

# STRATEGIC MANAGEMENT AND PUBLIC POLICY

## UNDERGRADUATE

### Concentration

- Business economics and public policy concentration (<http://bulletin.gwu.edu/business/bs/economics-and-public-policy/>)

### Combined program

- Dual Bachelor of Arts or Bachelor of Science and GW School of Business Master's Degree (<http://bulletin.gwu.edu/business/dual-ba-bs-and-business-masters/>)

## FACULTY

Professors: H.J. Davis, J. Gehman, V. Perry, J. Rivera, J. Wade, J. Walter

Associate Professors: E.J. Englander (*Chair*), J. Forrer (*Research*), D. Halliday (*Teaching*), J. Merluzzi

Assistant Professors: V. Bhargava, B. Bronner (*Teaching*), T. Choate (*Teaching*), E. Misati, V. Pamphile

## COURSES

### Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level 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 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 6204. Strategy Concepts. 3 Credits.**

Strategy concepts develops an integrative approach to strategic management from the perspective of the CEO and senior executives. Students learn both holistic industry analysis and apply strategic frameworks to a broad range of organizations. Credit cannot be earned for this course and BADM 4801.

#### **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 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 6220. Impact Investing. 3 Credits.**

Fundamentals of impact investing. Focus on the different forms and approaches to investing.

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

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

Experimental offering. Topics vary by semester. May be repeated once for credit provided the topic differs. Consult the Schedule of Classes for more details. Same As: ACCY 6900.

**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 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.