

Professor David Primo  
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<http://www.sas.rochester.edu/psc/primo/>

Spring 2021, Tues. and Thurs. 11:05 AM – 12:20 PM  
Class Link: Available on Blackboard  
Office Hours (Zoom): Tues. 1 – 3 PM or by appt.  
OH Link: <https://rochester.zoom.us/j/948872840>

## **PSCI 244K: Politics and Markets: Innovation and the Global Business Environment Version 5 (April 21, 2021)**

### **COURSE DESCRIPTION**

Innovation is a driving force behind the massive increases in wealth that occurred in the 20th century, and globalization is causing changes in the world's economy that we are only beginning to understand. In this course, we will spend several weeks studying how entrepreneurship and innovation are affected by government institutions. We will then spend several weeks studying business strategy in the global business environment, focusing on the role of regulations imposed by foreign governments and international organizations. Class meetings will be a mix of lecture and discussion, use real-world cases, and feature guest speakers. By the end of the course, you will have a stronger understanding of how businesses shape and are shaped by government policies. There are no prerequisites for this course, though some exposure to political science or economics is useful.

### **LEARNING MODULES**

To match the mode of instruction in Spring 2021, PSCI 244K is structured as a set of learning modules. For each topic, there will be preparation materials such as pre-class readings and videos. Within each learning module, you will find all of the readings, assignments, and expectations for the week. Professor Primo's goal in designing the course this way is to provide a structure for the course's workload that is linear, logical, and user-friendly, and that the result will be productive class sessions and a positive overall course experience.

### **COURSE MATERIALS**

There is one required textbook for the course: *Business and Its Environment*, 7<sup>th</sup> ed., by David P. Baron. Additional required course materials will be made available on Blackboard at least one week prior to the associated class meeting.

### **COURSE REQUIREMENTS**

- **Exams:** There will be two open-book exams in the course (permitted materials will be discussed prior to the first exam). The first exam will go live at 11:05 AM on Tuesday, March 16, and the second exam will go live at 11:05 AM on Thursday, May 6. Because you will have approximately 24 hours to complete the exam and it is designed to be completed in about 2-to-4 hours, make-up exams will not be given—exceptions are rarely granted.
- **Pre-Class Preparation (PCP) Assignments:** Each learning module not featuring a guest speaker will include a short pre-class preparation assignment. The purpose of the PCP assignments (and GSQ assignments—see below) is to (a) provide an incentive for you to do the pre-class work and come to class prepared and (b) upweight low-stakes assessments in your final course grade. You will be assessed based on the highest 9 of your PCP assignment scores, but you are encouraged to complete all assignments. Late assignments will not be accepted.
- **Guest Speaker Questions (GSQ) Assignments:** In advance of classes featuring a guest speaker, you will be asked to submit a question for the speaker along with a brief explanation for what aspect of the pre-class preparation sparked that question. You will be assessed based on the highest 4 of your GSQ assignment scores, but you are encouraged to complete all assignments. Late assignments will not be accepted.
- **Independent Reading:** Students are expected to spend 50 minutes outside of class each week reading the *New York Times*, *Wall Street Journal*, or other reputable news source in order to deepen their understanding of how the themes of the course relate to current policy issues. All University of Rochester students are eligible for free access to the online version of the *Wall Street Journal*; see <https://wsj.com/rochester> for details. Students will have an opportunity to share interesting articles relevant to the course during the semester.

### **SUBMITTING ASSIGNMENTS AND EXAMS**

All exams and assignments will be completed and submitted on Blackboard—no attachments. Simply follow the links for each assignment and exam and the rest should be straightforward. Students are encouraged to save their work frequently.

## **GRADING**

- Each *exam* counts toward 30 percent of your course grade.
- *PCP Assignments* collectively count toward 30 percent of your course grade. They are graded out of 10 points. Your highest 9 scores are counted toward your course grade.
- *Guest Speaker Questions* collectively count toward 10 percent of your course grade. These assignments are graded out of 10 points on a high-pass/pass/no-credit basis, equivalent to 10, 6, and 0. The expectation is that any student submitting a question and associated explanation demonstrating that they have done the pre-class preparation will receive 10 points for that assignment. Your highest 4 scores are counted toward your course grade.
- *All exams and assignments should be completed independently.*

## **TEACHING ASSISTANTS**

There are two teaching assistants in the course: Theu Dinh (tdinh5@ur.rochester.edu) and Fred Gui (pGui@ur.rochester.edu). They will be grading the assignments and exams, with Prof. Primo's guidance. Students may also email the either of the TAs with questions about the course material.

## **PROFESSIONALISM AND CLASS NORMS**

Professor Primo strives to create a professional atmosphere in class where all are treated with respect. To help achieve this goal, please

- make every effort to attend and be on time for each class meeting
- keep your camera on during class unless there are extenuating circumstances preventing you from doing so
- come to class prepared to engage with others and be open to perspectives that may differ from your own.

