Professor David Primo
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Spring 2020, Tues. and Thurs. 11:05 AM – 12:20 PM
Office Hours: Tues. and Thurs. 1 – 2 PM
(no office hours on days with a guest speaker)

READINGS

There is one required textbook for the course: *Business and Its Environment,* 7th ed., by David P. Baron. Two copies of the textbook are on 2-hour reserve in Rush Rhees Library. Additional required readings will be made available in the Readings and Assignments section of the course Blackboard page at least one week prior to the course meeting during which they will be discussed. Shorter readings are sometimes combined into a single pdf file ("Reading Packet"). In addition to the textbook, you will be required to purchase a case for a nominal fee from Harvard Business Publishing. You can do so by clicking the link in the Readings item for that class meeting.

COURSE REQUIREMENTS

- ***Exams:*** There will be three closed-book exams in the course on February 18, March 26, and April 28. Exam dates are set in stone and will not change. Make-up exams are not given—exceptions are rarely granted. There is no final exam.
- ***Analysis Questions:*** On dates noted on the list of class meetings, you will be asked to analyze a case or answer questions about a set of readings. Questions are made available in the Readings and Assignments section of Blackboard at least one week prior to the due date. In order to

Note: Blackboard will always have the most up-to-date schedule.

Date	Topic	Read Prior to Class Meeting (Readings other than Baron are on Blackboard.)	HW Due
1. Thurs. 1/16	Course Overview and Preliminaries	- No reading	
2. Tues. 1/21	Intro. to the Nonmarket Environment	- Baron, ch. 1 (pp. 1-16)	
3. Thurs. 1/23 and 4. Tues. 1/28	Integrated Strategy in American Politics	- Baron, ch. 2 (pp. 30-47) - Case: Amazon.com and the Amazon.com Tax (Baron, pp. 225-229)	Y (1/23)
5. Thurs. 1/30	Nonmarket Analysis for Business	- Baron, ch. 6 (pp. 132-140) - Case: Business versus Business (Baron, pp. 158-160)	Y
6. Tues. 2/4 and 7. Thurs. 2/6	Nonmarket Strategy Formulation and Implementation	- Baron, ch. 7 (pp. 162-182) & ch. 8 (pp. 195-211) - Case: Wal-Mart and Its Urban Expansion Strategy (Baron, pp. 218-220)	Y (2/4)
8. Tues. 2/11 and 9. Thurs. 2/13	Lobbying	- Re-read Baron ch. 8 (pp. 195-201) - Cameron, ch. 6 (pp. 1-19) & ch. 7 (pp. 5-13)	
10. Tues. 2/18	Exam 1		