



Anderson School of Management

University of New Mexico

MGMT 655:
Washington Campus for MBA Students
Business and the Public Policy Process:
How Washington Works and What Issues Matter

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About the Washington Campus Program

In 1978, former Chief Economic Advisor to the President, L. William Seidman, and other academic, business, and governmental leaders founded The Washington Campus on the premise that all business leaders must understand the public policy process to succeed in the U.S. legislative and regulatory climate. Since then, 16 U.S. business schools have joined The Washington Campus consortium, and the Campus has offered its Executive Seminars and Consortium MBA Seminars to over 10,000 participants.

As a member of the Washington Campus, the Anderson School offers MBA students a unique opportunity to study the intersection of business and the American public policy process. Sessions focus on the policy-making role of the Executive Branch, lawmaking and oversight functions of the Legislative Branch, the regulatory process, and the formation of economic policy. Participants also study the roles of lobbyists and special interest groups. Guest lecturers include top government officials, business executives, members of the media, and prominent scholars in academia. Students visit government agencies and official government buildings where policy decisions are deliberated.

The focus of the 2014 programs is "Business and the Public Policy Process: How Washington Works and What Issues Matter." Information about the Washington Campus itself and logistical information about the course is available at: www.washcampus.edu. Dates in 2014 when Anderson MBA students can attend are: **January 6-10; May 19-23; and June 9-13.**

Evaluation for the Course

- (1) Students take an exam and have a group project at the end of their week's work at the Washington Campus. The exam and group project are prepared and graded by the onsite faculty facilitator and count for **40%** of the grade.

- (2) Within 3 weeks of the end of the session, students turn in a "reflection paper" about their experience and key learnings to me. This paper should be 4-5 pages in length, double-spaced. This counts for **20%** of the grade.
- (3) Students complete a research paper on a topic related to one of the following general categories:
 - (A) a current issue involving business that is being debated in Congress,
 - (B) a current issue involving business that is being evaluated by a regulatory agency, or
 - (C) the creation and use of a particular type of political strategy by interest groups to achieve their public policy objectives (e.g., lobbying strategies; coalition-building; grass-roots organizing; campaign contributions; social media communications).The research paper counts for **40%** of the final grade. Guidelines follow.

Guidelines for the Research Paper

Before you go to Washington or while you are attending the Washington Campus program, I suggest that you begin to think about possible research topics that relate to business-government relations. Most students select a topic after they return from the week in Washington, but if you identify a topic before you go, that is OK.

- Remember that the topic must be *current*, not historical.
- The topic must be related in some way to business and politics or business-government relations at the federal level.
- The final topic must be approved in advance. I enjoy discussing various topics with students and encourage you to come see me before you decide on one.
- The paper must be your own original work.

If you are looking for some ideas about topics, here are several sources of information to track down the status of various topics in the legislative and regulatory process and a good site for campaign contributions:

- [Thomas.gov](http://thomas.gov): for pending legislation and committee reports
- [Govtrack.us](http://govtrack.us): an independent website for Congressional activities
- [Regulations.gov](http://regulations.gov): for pending regulations
- [Federalregister.gov](http://federalregister.gov): for existing regulations and many other government documents
- [Opensecrets.org](http://opensecrets.org): campaign contributions for federal elections
- [Lobbyists.info](http://lobbyists.info): who's who and what's what from the lobbyist viewpoint

The paper length is 12-15 pages of text, double-spaced, with 1 inch margins and 12 point font. Additional exhibits are welcomed. If you incorporate tables, figures, diagrams, etc. from other sources, be sure to identify the sources at the bottom of the material. Please number the pages with page 1 as the first page of text. Citations and complete references are *essential*. Use any recognized format (e.g., APA, Chicago Style, MLA) as long as the information is complete. Papers without complete citations will be returned.

Research can be conducted online, with library resources, and through interviews. I encourage interviews because students can expand their network of contacts and may find out information that is unavailable elsewhere. Look for the "inside scoop."

The most frequent problem I see is that paper topics are too broad to be covered in 15 pages. The best way to deal with this is to select one slice of the large topic.

For example, instead of trying to write about all the energy-related legislation or regulation currently being discussed to address energy/environment issues, you might focus on one aspect of the large topic, such as efforts to create a viable wind-energy industry, or controversies about regulatory changes for off-shore drilling, or how to increase the CAFE standards for automobile fleets, or the estimated impacts of new air pollution standards on gas mileage, or coordinated strategies of several key interest groups (e.g., American Petroleum Industry and automotive trade associations vs. Sierra Club, National Resources Defense Council, Conservation Voters, etc.) and their success.

For topics **A & B** above, **a key part of the analysis** will be discussing the various coalitions, especially those involving business groups, that have formed around the issue. Further, please discuss how these coalitions have tried to effect the passage of the legislation (topic **A** above) or the implementation of the regulation (topic **B** above). For example in the above discussion there might be business coalitions opposed to raising CAFÉ standards, but there might also be businesses (those that use a lot of automotive transport services, maybe) that would support legislation that would improve fuel efficiency. Business rarely speaks with one voice, so please be sure to cover the various points of view and lobbying efforts by business in your paper, if you choice topic **A** or **B.S**

Registering for Academic Credit and Submitting Your Paper

Students may register in the summer, fall, or spring semesters following completion of your week-long session in Washington with one exception. Students who are graduating in the spring semester and attend the March session may register in the spring semester so that you can graduate on time. However, you should select and get approval of your research topic before the trip or as soon as possible upon return from the program in order to have sufficient time to complete your paper.

In order to register for academic credit, students need to contact Erick Rodriguez, Senior Academic Advisor for Graduate Programs in the MBA office, who will arrange for acceptance of your registration in the semester in which you expect to complete your research papers.

If you would like my feedback before turning in the final version of the paper, please give me at least 10 days to read a draft and comment, and then give yourself enough time to incorporate the comments before the final due dates. It is OK to send the paper via email.

To help me keep track of everyone's research papers, please provide the following information on the **cover page** of your final research project:

- In the upper right corner – your name and the month/year when you attended Washington Campus
- In the upper middle of the page – title of your research paper bold and in caps, and the type of research topic (e.g., Legislative Issue; Regulatory Issue; Political Strategy)
- In the lower left corner – the date that you are submitting it to me

Gentle reminder: Exact quotes must be in quotes. A series of closely paraphrased sentences from various sources is not an original paper.

If you register for the class and are not able to complete the paper that semester, that's OK. I will give you an Incomplete, which must be completed before you can graduate.

Getting Anderson Scholarship Assistance

The Dean's Office and Anderson Foundation have supported student participation in Washington Campus for many years by providing some financial support for students who are unable to attend without it. Scholarship funds are distributed after July 1 for the expenses that are not covered from other sources (e.g., employer; university support for student travel).

Students should get the required form to submit their requests for reimbursement from Erick Rodriguez and be sure to attach original receipts for the covered reimbursement categories (Washington Campus tuition and registration fee; airline travel; hotel). Students need to submit their requests **before June 30** to be considered for financial assistance.

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