

Professor David Primo  
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<http://www.rochester.edu/College/PSC/primo>

Spring 2019, Tues. and Thurs. 11:05 AM – 12:20 PM  
Office Hours: Tues. and Thurs. 1:30 – 2:30 PM  
(no office hours on days with a guest speaker)

**PSC 244K/W—Politics and Markets: Innovation and the Global Business Environment**  
**This Version: March 27, 2019**

## GRADING

Each *exam* counts toward *30 percent* of your course grade.

*Analysis Questions* collectively count toward

**9. Thursday, February 14: Facebook—The News Feed Meets the Nonmarket Environment**

Reading: Reading Packet

**10. Tuesday, February 19: Food Innovation**

Reading: Reading Packet

\*HW Due

**11. Thursday, February 21: Exam 1 (covers classes 9)**

**12. Tuesday, February 26: Investing in Innovation**

Guest Speaker: Nomi Bergman '85, President, Advance/Newhouse

Reading: Reading Packet

**13. Thursday, February 28: Telehealth**

Guest Speaker: Robert McNamara, Senior Attorney, Institute for Justice

Reading: Reading Packet

**14 and 15. Tuesday, March 5 and Thursday, March 7: Integrated Strategy in a Global Context**

Reading: Chapter 2 (pp. 33-34); Ghemawat

Case: Toys 'R' Us and Globalization (pp. 552-556)

\*HW Due (March 5)

**16. Tuesday, March 19: Political Risk**

Reading: TBD (see Blackboard)

\*HW Due

**17. Thursday, March 21: Global Issues Management**

Guest Speaker: Richard Keil '83, Managing Director for Global Issues Management, Accenture

Reading: Reading Packet

**18. Tuesday, March 26: The Politics of International Trade**

Reading: Chapter 19 (pp. 519-540); Reading Packet

**19. Thursday, March 28: Exam 2 (covers classes 10-12)**

**20. Tuesday, April 2:**

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**24. Tuesday, April 16: China**

**Reading:** Chapter 16 (pp. 448, 453-470)

**Case:** Google in China (pp. 472-476); Google out of China (pp. 699-702); Reading Packet

\*HW Due (Analysis Questions on Blackboard; do not answer preparation questions following the cases)

**25. Thursday, April 18: Climate Change, Free Enterprise, and Public Policy**

**Guest Speaker:** Bob Inglis, Executive Director, republicEn, and former member of the US Congress

**Reading:** Reading Packet

**26. Tuesday, April 23: India**

**Reading:** Chapter 18 (pp. 502-512); Reading Packet

**27. Thursday, April 25: Course Wrap-Up**

**28. Tuesday, April 30: Exam 3 (covers classes 20-27)**

*There is no final exam in this course.*

**Statement on Credit Hours:** This course follows the College credit hour policy for four-credit courses. This course meets twice per week for a total of 150 minutes per week of faculty-led instructional time. The course a