

# STRATEGIC MANAGEMENT AND PUBLIC POLICY

## UNDERGRADUATE

### Bachelor's program

- Bachelor of Science with a major in business, business economics and public policy concentration (<http://bulletin.gwu.edu/business/bs/economics-and-public-policy/>)

## CERTIFICATES

### Graduate certificate programs

- Corporate responsibility (<http://bulletin.gwu.edu/business/strategic-management-public-policy/corporate-responsibility/>)
- Strategic management (<http://bulletin.gwu.edu/business/management/strategic-management-certificate/>)

## FACULTY

Professors: J.H. Beales III, H.J. Davis, J. Rivera, J.B. Wade, J. Walter

Associate Professors: E.J. Englander, J. Forrer (*Research*), K. Martin (*Chair*)

Assistant Professors: S. Patnaik, T. Radin (*Teaching*), G. de los Reyes, D. Halliday (*Teaching*), V. Pamphile

## COURSES

### Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that also may be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

### **SMPP 1099. Variable Topics. 1-36 Credits.**

#### **SMPP 4900. Special Topics. 3 Credits.**

Topics vary by semester. May be repeated for credit provided topic differs. Consult the Schedule of Classes for more details. Restricted to seniors.

#### **SMPP 4900W. Special Topics. 3 Credits.**

Topics vary by semester. May be repeated for credit provided topics differ. Consult the Schedule of Classes for more details. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

### **SMPP 4995. Independent Study. 1-4 Credits.**

Students undertake research in an area of particular interest under the direction of a strategic management and public policy faculty member. May be repeated for credit. Faculty and department chair approval are required to enroll.

### **SMPP 5099. Variable Topics. 1-99 Credits.**

### **SMPP 6201. Business and Public Policy. 3 Credits.**

### **SMPP 6202. Business-Government Relations. 3 Credits.**

Historical and philosophical foundations of the business-government relationship. Regulation, international trade, and corporate political activities. Public policy issues facing business and the business community's political response.

### **SMPP 6203. Federal Government Regulation in Society. 3 Credits.**

### **SMPP 6205. Business Representation and Lobbying. 3 Credits.**

Strategies, tactics, and techniques used by business in representing itself to the legislative and executive branches and regulatory agencies of the federal government. Legal and practical constraints. Ethical considerations.

### **SMPP 6206. Applied Microeconomics. 3 Credits.**

Applications of economic theory to public and private decisions with emphasis on public policy analysis. Focus on market structure and its implications. Imperfect information, common property, public goods and externalities. Economic analysis of government behavior and legal institutions. Prerequisites: ECON 6217 or ECON 6219; and MBAD 6222.

### **SMPP 6207. Environment, Energy, Technology, and Society. 3 Credits.**

The identification, examination, and evaluation of how environment, energy, and technology are interrelated and how these interactions influence policy formulation and implementation at the international, national, regional, industrial, and organizational levels. Same as PPPA 6067.

### **SMPP 6208. Macroeconomic Policy and Business. 3 Credits.**

Determination of national income, employment, inflation, and interest rates. The role of expectations in the economy. Impact of government purchases, tax policy, and deficits. Monetary policy institutions. The global economy and exchange rates. Prerequisites: ECON 6218 or ECON 6219; and MBAD 6222.

### **SMPP 6209. Seminar: Business Economics and Public Policy. 3 Credits.**

Analysis and discussion of selected issues by students and representatives of government and business. Prerequisite: SMPP 6202 or MBAD 6284.

### **SMPP 6210. Strategic Environmental Management. 3 Credits.**

Examination and analysis of the orientation and actions of private, public, and nonprofit sectors in relation to their natural environments. Emphasis on organizational interaction and effectiveness, particularly regarding business firms and industry, on issues of environmental quality and sustainability.

**SMPP 6211. Corporate Environmental Management in Developing Nations. 3 Credits.**

**SMPP 6212. Business Law: Enterprise Org. 3 Credits.**

**SMPP 6213. Management of Strategic Issues. 3 Credits.**

The body of management theory and practice that has evolved to identify, analyze, and resolve strategic organizational issues. Methodology of the field; applications to critical issues in labor relations, energy and pollution, marketing and consumerism, business-government relations, and the global economy.

