



MGMT 555:
Washington Campus for MBA Students
Strategic Leadership: Business and the Public Policy Process

Dr. Jeanne M. Logsdon
Office: ASM 2020 (West Wing)

Phone: 277-8352
Email: logsdon@mgt.unm.edu

About the Washington Campus Program

In 1978, former Chief Economic Advisor to the President, L. William Seidman, and other academic, business, and governmental leaders founded The Washington Campus on the premise that all business leaders must understand the public policy process to succeed in the U.S. regulatory climate. Since then, 16 U.S. business schools have joined The Washington Campus consortium, and the Campus has offered its Executive Seminars and Consortium MBA Seminars to over 4,000 students.

As a member of the Washington Campus, Anderson EMBA students are offered a unique opportunity to study the intersection of business and the American public policy process. Sessions focus on the policy-making role of the Executive Branch, lawmaking and oversight functions of the Legislative Branch, the regulatory process, and the formation of economic policy. Participants also study the roles of lobbyists and special interest groups. Guest lecturers include top government officials, business executives, members of the media, and renowned professors in academia. Students visit government agencies and official government buildings where policy decisions are deliberated.

The focus of the 2009 programs is "Strategic Leadership: Business and Public Policy." Information about the Washington Campus itself and logistical information about the course is available at: www.washcampus.edu. Dates in 2008 when Anderson MBA students can attend are: **January 7-11**; **May 19-23**; and **June 16-20**.

Evaluation for the Course

(1) Students take an exam at the end of their week's work at the Washington Campus. The exam is prepared and graded by the faculty facilitator and counts for 40% of the grade.

(2) Within 3 weeks of the end of the session, students turn in a "reflection paper" about their experience and key learnings. This paper should be 4-5 pages in length, double-spaced. This counts for 20% of the grade.

(3) A research paper on a topic related to either a current public issue being debated in Congress or before a regulatory agency or the creation of a political strategy for an interest group to achieve its public policy objective. The research paper counts for 40% of the final grade. Guidelines follow.

Guidelines for the Research Paper

Before you go to Washington or while you are attending the Washington Campus program, I suggest that you begin to think about possible research topics that relates to business-government relations. Most students select a topic when they return.

- Remember that the topic must be *current*, not historical.
- The topic must be an analysis of a public policy issue that is currently before Congress or a regulation that is currently being discussed by a regulatory agency OR the creation of a political strategy for an interest group to achieve its public policy objective.
- The topic must be approved in advance. I enjoy discussing various topics with students and encourage you to come see me before you decide on one.
- The paper must be your own original work.

Research can be conducted online, with library resources, and through interviews. I like to encourage interviews because students get to meet someone they may want to know.

The most frequent problem I see is that paper topics are too broad to be covered in 15 pages. The best way to deal with this is to select one slice of the large topic.

For example, instead of trying to write about energy conservation legislation, you might focus on the most recent attempt to increase the CAFE standards for automobile fleets in federal energy legislation. Analyze the arguments of several key interest groups OR propose a political strategy for one of the key interest groups.

The paper length is 12-15 pages of text, double-spaced, with reasonable margins and fonts. Additional exhibits are welcomed. If you use tables, figures, diagrams, etc. from other sources, be sure to identify to source at the bottom of the material. Please number the pages with page 1 as the first page of text. Also include on the cover page:

- Title of the paper
- Your name
- Dates of your Washington Campus session
- Semester you are finishing the research project

Citations and complete references are *essential*. Use any recognized format as long as the information is complete. Be sure to organize the references in alphabetical order by first author's last name. If an internet source is used, be sure to include the complete internet address and the "date accessed." Papers without complete citations will be returned.

Gentle reminder: Exact quotes must be in quotes. A series of closely paraphrased sentences from various sources is not an original paper.

If you would like my feedback before turning in the final version of the paper, please give me at least 10 days to read it and comment, and then give yourself enough time to incorporate the comments before the final due dates. It is OK to send me the paper via email.

If you register for the class and are not able to complete the paper that semester, that's OK. I will give you an Incomplete, which must be completed before you can graduate.