

POL435H1/POL2335H1

BUSINESS AND POLITICS

POWER IN A GLOBAL WORLD

Winter 2018

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Office hours: Tuesday 2:30pm – 4:30pm; or by appointment

Course meeting time: Tuesday 12-2pm
Course location: UC 148

COURSE DESCRIPTION

This seminar course explores the political power of business from an international and comparative perspective. We will examine the ways that business can acquire and exert political power and the ways politics and policy can shape business power. We will draw from various disciplines, such as international and comparative political economy, global governance, management, and sociology. Topics of discussion include the role of public authority in governing business behavior, the formation of business interests and preferences, business' instrumental, structural and discursive power, corporate lobbying and agenda setting, capitalist ideology, civil society activism toward business, corporate social responsibility and transnational private governance. Throughout the course, we will pay close attention to research design, and to improving research, writing, and presentation skills.

COURSE OBJECTIVES

By the end of this course, students will be able to compare and contrast a diverse set of concepts and theories for analyzing the political role of business. They will be able to assess the validity of empirical applications of these theories and provide constructive critiques. In addition, they will

be able to apply the frameworks and theories to topics of their own interest. Finally, students will have learnt to communicate their critiques and insights in written form through short reading reflections and long research papers, and verbally through class discussions and presentations.

In order to achieve these objectives, students should attend class, complete all the required readings before class, actively participate in class discussions, and allow sufficient time to prepare for and complete assignments.

COURSE READINGS

There is no textbook for this course. All readings will be made available electronically through Blackboard.

When chapters of e-books are assigned, I recommend students download a PDF copy of the chapter and save it on their computer, when this option is available through the library website.

ASSIGNMENTS AND GRADING

| | | |
|------------------------------|-----|----------------------|
| ATTENDANCE AND PARTICIPATION | 20% | Cumulative |
| READING JOURNAL | 15% | Cumulative |
| RESEARCH PROPOSAL | 15% | February 9, 11:59 pm |
| PAPER PRESENTATION | 15% | March 13, 20, or 27 |
| RESEARCH PAPER | 35% | April 5, 11:59 pm |

Attendance and Participation (20%)

This is an advanced, reading intensive course. Class attendance and participation are integral parts of this course. **Undergraduate students** are expected to have read all the assigned required readings before class, while **graduate students** are expected to have read the required and additional readings. You are encouraged to prepare questions and critical comments on the readings. In addition, you should actively participate in class discussions, which will encompass both a reflection on the readings and a more open-ended discussion. Preparing for class can include, but is not limited to:

- raising questions for clarification
- raising a topic directly related to the readings
- comparing and contrasting arguments that are made in the readings
- providing examples
- respectfully engaging in a critical and constructive discussion

Reading Journal (15%)

For weeks 2-6 and 8-9, students keep a reading journal. This will help you in preparing for class discussions. In an entry, you can briefly summarize the readings, highlight common themes that connect the readings, identify insights you find interesting, or raise questions that arise from the readings. You can take the questions that are highlighted for each week's readings in this syllabus as a guide. Each journal entry should be no longer than 250 words. The entries are graded by the end of the semester on a scale of 0-2 for each entry:

- 2: complete journal entry, which is insightful and done with great care
- 1: complete journal entry, which is done without much thought or care
- 0: missing journal entry, late journal entry, or entry done without any care or thought

Each entry should be uploaded to Blackboard through the journal function by 11am the day of the class.

Research Proposal (15%), Paper Presentation (15%), and Research Paper (35%)

Students will write a comprehensive research paper on a topic that is directly related to the topics discussed in class. The paper can be a research paper in which you try to answer a specific research question, or an in-depth theoretical or empirical examination of a particular topic of our class.

A **research proposal** of three pages (typed, double-spaced, 12 point font) is due on Friday February 9, 11:59 pm. The proposal will include a research topic/question, how you intend to answer the question or approach the topic, a preliminary argument, and a preliminary bibliography. The bibliography is not counted towards the three page limit. A more detailed research proposal outline is uploaded to Blackboard.

You should discuss your topic with me during office hours before this deadline. The research proposal should be uploaded to Blackboard in Word (or equivalent) format, not PDF.

Students will **present** their paper in class during weeks 10-12. The presentation will consist of a short outline of the paper topic and main findings, followed by a brief Q&A. More details will be provided in class.

