



# ***Business and Public Policy in An EMBA Curriculum***

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## *Why this topic?*

Strategic Thinking by Executives Requires Analyzing Threats and Opportunities in the Environment and Internal Strengths and Weaknesses.

# ***Threats and Opportunities for Business are Driven by-***

- Changes in Technology or New Research
- Changes in Products or Services offered by Competitors
- Changes in Tastes or Attitudes of Consumers
- Changes in Relations with Suppliers including Employees
- Changes in Public Policy

# ***WHO SAID THIS?***

- “Washington D.C. is a small irrelevant dot on the map . . . thousands of miles away.”

# ***ESTABLISH IMPORTANCE OF PUBLIC POLICY DECISIONS***

- Impact current operations
- Affect future business operations
- Develop business examples
- Discuss those who ignored public policy

# ***LEARN HOW PUBLIC POLICY DECISIONS ARE MADE***

- What is the process?
- Who are the players?
- What are their interests?
- How are they influenced?

# ***LEARN HOW PUBLIC POLICY DECISIONS ARE MADE***

- Use Market Metaphor
- Principles and Practice on location
- Hear from Suppliers and Demanders
- Separate elections from policymaking

# ***UNDERSTANDING ADVOCACY***

- Parties and Values
- Money and Lobbyists
- Rational Ignorance
- Grassroots and Voters

# ***DEVELOPING BUSINESS POLITICAL CAPABILITIES***

- Induce don't direct – must be bottom up
- Education is the key – must explain:
  - How public policy decisions affect our firm
  - How public policy decisions are made
  - How we can participate in public policy process
- Lead by example
- Avoid partisanship



# ***DEMOCRACY IS NOT A SPECTATOR SPORT***

The public policy market is competitive.  
Learning to compete successfully increases  
the chances that your voice will be heard!