**SMPP 6214. Consultative Processes. 3 Credits.**

Theories and methods of planning, introducing, and coping with change in management through the helping process. Intended both for managers seeking an understanding of the consultative approach to planned change and for persons in staff or consultative roles seeking understanding of the consultative process. Same as TSTD 6214.

**SMPP 6215. Corporate Governance and Ethics. 3 Credits.**

The theory, practice, and public policy environment of corporate governance. Purpose, functioning, and responsibilities of boards of directors. Power, control, and compensation of corporate management. Shareholders and stakeholders. Corporate governance in comparative national settings. Same as ACCY 6801.

**SMPP 6216. Public Policy, Governance, and the Global Market. 3 Credits.**

The socioeconomic foundations of government regulation and public policy cooperation for the governance of firms, markets and globalization. The evolution of national, transatlantic and multilateral frameworks for market and civil society governance, international competition policy cooperation, regulatory harmonization and industry standards. (Same as PPPA 6018)

**SMPP 6218. Topics in Business and Society. 3 Credits.**

Business engagement in policy making bodies through business organizations. Topics vary by semester. See department for more details.

**SMPP 6241. Global Corporate Responsibility. 3 Credits.**

**SMPP 6271. Corporate Environmental Management and Policy. 1.5 Credit.**

**SMPP 6290. Special Topics. 3 Credits.**

Experimental offering; new course topics and teaching methods. May be repeated once for credit. Same As: ACCY 6900.

**SMPP 6291. Ethics and Business. 3 Credits.**

An in-depth, comprehensive exploration, analysis, and evaluation of specific for profit and nonprofit organization values, approaches, and outcomes related to multiple ethical ideals, systems, and practices.

**SMPP 6292. Co-Curricular Activities in Responsible Management. 0 Credits.**

Required for students in the graduate certificate in responsible management program. Students complete a project or case study on a relevant topic with an organization or faculty member; attend and submit written reports on a series of seminars, panel discussions, or other pre-approved events related to responsible management; and complete designated community service hours. Restricted to students in the graduate certificate in responsible management program.

**SMPP 6293. American Business History. 3 Credits.**

The history of American business institutions in manufacturing, distribution, transportation, and finance. Particular attention is given to the period since industrialization, with consideration of business institutions in their economic, legal, governmental, and social contexts. (Same as HIST 6322)

**SMPP 6295. Intern Qual&Quant Analysis. 3 Credits.**

**SMPP 6297. International Management Experience. 1.5-4.5 Credits.**

Same as FINA/IBUS/Mgt/Mktg 6297. May be repeated for credit.

**SMPP 6298. Directed Readings and Research. 1-6 Credits.**

Supervised readings or research. Admission by prior permission of instructor. May be repeated once for credit.

**SMPP 6299. Thesis Seminar. 3 Credits.**

**SMPP 6999. Thesis Research. 3 Credits.**

**SMPP 8311. Seminar: Public-Private Sector Institutions and Relationships. 3 Credits.**

An analysis and critique of alternative theoretical frameworks for describing, understanding, and predicting the nature, values, and actions of American public and private institutions. Problems, potentials, and alternatives for structuring public and private institutional arrangements to meet the needs of society. Restricted to doctoral candidates. Credit cannot be earned for this course and PPPA 8111.

**SMPP 8321. Seminar in Strategic Management. 3 Credits.**

Develops understanding of the major research streams in strategic management; exposure to theoretical research frameworks and methodological issues and approaches.

**SMPP 8331. Doctoral Seminar. 3 Credits.**

Designing sound theory-based, empirical research projects for the study of questions relevant to the field of strategic management.

**SMPP 8391. Seminar: Business Management. 3 Credits.**

Examination of major current issues, both theoretical and empirical, affecting the development of the business enterprise. Topics to be announced. Emphasis on policy and strategic issues affecting the total enterprise. (Offered as the demand warrants)

**SMPP 8998. Advanced Readings and Research. 1-12 Credits.**

May be repeated for credit. Restricted to doctoral candidates preparing for the general examination.

**SMPP 8999. Dissertation Research. 1-12 Credits.**

May be repeated for credit. Restricted to doctoral candidates.