The **research paper** (typed, double-spaced, 12 point font) is due on Thursday April 5, 11:59 pm. It will be 3000 words for **undergraduate students**, and 4000 words for **graduate students**. This word count does not include footnotes and bibliography. The paper should be uploaded to turnitin.com in Word (or equivalent) format, not PDF.

A grading rubric for the final paper is uploaded to Blackboard.

Turnitin.com login information:

Class ID: 17082585

Password: POL4352018

You should aim to use a wide variety of sources to write your papers (at least 15 academic articles and books). A helpful resource is the political science research guide that is available through <http://guides.library.utoronto.ca/researchguides>.

Please note that Wikipedia and similar user-generated websites are not considered reliable sources of information.

As a reference style, please use the APA style: in-text citations in the following format: (author, year, page), and a bibliography with full references at the end of the paper.

A useful resource on how to cite properly can be found at:

<http://www.writing.utoronto.ca/advice/using-sources>

USE OF TURNITIN.COM

Normally, students will be required to submit their course essays to Turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin.com service are described on the Turnitin.com web site.

PENALTIES FOR LATE SUBMISSIONS

Students that are not able to meet the deadline for a written assignment should discuss this with the instructor **before the deadline has passed**. Except when indicated otherwise, per 24 hours, the late penalty will be 10% of your grade for that assignment (i.e., less than 24h late = minus 10%, 24-48h late = minus 20%, etc.).

Exceptions to this policy are only possible for medical or personal emergencies. Be prepared to provide written proof as requested by the instructor (e.g., doctor's note of appointment).

ABSENCE FROM CLASS

Students that are not able to attend class for personal or medical reasons should notify the instructor before the start of the class. Be prepared to provide written proof of medical or

personal emergencies as requested (e.g., doctor's note). Unexcused absence from class will result in a zero grade for that class session.

ACADEMIC INTEGRITY

Academic integrity is essential to the pursuit of learning and scholarship in a university, and to ensuring that a degree from the University of Toronto is a strong signal of each student's individual academic achievement. As a result, the University treats cases of cheating and plagiarism very seriously. The University of Toronto's Code of Behaviour on Academic Matters (<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>) outlines the behaviours that constitute academic dishonesty and the processes for addressing academic offences. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment.

In academic work:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to) doctor's notes.

All suspected cases of academic dishonesty will be investigated following procedures outlined in the Code of Behaviour on Academic Matters. If you have questions or concerns about what constitutes appropriate academic behaviour or appropriate research and citation methods, you are expected to seek out additional information on academic integrity from your instructor or from other institutional resources.

In addition, a useful resource is the "How not to plagiarize" information on the following website: <http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize>

PRIVACY AND COPYRIGHT

For reasons of privacy and protection of copyright, unauthorized video or audio recording in the classroom, and unauthorized reproduction of course material is prohibited, as outlined in the Provost's guidelines on the "Appropriate Use of Information and Communication Technology" (<http://www.provost.utoronto.ca/policy/use.htm>):

“The unauthorised use of any form of device to audiotape, photograph, video-record or otherwise reproduce lectures, course notes or teaching materials provided by instructors is covered by the Canadian Copyright Act and is prohibited. Students must obtain prior written consent to such recording. In the case of private use by students with disabilities, the instructor’s consent must not be unreasonably withheld.”

RESOURCES

Writing Centre: <http://www.writing.utoronto.ca/>

The Centre for Teaching Support and Innovation: <http://www.teaching.utoronto.ca/>

Student Services: <http://www.future.utoronto.ca/current-students/student-services-campus-life>

Accessibility Services: <http://www.studentlife.utoronto.ca/as>

COMPUTER AND CELL PHONE USE

Cell phones must be turned off or silenced at the beginning of the class. Using your cell phone during class is not allowed.

You are allowed to use your computer or tablet in class to take notes, or to consult the readings. However, if you use your computer or tablet for any other purpose you will not be allowed to use the device anymore for the remainder of the class.

EMAIL POLICY

Before you send me an email, please first check the syllabus. It contains answers to many of your questions.

Only use your university email (utoronto.ca) to contact me in order to prevent the email from ending up in my spam folder. Make sure to always mention the course number in the subject line of your email.

I will attempt to respond to your email within 48 hours of receiving your message. This time frame does not apply to emails received during weekends and holidays, when it may take longer to respond.

If you have elaborate questions or concerns, I advise you to come to office hours.

