

Professor David Primo
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Spring 2023, Mon. and Wed. 11:50 AM – 1:05 PM
Office Hours: Tues. 12:30 – 2:30 PM or by appt.
In-Person: Harkness Hall 318
Zoom: <https://rochester.zoom.us/j/948872840>

PSCI 244K—Politics and Markets: Innovation and the Global Business Environment

This Version: March 24, 2023

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

PSCI 244K is structured as a set of learning modules. The learning modules have been designed so that you will find all the pre-class preparation materials, assignments, slides, and other material for each topic in one place. Professor Primo's goal is to provide a course structure that is linear, logical, and user-friendly, and that the result will be productive class meetings and a positive overall course experience.

COURSE MATERIALS

Students are required to purchase a coursepack from Harvard Business Publishing. The coursepack is available at <https://hbsp.harvard.edu/import/1009695> (registration required). Other required course materials will be made available on Blackboard approximately one week prior to the associated class meeting.

COURSE REQUIREMENTS

- **Exams:** There will be two closed-book, in-person exams in this course. The first exam will be given on Wednesday, March 1, and the second exam will be given on Wednesday, April 26.
- **Pre-Class Preparation (PCP) Assignments:** Most learning modules not featuring a guest speaker will include one or two short pre-class preparation assignments. 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) increase the weight of low-stakes assessments in your final course grade. You will be assessed based on the highest 8 of your PCP assignment scores, but you are encouraged to complete all assignments. Late assignments will not be accepted.
- **Guest Speaker Question (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 regarding the connection between the question and the pre-class preparation materials. You will be assessed based on the highest 3 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. 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 as part of PCP assignments.
- **Submitting Assignments:** All assignments should be completed and submitted on Blackboard by 8 AM on the due date using the link in the respective learning module—no attachments. Students should save their work frequently.

GRADING

- *Each exam counts toward 35 percent of your course grade.*
- *Pre-Class Preparation (PCP) Assignments collectively count toward 25 percent of your course grade. They are graded out of 10 points. Your highest 8 scores are counted toward your course grade.*
- *Guest Speaker Question (GSQ) Assignments collectively count toward 5 percent of your course grade. These assignments are graded out of 10 points on a credit (10 points)/no-credit (0 points) basis. The expectation is that any student submitting a question and associated explanation demonstrating that they have reviewed the pre-class materials will receive 10 points for that assignment. Your highest 3 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: Fred Gui (pgui@ur.rochester.edu) and Jacqueline Park (jpark182@ur.rochester.edu). They are responsible grading the assignments and exams with Prof. Primo's guidance. Students may email either of the TAs with questions about the course material.

PROFESSIONALISM

Professor Primo strives to create a professional atmosphere in class where all individuals are treated with respect. To help achieve this goal, please make every effort to attend and be on time for each class meeting, silence mobile phones and other electronic devices, keep texting and other non-course-related activities to a minimum, and come to class prepared to engage with others and be open to perspectives that may differ from your own.

INTELLECTUAL PROPERTY

The reproduction or dissemination of course materials, including but not limited to assignments, exams, slides, pre-class videos, and audio or video from class meetings—electronically or through other means—is not permitted under any circumstances. The unauthorized use, reproduction, or distribution of course content 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. As noted above, the unauthorized use, reproduction, or distribution of course content 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 including, but not limited to, reading the news to connect course themes to current policy issues for an average of 50 minutes per week.

Date	Topic (Note: This schedule is subject to change, except for exam dates. Blackboard will always have the most up-to-date schedule.)	PCP Assignment (Due at 8 AM ET on Date Specified)	GSQ Assignment (Due on at 8 AM ET on Date Specified)
1. Wed. 1/11	Course Overview and Preliminaries		
2. Wed. 1/18	Integrated Strategy for Innovative Firms I		
3. Mon. 1/23	Integrated Strategy for Innovative Firms II	Due 1/23	
4. Wed. 1/25	Intellectual Property—Patents and Copyrights I	Due 1/25	
5. Mon. 1/30	Intellectual Property—Patents and Copyrights II		
6. Wed. 2/1	Antitrust-Innovation Tension I	Due 2/1	
7. Mon. 2/6	Antitrust-Innovation Tension II		
8. Wed. 2/8	Ethics and Innovation	Due 2/8	
9. Mon. 2/13	Ethics and Innovation Case: Facebook—Can Ethics Scale in the Digital Age?	Due 2/13	
10. Wed. 2/15	Patents and Antitrust in the Pharmaceutical Industry <i>Guest Speaker: Robert Milne, Partner, White & Case</i>		Due 2/15
11. Mon. 2/20	Food Innovation	Due 2/20	
12. Wed. 2/22	Occupational Licensing: The Case of Teletherapy <i>Guest Speaker: Robert McNamara, Deputy Litigation Director, Institute for Justice</i>		Due 2/22
13. Mon. 2/27	Cryptocurrency		
14. Wed. 3/1	Exam 1 (covers classes 1 through 12)		
15. Mon. 3/13	Integrated Strategy in a Global Context I		
16. Wed. 3/15	Integrated Strategy in a Global Context II	Due 3/15	
17. Mon. 3/20	Case: Amazon in Emerging Markets	Due 3/20	
18. Wed. 3/22	The Federal Government and US Defense Innovation in the Global Marketplace <i>Guest Speaker: Jennifer Hanley, Vice President, International Legislative Affairs, L3Harris</i>		Due 3/22
19. Mon. 3/27	International Trade and Integrated Strategy		
20. Wed. 3/29 Pt. I	Global Environmental Politics (tied to Wed. 3/29 evening event)	Due 3/29	
21. Wed. 3/29 Pt. II	Politics and Markets Project Event @ 7:30 PM in Wegmans 1400	Optional assignment due 3/31 by 5 PM (can replace a PCP assignment)	
22. Mon. 4/3	Intellectual Property in a Global Context	Due 4/3	
Wed. 4/5	No class meeting; replaced by Wed. 3/29 evening event		
23. Mon. 4/10	Facebook and Instagram’s Oversight Board <i>Guest Speaker: John Samples, Member, Oversight Board</i>		
24. Wed. 4/12	Topic: Global Strategy and Ethics in Retail <i>Guest Speaker: Kelly Koyama-Garcia, Sr. VP and General Counsel, Louis Vuitton Americas</i>		Due 4/12
25. Mon. 4/17	Ethics in the Global Arena		
26. Wed. 4/19	Ethics in the Global Arena Case: Global Sourcing at Nike	Due 4/19	
27. Mon. 4/24	Course Wrap-Up		
28. Wed. 4/26	Exam 2 (covers classes 15 through 27 except for 21)		
There is no final exam in this course.			