

# PSCI 403: Topics in Politics and Business

Winter, 2014

HH 345, Wed., 1:30-4:30 pm

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**Instructor:** Michael Stevenson

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**Office Location:** Hagey Hall 340

**Office Hours:** Wed. 12:00 – 1:00 pm, & 4:30 – 5:30 pm.

**Contact Policy:** Appointments are not necessary to see me during office hours. If you are unable to meet during these times, alternative arrangements can be made. For all correspondence, please use my UW email address.

**Course Description:** This course examines the rise of corporate power in world affairs, the processes through which corporate actors exert influence in international public policy making arenas, and the contemporary role of corporations in the resolution of complex societal challenges.

**Pre-Requisites:** Honours Political Science or permission of instructor.

## Course Objectives:

- To increase your appreciation of the influence of corporations in contemporary public policy making.
- To facilitate your understanding of global governance as both a perspective on world politics, and a functional approach to solving global problems.
- To provide you with opportunities to further hone your skills in selective-reading and constructing concise arguments, both verbally and in writing.

## University Regulations:

### Cross-listed course:

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

## **Academic Integrity:**

**Academic Integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, [Student Discipline http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71).

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, [Student Petitions http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). In addition, consult [Student Grievances http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes](http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes) for the Faculty of Arts’ grievance processes.

**Appeals:** A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, [Student Appeals http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72).

**Academic Integrity website (Arts):** [Academic Integrity http://arts.uwaterloo.ca/arts/ugrad/academic\\_responsibility.html](http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html)

**Academic Integrity Office (uWaterloo):** [Academic Integrity Office http://uwaterloo.ca/academic-integrity/](http://uwaterloo.ca/academic-integrity/)

## **Accommodation for Students with Disabilities:**

**Note for students with disabilities:** The AccessAbility Services (AS) Office, located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen

the impact of your disability, please register with the AS Office at the beginning of each academic term.

## **Texts:**

4 required texts are available for purchase at the University of Waterloo bookstore:

- Bakan Joel. 2004. *The Corporation, The Pathological Pursuit of Profit and Power*. Penguin
- Ruggie, John. 2013. *Just Business: Multinational Corporations and Human Rights*. W. W. Norton & Company
- Clapp Jennifer, and Fuchs Doris (eds). 2009. *Corporate Power in Global Agrifood Governance* MIT Press
- Dauvergne, Peter and Lister, Jane. 2011. *Timber*. Polity Press.

Alternatively, a single copy of each of the four texts is available on 1-day reserve at the Dana Porter Library.

A 5<sup>th</sup> required text, Reich, Michael. 2002 *Public-Private Partnerships for Health*. Harvard Centre for Population and Development Studies. Cambridge MA - is made freely available online via the author: [Partnerships book http://www.hsph.harvard.edu/michael-reich/files/2012/09/Partnerships\\_book.pdf](http://www.hsph.harvard.edu/michael-reich/files/2012/09/Partnerships_book.pdf)

All supplementary required readings will be available online via LEARN. Assigned readings should be read *before* the relevant classes.

## **Course Requirements, Expectations, and Standards:**

### **Overview of individual assignments:**

#### Short Reaction Papers (6 x 5%)

For six weeks (Jan. 15, 22, 29, Feb 12, March 5 & 19) students are required to submit a short 'reaction paper'. These papers, which must be submitted electronically via LEARN before the start of class, should be no more than one page single-spaced (11-12 font) and should outline some of your reactions to the assigned readings. While papers should attempt to link your reactions to the broader themes addressed that week, these are not research papers and therefore there is no need to consult any sources beyond assigned

readings. Marked papers will be returned electronically within 7 days of their submission.  
Late reaction papers will not be accepted.

### Presentation of Research Topic/ work in progress (10%)

A 10-minute presentation on your research paper topic outlining the issue in question; why it is significant; how it relates to issues examined thus far, and your perspective or anticipated argument. Presentations will take place over weeks 8 – 12, with individual presentation dates to be decided upon in the first class.

### Research Paper (40%)

Papers should be between 3000-4000 words. Consultation with the instructor regarding potential topics is encouraged. Please use 12pt font, double-spaced pages, and include the word count on the bottom of the last page. Papers are due via LEARN and in hard copy on April 2, and will not be accepted after April 9. Marked papers will be returned electronically or in hard copy in HH 340 on April 16.

### Participation (20%)

All students are expected to attend seminars, keep up with the required readings and actively participate in seminar discussions, and your participation grade will reflect these expectations

### **Late Policy:**

Unless accompanied by appropriate documentation (e.g. healthcare worker's note), late assignments will be penalized at a rate of 3 per cent per day (including weekends) each day that they are late. This provision does not apply to reaction papers, which must be submitted electronically on or before the date they are due before the start of class.