SUSTAINABILITY

This course is recognized as a University of Toronto Green Course, which has steps in place to reduce the amount of course-generated paper, encouraging students to print multiple slides per page, double-side printing or using scrap paper.

All the assignments, outlines, and the syllabus will only be available in electronic format through Blackboard. I encourage you to only print readings, assignments, or other documentation of this course when absolutely necessary.



OUTLINE

WEEK 1: January 9

INTRODUCTION TO BUSINESS AND POLITICS

Harrod, Jeff. 2006. The Century of the Corporation. In May, Christopher (Ed.). *Global Corporate Power*. Boulder: Lynne Rienner Publishers: 23-46.

WEEK 2: January 16

BUSINESS INTERESTS AND THE STATE

How are business interests formed? Are they rational and exogenous, or constructed and endogenous? What is their relationship to the national and global political economy?

Required

Hart, David M. 2010. The Political Theory of the Firm. In Coen, David, Wyn Grant, and Graham Wilson (Eds.). *The Oxford Handbook of Business and Government*. Oxford: Oxford University Press: 173-190.

Mikler, John. 2014. (Multi?)national Corporations and the State in Established Economies. In Nölke, Andreas (Ed.). *Multinational Corporations from Emerging Markets. State Capitalism 3.0*. Houndmills: Palgrave Macmillan: 15-30.

Woll, Cornelia. 2008. *Firm Interests: How Governments Shape Business Lobbying on Global Trade*. Ithaca: Cornell University Press. Chapter 1: Free-Marketeers despite Themselves?: 1-19; AND Chapter 4: Basic Telecommunications Services: 62-96.

Additional

Levi-Faur, David. 2005. The Global Diffusion of Regulatory Capitalism. *The ANNALS of the American Academy of Political and Social Science*. 598: 12-32.

WEEK 3: January 23

BUSINESS POWER

How can we conceptualize business power? How is business power related to political power? And does business always get what it wants in politics?

Required

Fuchs, Doris. 2007. *Business Power in Global Governance*. Boulder/London: Lynne Rienner Publishers. Chapter 3: Business as an Actor in Global Governance: 43-70.

Bernhagen, Patrick. 2007. *The Political Power of Business. Structure and Information in Public Policymaking*. London/New York: Routledge. Chapter 2: Groups, Institutions, Networks, Ideology or Structural Dependence: What Drives Business Power?: 22-53.

Falkner, Robert. 2010. Business and Global Climate Governance. A Neo-pluralist Perspective. In Ougaard, Morten, and Anna Leander (Eds.). *Business and Global Governance*. Milton Park/New York: Routledge: 99-117.

Additional

Susan Strange. 1994. *States and Markets (Second Edition)*. London/New York: Continuum. Chapter 2: Power in the World Economy: 23-42.

WEEK 4: January 30

INSTRUMENTAL POWER OF BUSINESS

What are the ways in which business exerts instrumental power? Is lobbying effective for business? What is the role of corporate money in politics? And which corporate lobbies are dominant in different jurisdictions?

Required

Walker, Edward T., and Christopher M. Rae. 2014. The Political Mobilization of Firms and Industries. *Annual Review of Sociology* 40: 281-304.

Mahoney, Christine. 2008. *Brussels Versus the Beltway: Advocacy in the United States and the European Union*. Washington DC: Georgetown University Press. Chapter 3: Researching Advocacy: 31-44 (skim for research design background); AND Chapter 10: Lobbying Success: 183-206.

Kreiss, Daniel, and Shannon C. Mcgregor. 2017. Technology Firms Shape Political Communication: The Work of Microsoft, Facebook, Twitter, and Google with Campaigns During the 2016 U.S. Presidential Cycle. *Political Communication* DOI: 10.1080/10584609.2017.1364814

Additional

Hanegraaff, Marcel. 2015. Interest Groups at Transnational Conferences: Goals, Strategies, Interactions and Influence. *Global Governance* 21(4): 599-620.

WEEK 5: February 6

STRUCTURAL AND DISCURSIVE POWER OF BUSINESS

How does business exert structural and discursive power in politics? How do we measure these types of power if we cannot always observe them? And how do policy makers respond to these types of power?

Required

Culpepper, Pepper D., and Raphael Reinke. 2014. Structural Power and Bank Bailouts in the United Kingdom and the United States. *Politics & Society* 42(4): 427-454.

Bell, Stephen, and Andrew Hindmoor. 2014. The Structural Power of Business and the Power of Ideas: The Strange Case of the Australian Mining Tax. *New Political Economy* 19(3): 470-486.

Wright, Christopher, and Daniel Nyberg. 2014. Creative Self-destruction: Corporate Responses to Climate Change as Political Myths. *Environmental Politics* 23(2): 205-223.

Additional

Bernhagen, Patrick, and Thomas Bräuninger. 2005. Structural Power and Public Policy: A Signaling Model of Business Lobbying in Democratic Capitalism. *Political Studies* 53(1): 43-64.

WEEK 6: February 13

BUSINESS AND CIVIL SOCIETY ACTIVISM

How and why do civil society actors target firms? Which firms are more likely to be targeted? How do firms respond and why do they respond differently? And is civil society activism effective?

Required

Bloomfield, Michael J. 2014. Shame campaigns and Environmental Justice: Corporate Shaming as Activist Strategy. *Environmental Politics* 23(2): 263-281

Bartley, Tim, and Curtis Child. 2014. Shaming the Corporation: The Social Production of Targets and the Anti-Sweatshop Movement. *American Sociological Review* 79(4): 653-679.

Spar, Debora L., and Lane T. La Mure. 2003. The Power of Activism: Assessing the Impact of NGOs on Global Business. *California Management Review* 45(3): 78-101.

Additional

Fridell, Maria, Ian Hudson, and Mark Hudson. 2008. With Friends Like These: The Corporate Response to Fair Trade Coffee. *Review of Radical Political Economics* 40(8): 8-34.

WEEK 7: February 20

READING WEEK

NO CLASS

WEEK 8: February 27

CORPORATE SOCIAL RESPONSIBILITY AND PRIVATE GOVERNANCE

How has CSR evolved and what is distinctive about private governance as CSR? What is the role of the state in private governance? And what makes CSR/private governance effective?

Required

Auld, Graeme, Benjamin Cashore, and Steven Bernstein. 2008. The New Corporate Social Responsibility. *Annual Review of Environment and Resources* 33: 413–435.

Hospes, Otto. 2014. Marking the Success or End of Global Multi-stakeholder Governance? The Rise of National Sustainability Standards in Indonesia and Brazil for Palm Oil and Soy. *Agriculture and Human Values* 31(3): 425-437.

Berliner, Daniel and Aseem Prakash. 2015. "Bluewashing" the Firm? Voluntary Regulations, Program Design, and Member Compliance with the United Nations Global Compact. *Policy Studies Journal* 43(1): 115-138.

Additional

Fransen, Luc, and Brian Burgoon. 2012. A Market for Worker Rights: Explaining Business Support for International Private Labour Regulation. *Review of International Political Economy* 19(2): 236-266.

WEEK 9: March 6

BUSINESS AND NON-WESTERN STATES

How do themes we have discussed and conclusions we have drawn in this class need to be rethought when applying them to business and politics relations in non-Western countries?

Required

Kim, Sung-Young. 2013. East Asian Development States and Global Companies as Partners of Techno-Industrial Competitiveness. In Mikler, John (Ed.). *The Handbook of Global Companies*. Chichester: Wiley-Blackwell: 193-208.

Nölke, Andreas. 2014. Private Chinese Multinationals and the Long Shadow of the State. In Nölke, Andreas (Ed.). *Multinational Corporations from Emerging Markets. State Capitalism 3.0*. Houndmills: Palgrave Macmillan: 77-89.

EITHER:

Grätz, Jonas. 2014. Russia's Multinationals: Network State Capitalism Goes Global. In Nölke, Andreas (Ed.). *Multinational Corporations from Emerging Markets. State Capitalism 3.0*. Houndmills: Palgrave Macmillan: 90-108.

OR:

Taylor, Heather L. 2014. Sector Creation and Evolution: The Role of the State in Shaping the Rise of the Indian Pharmaceutical Sectoral Business System. In Nölke, Andreas (Ed.). *Multinational Corporations from Emerging Markets. State Capitalism 3.0*. Houndmills: Palgrave Macmillan: 109-129.

Additional

Weymouth, Stephen. 2012. Firm Lobbying and Influence in Developing Countries: A Multilevel Approach. *Business and Politics* 14(4): 1-26.

WEEK 10: March 13

STUDENT PRESENTATIONS

WEEK 11: March 20

STUDENT PRESENTATIONS

WEEK 12: March 27

STUDENT PRESENTATIONS

WEEK 13: April 3

NO CLASS