

COURSE SYLLABUS
BPUB / LGST 621
Cohorts D-F, J-L

This note itemizes the readings, assignments, and topics for each lecture. Cases to prepare for each class are listed below; instructions are provided in the Case Preparation Questions documents on the course web site (on WebCafé).

A. Avoiding Legal Problems

Session 1. **Litigation and Law**

- Read: Shell, "The Strategist's Dream" (in coursepack)
Bodily, "When Should You Go to Court?" (in coursepack)
Shell, "A Comment on Business Strategy and Litigation"
(in coursepack)
Prepare: *Dunkle v. Mercury Drug Co.* (in coursepack and handout)
Session Summary: Learning Team 7

B. Legal Principles

Session 2. **Tort Rules**

- Read: Baron, pp. 388-9 and 400-16 (in coursepack)
Prepare: *California Space Heaters* (in coursepack)
Case Preparation Questions (in WebCafé)
Session Summary: Learning Team 8

Session 3. **Contract Rules**

- Read: *Readings on Contract Law: Offer, Acceptance, Termination of the Power of Acceptance, Legal Form, Promissory Liability Outside Contract* (in coursepack)
Prepare: *Wharton Grad Gets an Unpleasant Surprise* (in coursepack)
Case Preparation Questions (in WebCafé)
Session Summary: Learning Team 9

Session 4. **Property Rules**

- Read: Mallor, *Business Law and Regulatory Environment*, pp. 243-272
(in coursepack)
Prepare: *Case Preparation Questions* (in WebCafé)
Session Summary: Learning Team 10

Session 5. Trade Regulation

Read: Yao, "A Note on Antitrust and Competitive Tactics"
(in coursepack)

Prepare: *The Staples-Office Depot Merger?* (in coursepack)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 11

Session 6. Individual Responsibility

Read: Mallor, *Business Law and Regulatory Environment*, pp. 74-84
(in coursepack)

Shell, "Basic Elements of Business Fraud" (in coursepack)

Prepare: *The Inside Trader* (in WebCafé)
Case Preparation Questions (in WebCafé)

Prepare: *Exit Interview* (Class Handout)

Session Summary: Learning Team 12

Mid-Term Exam: **Monday, February 13, 6-8pm**

C. Managing Public Challenges

Session 7. Business and the Media: GM/Dateline

Read: Baron, pp. 29-40 (skip 35-36); 45-51; and 62-73

Prepare: *General Motors: Like a Rock?* (Baron, pp. 85-88)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 1

Session 8. Business and Activists: Brent Spar

Read: Baron, pp. 5-11; 16-18; and 90-93

Prepare: *Shell, Greenpeace, and Brent Spar* (Baron, pp. 109-113)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 2

D. Making the Rules: Business Strategy and Government Institutions

Session 9. Business Political Competition

Read: Krehbiel, "Interest Group Analysis for Managers"
(in course reader and/or WebCafé); and

Baron, pp. 169-180

Prepare: *Scrubbers and Environmental Politics* (Baron, pp. 184-185)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 3

Session 10. Formulating Political Strategy

Read: Fiorina and Peterson, "The Congress in Operation"
(in course reader and/or WebCafé); and
Baron, pp. 195-204

Prepare: *Sophis Networks* case (in course reader)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 4

Session 11. Integrated Strategy in the European Union

Read: Baron, pp. 204-210; 511-521; and 529-534

Prepare: *Aldeasa* case (Baron, pp. 547-554)
Case Preparation Questions (in WebCafé)

Session Summary: Learning Team 5

Session 12. Non-Market Strategy in the Broader Context

Prepare: *GlaxoSmithKline and AIDS Drug Policy* case; and
Note on AIDS and the Pharmaceutical Industry
(both in course reader and/or WebCafé)

Session Summary: Learning Team 6

Final Exam: **Tuesday, February 28, 6-8 pm**