

# Business & Government Relations: A Contemporary Policy Perspective Management and Organizational Studies

## MOS 3353G 550 | Winter 2023

Huron University College, Room HC-A1 Tuesdays 2:30-3:30pm + Thursdays 3:30-5:30pm

#### Dr. Kate Graham

Email: kgraha@uwo.ca

Office Hours: Book a time to meet

Prerequisite(s): Enrollment in 3<sup>rd</sup> or 4<sup>th</sup> year of MOS

# **Course Description**

What is the nature of the relationship between business and government? How do they influence and shape one another? Which sector and actors exercise the most influence and power when it comes down to achieving specific policy outcomes?

The purpose of this course is to introduce the complex interrelationships between business and government in Canada. The resulting institutional and policy outcomes are discussed and evaluated. The course will prepare students to meet managerial requirements and to participate in complex decisions when changing laws, regulations, and other governmental factors that have major long-term implications. In addition to case situations and readings on current issues, selected speakers from business and government will add their expertise.

This course is a part of the CityStudio London catalogue. CityStudio is a partnership between the City of London, Huron, Western, Kings, Brescia and Fanshawe where students work collaboratively on priority projects in the London community (sometimes described as the "city as a teaching hospital" model where students learn while also providing needed expertise to the community). This course has been paired with the London Music Office (Tourism London) and Cultural Services at the City of London, focused on the City of London's recent designation as a UNESCO City of Music. The class will be examining what London can learn from other UNESCO designated cities about collaborations between the creative industries (music, art, film and tech) aimed to find concrete initiatives that could be beneficial in London's context. Students will have an opportunity to present these ideas to the class, and then share

via a poster presentation session at the end of the term with City of London and community leaders in attendance. This collective project provides students with a unique opportunity to learn about the intersection of business and government while also making an important contribution towards a major economic initiative in London.

# **Course Objectives**

This course is an analysis of public policies as represented by laws and regulatory governmental activities, and their effects on business decision-making, distribution of wealth, and allocative efficiency in the public and private sectors. The course will deal with such topics as: externalities and the assignment of property rights (natural resource conservation, pollution, congestion, issue of corporate social responsibility); theories of the regulatory process and the performance of regulatory agencies in specific markets; legislative process and lobbying strategies; competition policy; marketing boards; government assistance to failing firms; Canadian industrial strategy; public ownership; free trade, etc.

After successfully completing this course, students will:

- Have a basic understanding of the nature of the relationships between business and government in Canada at the federal, provincial and municipal level;
- Be able to analyze business strategies and tactics directed at governments;
- Understand the nature of the state and Canadians' different understanding of the role
  of the state, as it pertains to business-government relations;
- Be exposed to the dynamic and changing structure of the relationship between the business sector and the Canadian state;
- Appreciate the influence of the growing global economy on business-government relations in Canada; and
- Have in-depth knowledge of the creative industries in the City of London and beyond.

#### **Evaluation**

- Class Participation (20%) students are expected to attend and actively participate in all class discussions and activities. The evaluation will be evaluated based on in-class contributions during lectures, student presentations, guest speaker conversations and all other class activities. Marks will be provided at the mid-point (Thursday, February 16, 2023) and conclusion of the course (Thursday, April 6, 2023).
- Business Advocacy Position Paper (15%) students will choose a specific industry (eg. manufacturing, retail, automotive) and write a short (up to 700-words) position paper advocating for some government policy change (new legislation, regulation, etc.) that would benefit businesses in that industry. A template of the position paper will be

provided. More details will be provided in class. Papers should be cited using APA format and submitted via OWL by Friday, January 27, 2023 at 4pm.

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Working in small groups (4-5 people), students will examine one other UNESCO designated city. Each group must choose a different city. The purpose of the assignment is to first (1) examine what the city is doing to support creative industries, paying careful attention for cross-industry collaboration, and present this to the class; and then (2) identify one specific idea from that city that could be replicated in London, to be communicated through a poster presentation and short written report which will be delivered to the City of London at the end of the term. Marks will be assigned as a group, unless Dr. Graham is advised otherwise by students in the group.

- City Case Studies Class Presentation (20%) each small group will sign up for one Tuesday class during the term to present on their chosen city (affectionately known as 'Travel Tuesdays'). Presentations should provide some background about the city, their overall UNESCO designation and related plan, and three initiatives in that city aimed to support creative industries and/or foster collaboration between them. The groups should facilitate a conversation with the class about which initiative might be most well suited for the City of London as a recommendation, and what would need to be considered to implement this idea in London. Presentation decks should be uploaded via OWL by 9pm the night before the presentation, and will be uploaded to OWL for everyone to access.
- Recommendations for London (20%) each group will choose one initiative from their chosen city, and develop a recommendation for how the idea could be implemented in London. The focus should be on ideas which include collaborations between the creative industries (music, art, film and/or tech). Each group will develop two products: (1) a poster, to be displayed at the closing poster presentation event; and, (2) a short written report of up to 2,000 words providing a recommendation for the City of London. More details will be provided in class. Both of these products are before the final class of the term on Tuesday, April 4, 2023, via submission on OWL by 4pm.