## **Schedule**

### **Jan 8 - Week 1: Introduction**

No readings

### ***Jan 15 - Week 2: The role of business in society***

Reading 1: Bakan Chs. 1-3

Reading 2: Friedman, Milt. 1970. The Social Responsibility of Business is to Increase Its Profits. *The New York Times Magazine*, 13 Sept: 32-3, 124-6

Reading 3: Ruggie, John. "Reconstituting the Global Public Domain: Issues, Actors and Practices" *European Journal of International Relations* 10(4) 2004: 499-531

### ***Jan 22 Week 3: Implications of heightened corporate influence over governance***

Reading 1: Baken Chs 4-6

Reading 2: Bull, Benedicte, Martin Boas, and Desmond McNeill. 2004. Private Sector Influence in the Multilateral System. *Global Governance* 10(4): 481-98

Reading 3: Ronit, Karsten and Volker Schneider. 1999. Global Governance Through Private Organizations. *Governance* 12(3): 243-66

### ***Jan 29 – Week 4: Corporate Social Responsibility***

Reading 1: Ruggie pp. chs 1, 2 and 3

Reading 2: Wood, Donna J. 1991. Toward Improving Corporate Social Performance. *Business Horizons*, 34(4): 66-73

Reading 3: Porter, Michael E., and Kramer, Mark R. The Big Idea: Creating Shared Value; *The Harvard Business Review* 2011

Reading 4: Moon, Jeremy, Andrew Crane and Dirk Matten. 2005. Corporate Citizenship: Toward an Extended Theoretical Conceptualization. *Business Ethics Quarterly*, 15(3): 429-53

### ***Feb 5 – Week 5: – Public-private partnerships for public health – Part A***

Reading 1: Reich ch 1, 5, and 6

Reading 2: Buse, Kent, and Gill Walt. 2000. "Global Public-Private Partnerships: Part I - A New Development in Health?" *Bulletin of the World Health Organization*, 78: 549-61. DOI: N/A.

Reading 3: Kent Buse and Gill Walt, "Global Public-Private Partnerships. Part I: What Are the Health Issues for Global Governance", *The Bulletin of the World Health Organization*, Vol. 78, No. 5 (2000), pp. 704-705

Reading 4: Wheeler, C. and Berkley, S. (2001) 'Initial lessons from public-private partnerships in drug and vaccine development', *Bulletin of the World Health Organization*, 79: 728-34

### ***Feb 12 – Week 6: Public-private partnerships for public health - Part B***

Reading 1: Reich ch 4, and 7

Reading 2: Judith Richter, "Public-Private Partnerships for Health: A Trend with No Alternatives?", *Development*, Vol. 47, No. 2 (2004)

Reading 3: Magnusson, R.S. (2010) 'Global health governance and the challenge of chronic, non-communicable disease', *Journal of Law, Medicine & Ethics*, 38: 490-507.

Reading 4: Sorte Junior, W.F. (2012) 'The production and R&D structure of the Brazilian pharmaceutical industry: the role of public procurement and public drug production', *Global Public Health*, 7: 1062-79.

### ***Feb 19 – Reading Break***

### ***Feb 26 – Week 7: Corporate power over agricultural and food systems***

Reading 1: Clapp & Fuchs chs 1, 2 and 4

Reading 2: DuPuis, Melanie E. and David Goodman. 2005. "Should We Go Home to Eat? Toward a Reflexive Politics of Localism" *Journal of Rural Studies* 21; 359-371.

### ***March 5 – Week 8: Biotechnology: The privatization of knowledge***

Reading 1: Clapp & Fuchs chs 6, and 7

Reading 2: Wright, Susan. 1986. Recombinant DNA Technology and Its Social Transformation, 1972-1982. *Osiris*, 2nd Series, Vol. 2: 303-360.

Reading 3: Conway, Gordon. 1999. The Rockefeller Foundation and Plant Biotechnology. Address by RF President Gordon Conway to the Monsanto Corp Board of Directors. June 24 [Reading 3 http://www.biotech-info.net/gordon\\_conway.html](http://www.biotech-info.net/gordon_conway.html)

Reading 4: Toenniessen, Gary. 2005. Maintaining the Public Sector's Essential Role in Crop Varietal Improvement. *Bio-Science Law review* 7(1): 68-70

### ***March 12 – Week 9: Corporate Power in the Forestry Sector***

Reading 1: Dauvergne and Lister chs 1, 2, & 3

Reading 2: Keck Margaret E. 1995. Social Equity and Environmental Politics in Brazil: Lessons from the Rubber Tappers of Acre. *Comparative Politics* 27(4): 409-424

Reading 3: Sears, Robin R., Davalos, Lilianan M., and Ferraz, Goncalo. 2001. Missing the Forest for the Profits: The Role of Multinational Corporations in the International Forest Regime. *The Journal of Environment Development* 10(4): 345-364

### ***March 19 – Week 10: Private Governance Schemes***

Reading 1: Dauvergne and Lister Chs 4, 5, & 6

Reading 2: Cashore, B. 2002. Legitimacy and the Privatization of Environmental Governance: How Non-State Market-Driven (NSMD) Governance Systems Gain Rule-Making Authority. *Governance* 15(4): 503–529.

Reading 3: Johansson, Johanna. 2012. Why do forest companies change their CSR strategies? Responses to market demands and public regulation through dual-certification. *Journal of Environmental Planning and Management* ahead-of-print: 1-20.

### ***March 26 – Week 11: Assessing the implications of giving business a seat at the public policy-making table***

Reading 1: Ruggie chs 1-3

Reading 2: Utting, Peter. 2005. Corporate Responsibility and the Movement of Business. *Development in Practice*. 15(3/4)

Reading 3: Bernstein, Steven. 2000. Ideas, Social Structure and the Compromise of Liberal Environmentalism. *European Journal of International Relations* 6(4) 464-512

### ***April 2 – Week 12: Opportunity and vulnerability for governments and firms***

Reading 1: Ruggie chs 4-5

Reading 2: Schwab, Klaus. 2008. Global Corporate Citizenship: Working with Governments and Civil Society”, *Foreign Affairs*. 87(1): 107–118

Reading 3: Fuchs, D. 2005. The Commanding Heights? The Strength and Fragility of Business Power in World Politics *Millennium* 33(3): 771-802