## **PROFESSOR PRIMO'S PLEDGE ABOUT THE ZOOM-BASED LEARNING ENVIRONMENT**

"I know your lives are complicated, and distractions are ever at hand, but here is a space in which we can do our best to put them aside and focus on learning. Every moment of this experience might not be a joyful one, but the more you are able to give your attention to your peers and the course content, the more pleasure and satisfaction you will gain from the time we spend together. I pledge my attention to you, and I hope you will pledge it back to me and to your peers."

—Source: Professor James M. Lang

## **RECORDING OF CLASS MEETINGS**

Recordings of class meetings will be made available on Blackboard. Students may not post, record, save, or otherwise use these videos for any purpose not directly related to learning the course material, completing assignments, or studying for exams. The unauthorized use of these recordings will be treated as an academic honesty violation.

## **INTELLECTUAL PROPERTY**

The reproduction or dissemination of course materials, including but not limited to assignments, exams, slides, videos, and lectures—electronically or through other means—is not permitted under any circumstances. The unauthorized use, reproduction, or distribution of course content—including but not limited to access or distribution via websites such as chegg.com—constitutes an academic honesty violation.

## **ACADEMIC HONESTY**

All assignments and activities associated with this course must be performed in accordance with the University of Rochester's Academic Honesty Policy. More information is available at [www.rochester.edu/college/honesty](http://www.rochester.edu/college/honesty). As noted above, the unauthorized use, reproduction, or distribution of course content—including but not limited to access or distribution via websites such as chegg.com—constitutes an academic honesty violation.

## **STATEMENT ON CREDIT HOURS**

This course follows the College credit hour policy for four-credit courses. This course meets twice per week for a total of 150 minutes per week of faculty-led instructional time. The course also includes independent out-of-class activities for 50 minutes per week; specifically, as outlined above, students are expected to spend 50 minutes per week reading news articles related to the course from a reputable news source.

Date	Topic (Note: Blackboard will always have the most up-to-date schedule.)	GSQ Assignment (Due at 12 PM ET on Date Specified)	PCP Assignment (Due at 12 PM ET on Date Specified)
1. Tues. 2/2	Course Overview and Preliminaries		
2. Thurs. 2/4 and 3. Tues. 2/9	Integrated Strategy for Innovative Firms		Due 2/8
4. Thurs. 2/11 and 5. Tues. 2/16	Intellectual Property—Patents and Copyrights		Due 2/10
6. Thurs. 2/18	The Cellphone <i>Guest Speaker: Martin Cooper, “The Father of the Cell Phone”</i>	Due 2/17	
7. Tues. 2/23	Food Innovation		Due 2/22
8. Thurs. 2/25	Occupational Licensing: The Case of Teletherapy <i>Guest Speaker: Robert McNamara, Sr. Attorney, Institute for Justice</i>	Due 2/24	
9. Tues. 3/2 and 10. Thurs. 3/4	The Antitrust-Innovation Tension		Due 3/1
11. Tues. 3/9	Section 230 and Social Media		Due 3/8
12. Thurs. 3/11	Ethics and Innovation		Due 3/10
13. Tues. 3/16	Exam 1—due by 12 noon ET on Wed. 3/17 (No Zoom session)		
14. Thurs. 3/18	COVID-19 and the Restaurant Industry <i>Guest Speaker: Chuck Cerankosky, Restaurant Owner</i>	Due 3/17 (by 8 PM due to exam)	
15. Tues. 3/23 and 16. Thurs. 3/25	Integrated Strategy in a Global Context		Due 3/22
17. Tues. 3/30	Study Break Day (no Zoom session or office hours)		
18. Thurs. 4/1	The Politics of International Trade		Due 3/31
19. Tues. 4/6	Intellectual Property in a Global Context		Due 4/5
20. Thurs. 4/8	The Federal Government and US Defense Innovation in the Global Marketplace <i>Guest Speaker: Jennifer Hanley, Vice President, Legislative Affairs, L3 Harris</i>	Due 4/7	
21. Tues. 4/13	The UK, EU, and Brexit		Due 4/12
22. Thurs. 4/15	The T-Mobile and Sprint Merger <i>Guest Speaker: David Carey, former Executive Vice President, T-Mobile</i>	Due 4/14	
23. Tues. 4/20	Ethics in the Global Arena		Due 4/19
24. Thurs. 4/22	Open Discussion		
25. Tues. 4/27	China		Due 4/26
26. Thurs. 4/29	The Facebook Oversight Board <i>Guest Speaker: John Samples, Vice President, Cato Institute, and Member of the Facebook Oversight Board</i>	Due 4/28	
27. Tues. 5/4	India and Course Wrap-Up		Due 5/3
28. Thurs. 5/6	Exam 2—due by 12 noon ET on Fri. 5/7 (No Zoom session)		
Note: There is no final exam in this course.			