• Take Home Midterm Exam (25%) – students will write an exam covering the contents of the course, including all readings, class discussions, case studies and guest speaker conversations. The exam is open book and will include multiple choice, short answer and long answer essay questions. More details will be provided in class. The exam will be posted on Tuesday, March 14, 2023 @ 9am and will be due on Thursday, March 16, 2023 @ 4pm. There are no classes this week, and the exam should take approximately three hours to complete.

# Readings

This course draws on one central textbook which students are strongly encouraged to obtain either by purchasing or accessing through the library:

Geoffrey Hale. *Uneasy Partnership: The Politics of Business and Government in Canada*. 2nd Edition. (Toronto: University of Toronto Press, 2018).

We will also be drawing on an array of materials including journal articles, media reports, podcasts and more. All readings are posted in the schedule below, and when possible will be made available in OWL. Weekly readings may change or be added, as events develop (eg. relevant media articles about current events will be added throughout the course).

## **Class Schedule**

Week 1	Tuesday, January 10, 2023 @ 2:30-3:30pm	Class 1: Welcome & Introductions  Introductions  Warm up exercise  Review of course outline & expectations  Form small groups & sign up for case study presentation dates  Readings:  Course outline & OWL site – please see Dr. Graham if you do not have access to the site
	Thursday, January 12, 2023 @ 3:30- 5:30pm	Class 2: Introduction to Business & Government Relations  • Business-government relations: definitions, ideologies and contemporary debates  • Canadian federalism and government overview

		Overview of first assignment: Business Business Advocacy Position Paper (15%)
		<ul> <li>Readings:</li> <li>Hale, Uneasy Partnership, "Chapter 1: Business, Government and the Politics of Mutual Dependence"</li> <li>Review/scan the Government of Canada's COVID-19 Economic Response Plan (online) section titled "Support for Business"</li> </ul>
Week 2	Tuesday, January 17, 2023 @ 2:30-3:30pm	Class 3: Case Study Presentation - City of London
	Thursday, January 19, 2023 @ 3:30- 5:30pm	We will be joined during this class for a panel discussion from partners at the London Music Office and Culture Services at the City of London to share about the work currently underway, and how our collective project can help advance their work
		Readings:  Read the City of Music website and designation plan for London, found at https://www.londoncityofmusic.ca
Week 3	Tuesday, January 24, 2023 @ 2:30-3:30pm	Class 5: City Case Studies  First student group presentation (per sign-up sheet)
	Thursday, January 26, 2023 @ 3:30- 5:30pm	Class 6: The Economic Role of Government  Roles of government  Canada's political system and institutions of government

		<ul> <li>Readings: <ul> <li>Hale, Uneasy Partnership, "Chapter 2: State, Business and Society: The Political Roles of Government"</li> <li>Hale, Uneasy Partnership, "Chapter 3: The Economic Roles of Government"</li> </ul> </li> <li>Notes: <ul> <li>Business Advocacy Position Paper (15%) due on Friday, January 27, 2023 at 4pm</li> </ul> </li> </ul>
Week 4	Tuesday, January 31, 2023 @ 2:30-3:30pm	Class 7: City Case Studies  • Second student group presentation (per sign-up sheet)
	Thursday, February 2, 2023 @ 3:30-5:30pm	<ul> <li>Class 8: Canada's Economic History</li> <li>Economic history</li> <li>Politics of development and distribution</li> <li>Corporate power in Canada</li> </ul> Readings: <ul> <li>Hale, Uneasy Partnership, "Chapter 4: Canada's Economic History"</li> <li>Hale, Uneasy Partnership, "Chapter 5: Corporate Power in Canada"</li> </ul>
Week 5	Tuesday, February 7, 2023 @ 2:30-3:30pm Thursday, February 9, 2023 @ 3:30- 5:30pm	Class 9: City Case Studies
		<ul> <li>Readings:         <ul> <li>Hale, Uneasy Partnership, "Chapter 6: Canada's Economic Structure"</li> <li>Hale, Uneasy Partnership, "Chapter 7: Federalism, Regionalism and Provincial Diversity"</li> </ul> </li> </ul>

