READING: CHAPTER 16 <i>NO CLASS ON THE 28TH</i></p>
<p>DECEMBER <u>3</u> 5</p>	<p>THE REBIRTH OF AMERICAN BUSINESS READING: CHAPTER 18 DECEMBER 3RD DIGESTS ARE DUE <i>NO CLASS ON THE 5TH READING DAY</i></p>
<p>DECEMBER 10 (TUESDAY)</p>	<p>FINAL EXAM 1:15 - 3:45 (SAME CLASS)</p>

ATTACHMENT A

DECLARATION OF AUTHORSHIP

(PHOTOCOPY AND ATTACH THIS DECLARATION TO ALL WRITTEN SUBMITTED WORK)

I, _____, AM THE SOLE AUTHOR OF THE ATTACHED WORK. THIS WORK IS ORIGINAL AND HAS NOT BEEN SUBMITTED FOR OTHER CLASSES OR ALTERED FROM OTHER SUCH WORKS. I UNDERSTAND THAT ANY OTHER AUTHOR'S WORK CONTAINED IN THIS SUBMISSION MUST BE FULLY REFERENCED AND PROPERLY ATTRIBUTED. I UNDERSTAND THAT TO COPY ANOTHER PERSON'S WORK WITHOUT ATTRIBUTION OR TO MISREPRESENT ANOTHER PERSON'S WORK AS MY OWN IS PLAGIARISM. I UNDERSTAND THAT PLAGIARISM WILL RESULT IN MY FAILURE IN THIS CLASS, AND SUBSEQUENTLY MAY LEAD TO FORMAL DISMISSAL CHARGES BROUGHT AGAINST ME.

SIGNATURE:

STUDENT NUMBER:

DATE:
