



MGMT 755:
Washington Campus for EMBA Students
Strategic Leadership: Business and the Public Policy Process

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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 5,000 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 macro-economic policy. Participants also study the roles of lobbyists and special interest groups. Guest lecturers include top and mid-level government officials, business executives, representatives of the interest groups and the media, and professors who are particularly knowledgeable about what goes on “inside the Beltway.” Students also take several field trips to Congress and government agencies where policy decisions are deliberated.

Information about the Washington Campus itself and logistical information about the course is available at: www.washcampus.edu. Dates in 2015 when Anderson EMBA students can attend are the following:

Monday, June 15, to Wednesday, June 17 (Open EMBA)

Monday, October 19 to Wednesday, October 21 (Open EMBA, Health Care Policy)

In addition to attendance at one of the sessions in Washington, D.C., students prepare a research paper, about 25 to 30 pages of text (double-spaced), following the guidelines below. The course grade is based upon the quality of the research paper.

Focus of the Research Topic

The topic must fit into one of the following three categories:

1. **Legislative Issue:** An unbiased analysis of a public policy issue that involves business or your organization in some way that is currently before Congress or is likely to be introduced within the next year.
2. **Regulatory Issue:** An unbiased analysis of a regulation that is currently being discussed by a regulatory agency and involves business or your organization.

3. **Political Strategy:** The creation of a partisan political strategy for an interest group to achieve its public policy objective on a specific current issue.

Remember that the topic must be *current*, not historical. Every issue has a history but don't spend more than one or two pages on what happened before the current topic emerged. By "current," let's say in 2013, 2014, 2015, or expected in 2015. Here are several Internet sources with information to track down the status of various topics in the legislative and regulatory process:

- Thomas.gov: for pending legislation and committee reports
- Govtrack.us: an independent website for Congressional activities
- Regulations.gov: for pending regulations
- Federalregister.gov: for existing regulation and many other government documents
- Opensecrets.org: campaign contributions for federal elections

Guidelines for the Research Paper

1. While you are attending the Washington Campus program, I suggest that you begin to think about a research topic that relates to business-government relations. Some students know their topics in advance, but more typically they select a topic when they return.
2. I need to approve the topic before you invest a lot of time on it. I enjoy discussing various topics with students and encourage you to contact me before you decide on one. The most frequent problem I see is that topics are too broad to be covered in a medium-length paper. 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. Figure out the strategies of several key interest groups and how well they worked.
3. The length is 25-30 pages of text, double-spaced, with reasonable margins and fonts. Additional exhibits are welcomed. References are required. Do number the pages, with page 1 as the first page of text.
4. Understanding the importance of stakeholder coalitions is important in understanding any issue, so please include a 2-3 page section in your paper which details which groups are for the legislation/regulation/policy you're studying and which groups are against the legislation/regulation/policy and how these groups worked together (or not). Most helpful here would be a discussion of which groups actually lobbied on which side of the issue, if you have that information.
5. 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 and also are more likely to get the "inside scoop" on their topic.
6. For citations and references you may use any recognized format as long as the information is complete and consistent. Papers without complete references will be

returned. If you use tables, figures, diagrams, etc. from other sources, be sure to identify the source at the bottom of the material.

6. The paper must be your own original work. Exact quotes must be in quotes. A series of closely paraphrased sentences from various sources is not an original paper.

Schedule/Timetable

I would like to receive your proposed paper topic no later than 60 days following the completion of the Washington Campus session. For the 2015 sessions, that date is **August 16**. Earlier is better because you will have more time for the research, analysis, and writing.

If you are planning to graduate next year, you will register for MGMT 755 in the Fall. So, I would like to have your topic nailed down by the end of **October**. The next step is that you need to come up with an outline of your paper. Ideally, this would happen **before Thanksgiving** and then you would write your paper in the time spanning the Thanksgiving and Winter breaks. Then you would turn your completed paper into me by **December 31, 2015**. However, Washington Campus papers often stretch into the Spring. Since those grades aren't due until mid-May, your final papers will not be due until **May 1, 2016**. If you would like my feedback before turning in the final version of the paper, you should send me a draft by **April 1** to enable me to have sufficient time to read it and comment, and also give yourself enough time to incorporate the comments before the final due date.

- In the upper right corner – your name and the month/year when you attended Washington Campus
- In the upper middle of the page – title of your research paper
- In the lower left corner – one of the three categories of research topics (e.g., Legislative Issue; Regulatory Issue; Political Strategy)

Please contact me if you have any questions about the Washington Campus program. The easiest way to make initial contact with me is by email, sberman@unm.edu.