Week 6	Tuesday, February	Class 11: City Case Studies
Week	14, 2023 @ 2:30-3:30pm	Fourth student group presentation (per sign-up sheet)
	Thursday, February	Class 12: Our CityStudio Project
	16, 2023 @ 3:30- 5:30pm	<ul> <li>We will be joined during this class for a guest speaker panel discussion featuring three leaders who work in the music industry in London (details TBD)</li> </ul>
		Readings:
		Speaker bios and potentially other background materials will be posted in OWL
WINTER	READING WEEK: NO	CLASSES DURING WEEK OF FEBRUARY 20-24, 2023
Week 7	Tuesday, February	Class 13: City Case Studies
	28, 2023 @ 2:30-3:30pm	<ul> <li>Fifth student group presentation (per sign-up sheet)</li> </ul>
	Thursday, March 2, 2023 @ 3:30-	Class 14: Canada in a Globalized International Landscape
	5:30pm	Economic globalization
		The international landscape
		<ul> <li>Flows of people, products and profits</li> </ul>
		Readings:
		Hale, <i>Uneasy Partnership</i> , "Chapter 8:
		Globalization, Trade and Business"
Week 8	Tuesday, March 7,	Globalization, Trade and Business"  Class 15: City Case Studies
Week 8	Tuesday, March 7, 2023 @	
Week 8	•	Class 15: City Case Studies
Week 8	2023 @	Class 15: City Case Studies  • Sixth student group presentation (per sign-up
Week 8	2023 @ 2:30-3:30pm	Class 15: City Case Studies  • Sixth student group presentation (per sign-up sheet)
Week 8	2023 @ 2:30-3:30pm Thursday, March 9,	Class 15: City Case Studies  • Sixth student group presentation (per sign-up sheet)  Class 16: Lobbying & Advocacy
Week 8	2023 @ 2:30-3:30pm Thursday, March 9, 2023 @ 3:30-	Class 15: City Case Studies  • Sixth student group presentation (per sign-up sheet)  Class 16: Lobbying & Advocacy  • Advocacy in practice

		Readings:  Hale, Uneasy Partnership, "Chapter 10: Interest Groups, Policy Communications & Lobbying"  Read the Canadian Chamber of Commerce and Ontario Chamber of Commerce recent reports (on OWL) and peruse their websites
Week 9		RM WEEK (25% of course grade) on Tuesday, March 14 @ 9am – due on Thursday, March es this week
Week 10	Tuesday, March 21, 2023 @ 2:30-3:30pm	<ul> <li>Class 17: City Case Studies</li> <li>Seventh student group presentation (per sign-up sheet)</li> </ul>
	Thursday, March 23, 2023 @ 3:30-5:30pm	<ul> <li>Class 18: Taxation and Regulation</li> <li>Regulatory environment</li> <li>Policy levers</li> <li>Roles of levels of governments with respect to taxation and broader business competitiveness</li> <li>Readings: <ul> <li>Hale, Uneasy Partnership, "Chapter 11: Evolving Economy of Business Taxation"</li> <li>Hale, Uneasy Partnership, "Chapter 12: Putting the Capital into Capitalism"</li> </ul> </li> </ul>
Week 11	Tuesday, March 28, 2023 @ 2:30-3:30pm	Class 19: City Case Studies  • Eighth and final student group presentation (per sign-up sheet)
	Thursday, March 30, 2023 @ 3:30- 5:30pm	Class 20: Business & Government – Who Holds Power?  • Final lecture on dynamics between business and government, and collective capacity to solve big problems  Readings:  • Hale, Uneasy Partnership, "Chapter 13: Growth, Equity and Sustainability"

Week 12	Tuesday, April 4, 2023 @ 2:30-3:30pm	Working Session: Preparation for Poster Showcase     Open work time for group presentations; Dr.     Graham available in classroom to provide advice or guidance as groups finish their work for the showcase
		<b>Note:</b> all materials for final poster session, including poster image file and written recommendations report, must be submitted via OWL by Tuesday, April 4, 2023 at 4pm. Dr. Graham will print materials and bring to the event on Thursday, April 6, 2023.
	Thursday, April 6, 2023 @ 3:30- 5:30pm	Class 22: Poster Showcase with the City of London & Community Guests  • Each student group will present their recommendation in a poster showcase to partners from the London Music Office, City of London, Tourism London and other community partners
		<ul> <li>Notes:</li> <li>Second half participation marks (10%) will be posted after this class on OWL</li> <li>No further assignments due after this class!</li> </ul>

# **Prerequisites**

Students are responsible for ensuring that they have successfully completed all course prerequisites. If you do not have the prerequisites for this course, and you do not have written special permission from your Dean to enroll in this course, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

## **Late Penalties**

Assignments submitted after the stated due date, without approval at least two days prior to the due date, will be deducted 5% per day for up to 10 days at which time the assignment will receive a grade of zero.

