

**Course Syllabus – Summer 2018**  
**16 July to 26 July 2018, 9:00 to 11:30 pm, S14**

**Government-Business Relations**  
**Comparative Analysis of the U.S. and Europe**

**WWZ**  
**University of Basel**

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**Course Overview**

The " Business Government Relations – US and Europe „ course is designed to prepare you for the time when you, if you become a senior manager of a business firm, a senior public servant, or an academic, will need to understand how private sector business activities are being partly determined by government policies. Over the course of the class, you will learn the skills to analyze positive arguments regarding claims made about the effects of government policies on business; to understand the how and why of government policy-making; and to learn to "forecast" changes in government policy. You will develop substantive knowledge: of political institutions with reference to the United States and Europe of the effects of differing government policies on national industrial organization; and of the effects of business on government. The course readings will compare American political and business institutions with those of other democratic capitalist countries, especially in Europe. A particular focus during the summer of 2018 will be the aftermath of the U.S. Presidential elections and the ongoing struggles of the Euro.

**Course Readings, Requirements, and Grades**

Students are expected to read course materials before class. A case will be the basis for most classroom discussions. Most sessions will include background readings. Class participation will account for 40% of the grade, with the final exam (31 July) accounting for the rest. For this year only, *and for this class only*, the professor will cover the cost of the cases (as the professor is experimenting with several new cases).

## Class-by-Class Schedule with Date, Readings, Cases

### Session 1. July 16 – Forecasting Government Policies

- a. Stimson, James, et al. 1994. "Opinion and Policy: A Global View." *PS: Political Science & Politics* 27:29-35. [selection - key reading, please read in advance]
- b. Quinn, D. and A. Maria Toyoda. 2007. "Ideology and Voter Sentiment as Determinants of Financial Globalization." *American Journal of Political Science*. 51(April):344-363. [selection]

### Session 2. July 17 – The Modern Mixed Economy, Part 1

- a. Arrow, Kenneth. 1973. "Social Responsibility and Economic Efficiency." *Public Policy* 21:303-17.
- b. Dowie, Mark. 1977. "How Ford Put Two Million Firetraps on Wheels." *Mother Jones*. (September/October)
- c. **Case: *Managing Product Safety: The Ford Pinto*. (HBS 383-129)**

### Session 3. 18 July - – The Modern Mixed Economy, Part 2

**Case: *Google in Europe: Competition Policy in a Digital Age* (HBS 9-714-004)**

### Session 4. 19 July - Crises and the Creation of the Modern Mixed Economy

- a. Schumpeter, J.A. 1942. *Capitalism, Socialism and Democracy*, pp.61-71, 81-86.
- b. Keynes, J.M. 1936 (1981) *The General Theory of Employment, Interest, and Money*, pp. 373-384.
- c. Quinn, Dennis P. and John T. Woolley. 2001. "Democracy and National Economic Performance: The Preference for Stability." *American Journal of Political Science* 45(July):634-57. [selection]

### Session 5 – 23 July – the EU in Comparative Perspective – the single market, single currency

**Case: *The Creation of the European Union* (HBS 703-032)**

### Session 6 - 24 July – Greece and the Future of the Euro

**Case: *The Greek Crisis: Tragedy or Opportunity?* (HBS 711-088)**

### Session 7 – 25 July – the U.S. in Comparative Perspective (Elections in the U.S.)

- a. Madison, James. *Federalist Papers #10*
- b. **Case: *Donald Trump Calls Carrier Corporation* (HBS 9-318-030)**

### Session 8. – 26 July – When US Businesses Meet European Institutions (and vice versa)

**Case: *Walmart in Europe* (HBS 9-704-027)**

**Uber in Germany - [http://www.nytimes.com/2016/01/04/technology/ubers-no-holds-barred-expansion-strategy-fizzles-in-germany.html?\\_r=0](http://www.nytimes.com/2016/01/04/technology/ubers-no-holds-barred-expansion-strategy-fizzles-in-germany.html?_r=0)**

**Volkswagen’s Diesel Emissions Problem in the U.S.** (to be assigned)

## Final Exam – 31 July