# **Plagiarism**

Plagiarism is an academic offense and will be treated as such. Students who are in doubt as to the nature of this offence should consult their instructor, Department Chair, or Dean's Office, as well as the Huron University College Statement on Plagiarism, available at the Reference Desk in the Huron University College Library and at <a href="www.huronuc.on.ca">www.huronuc.on.ca</a>. In addition, students may seek guidance from a variety of current style manuals available at the Reference Desk in the Huron University College Library. Information about these resources can be found at <a href="www.huronuc.on.ca/library&computing~styleguides.">www.huronuc.on.ca/library&computing~styleguides.</a>. Plagiarism detection software may be used in this course. Students may be required to submit their work in electronic form.

# Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022-2023

Huron will continue to follow the guidance of public health and government officials. It is anticipated that there will be no disruptions to in-person instruction. This is subject to change.

## **Student Code of Conduct**

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at:

 $\frac{https://huronatwestern.ca/sites/default/files/Res\%20Life/Student\%20Code\%20of\%20Conduct\%20-\%20Revised\%20September\%202019.pdf.$ 

# **Prerequisite and Antirequisite Information**

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

#### **Attendance Regulations for Examinations**

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here: <u>Academic Calendar</u> - Western University (uwo.ca)

## **Statement on Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: <a href="Mailto:Academic Calendar - Western University (uwo.ca">Academic Calendar - Western University (uwo.ca</a>). The appeals process is also outlined in this policy as well as more generally at the following website:

https://www.uwo.ca/univsec/pdf/academic\_policies/appeals/appealsundergrad.pdf.

#### **Turnitin.com**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

## **Statement on Use of Electronic Devices**

It is not appropriate to use electronic devices (such as, but not limited to, laptops, tablets, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

# Statement on Use of Personal Response Systems ("Clickers")

Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else's clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

#### **Academic Consideration for Missed Work**

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: <a href="http://academicsupport.uwo.ca/">http://academicsupport.uwo.ca/</a>.

#### Policy on Academic Consideration for a Medical/Non-Medical Absence

# (a) Consideration on <u>Medical Grounds</u> for assignments worth *less than 10%* of final grade: Consult Instructor Directly and Contact Academic Advising

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the <u>Student Medical Certificate</u>. The instructor may <u>not</u> collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

# b) Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising

University Senate policy, which can be found at <u>Academic Calendar - Western University</u> (uwo.ca) requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the "home faculty" is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: <a href="https://www.uwo.ca/univsec/pdf/academic\_policies/appeals/medicalform.pdf">https://www.uwo.ca/univsec/pdf/academic\_policies/appeals/medicalform.pdf</a>.

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor's decision is appealable to the Dean.

# <u>c)</u> Consideration on <u>Non-Medical</u> Grounds: Consult Huron Support Services/Academic Advising, or email <u>huronsss@uwo.ca</u>.

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation. All consideration requests must include a completed <u>Consideration Request Form</u>. Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: accommodation\_medical.pdf (uwo.ca). Consult Huron Academic Advising at huronsss@uwo.ca for

any further questions or information.

# **Support Services**

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at <a href="https://huronatwestern.ca/student-life/student-services/">huronatwestern.ca/student-life/student-services/</a>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <a href="https://huronatwestern.ca/contact/faculty-staff-directory/">https://huronatwestern.ca/contact/faculty-staff-directory/</a>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <a href="https://huronatwestern.ca/student-life/student-services/academic-advising/">https://huronatwestern.ca/student-life/student-services/academic-advising/</a> or review the list of official Sessional Dates on the Academic Calendar, available here: <a href="http://www.westerncalendar.uwo.ca/SessionalDates.cfm">http://www.westerncalendar.uwo.ca/SessionalDates.cfm</a>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <a href="https://huronatwestern.ca/student-life/stu

services/ Office of the Registrar: https://registrar.uwo.ca/

Student Quick Reference Guide: <a href="https://huronatwestern.ca/student-life/student-services/#1">https://huronatwestern.ca/student-life/student-services/#1</a> Academic Support & Engagement: <a href="https://huronatwestern.ca/student-life/beyond-classroom/hucsc/">https://huronatwestern.ca/student-life/beyond-classroom/hucsc/</a>

Western USC: http://westernusc.ca/your-services/#studentservices

#### Wellness and Health Supports at Huron and Western

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. Please visit <a href="https://huronatwestern.ca/student-life-campus/student-services/wellness-safety">https://huronatwestern.ca/student-life-campus/student-services/wellness-safety</a> for more information or contact staff directly:

## **Wellness Services:**

huronwellness@huron.uwo.ca Community

Safety Office: <a href="mailto:safety@huron.uwo.ca">safety@huron.uwo.ca</a>

Additional supports for Health and Wellness may be found and accessed at Western

through, https://www.uwo.ca/health/.

Western Calendar - Policy Pages -

Academic Calendar - Western University (uwo.ca)