

PUBLIC POLICY AND INTERNATIONAL AFFAIRS 3302:
JUNIOR YEAR POLICY SEMINAR II | Spring 2022 Course Syllabus
Wednesdays, 6:00 PM – 8:50 PM; Junkins 110
Professor M. Diana H. Newton & Dr. Hiroki Takeuchi

NEWTON OFFICE: 206 CARR COLLINS HALL

OFFICE HOURS: Wednesday, 4:00-5:30 PM AND BY APPOINTMENT

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INTRODUCTION:

This course is the second of a two-part sequence. Among other course requirements, students will work on a specific policy-related project commissioned by a real-world client. This project culminates in written policy recommendations and a public presentation to this nonacademic client. **PREREQUISITE: PPIA 3301**

STUDENT LEARNING OUTCOMES:

From this course, students will gain the ability to:

- select, organize and use appropriate evidence or information to suit a specific or targeted audience
- use appropriate vocal and visual cues to deliver a presentation to a specific or targeted audience
- apply academic learning to address specific need(s) in a community through a community engagement activity
- demonstrate knowledge of more than one disciplinary practice, and
- explain how bringing more than one practice to an examination of the course topic contributes to knowing about that topic

These learning outcomes will be demonstrated through written assignments, participation in the course meetings and the client presentation, and appropriate responses on the midterm and final assignments.

Course Requirements

1. Attendance, participation & professionalism (including reading memo assignments) (25% of a student's course grade): Attendance in class and participation in discussions are mandatory. This class is very front-loaded with readings averaging about 150–250 pages per week for the first 5 weeks, so please plan ahead. This is designed to give us the substantive knowledge we will need for our trip to Washington, D.C. You are expected to attend all the

classes in-person and do the required readings. Come to class **prepared and ready to participate** in discussions over the assigned material.

Also included in the attendance, participation and professionalism grade, students are required to complete two other assignments. First, *each week students are required to turn in a reading memo on Canvas to the instructors by 6:00 PM the night before class including the first week of class*. Detailed instructions are on Canvas. Second, *students are required to make presentations on the readings in the second, third and fourth weeks of class*. Detailed instructions are on Canvas, and assignments of issues/readings will be made in the first class on January 19.

Finally, your attendance, participation and professionalism grade will also reflect your effort, attention, and demeanor during the Washington DC trip, and in all Client Policy Presentation Project-related class sessions, including the Client Policy Presentation itself. **Students must be present for all Client Policy Presentation-related sessions.**

During the semester, an unexcused absence will adversely affect your course grade, as will being present but unprepared to participate, or participating without being prepared. Your attendance will be counted as long as you let us know your absence (preferably in advance, but if not then as soon as possible). In short, you must communicate with us as soon as possible when you have to be absent from class.

Ultimately your attendance, participation and professionalism grade turns on **our** impression of how seriously you take this course. It is **your** responsibility to show us your seriousness by attending class having completed the reading assignments for understanding, ready to ask and answer questions, and taking an informed role in discussions. In addition, arrive early to class; remain for the entire class; be attentive in class; and complete assignments when due including turning in concise, thoughtful, well-edited written work and delivering well-prepared, articulate presentations on the readings and in the final Client Presentation.

Masks Recommended: While masks are not required in this course, individuals should use their own discretion if they prefer to wear masks. The instructor and students will show respect for individual decisions and responses to the health concerns of the pandemic for those who choose to continue wearing masks. Your vaccine status is private information and will neither be requested nor made public.

2. **Midterm Take-Home** (25%): This assignment is open book and open notes and will consist of two different writing assignments. The first will be a 3-page analytical essay. The second will be a 3-page policy memo. **The prompts will be posted on Canvas on Monday, February 21, and your essay and memo will be due on Tuesday, March 8 at 6:00 PM, submitted via Canvas.** Your written work is expected to take into consideration **all** material from the start of class to the day the Midterm Take-Home is due, including material learned during scheduled sessions of the Washington D.C. Trip. The take-home essay and memo will be evaluated on the basis of: demonstrated mastery of the assigned readings and presentations by experts; skill in exposing nuances of similarity and difference in various defensible positions; cogency, clarity, precision and organization of presentation; and

relevance of evidence marshaled to *support your argument(s)*. All papers should be in Times New Roman font, size 12 with one-inch margins. The analytical essay should be double-spaced. The policy memo should be written in policy memo style using an appropriate memo header, followed by text paragraphs that are double-spaced with text under bullet points or numbered points single-spaced. No extensions will be granted except in the case of a serious illness or a death in the family. **Please plan to finish the assignment prior to the due date, leaving adequate time to edit, murder all your darlings,¹ and then edit some more.**

3. Client Deliverables:

- a) Class Presentation Preparation Draft Memo (First Draft) Each student will write a 5-7 page, double-spaced typewritten memo examining issues that arise within the topic on which the student is working, and develop and analyze at least two policy recommendations for the client related to the issues at hand. This should be written in Policy Memo Style. This is due via Canvas on **April 5, 2022 at 6:00 PM**. More information will be provided in class and in consultation with the Client. For any topic on which more than one student is working, each student's paper must be written independently of the work of any other student working on the issue.
- b) Client Policy Presentation (30%) As a team, all students must meet and determine a cohesive set of recommendations to address the Client's objectives. The team will present their recommendations to the Client and other invited guests, and each team member must participate in preparing and delivering the oral and written presentations. In addition to the division of substantive provisions of the Presentation, the class members, as a group and in consultation with the Client as applicable, must define how they will work together and assign primary responsibility for various tasks, including but not limited to:
- Developing a schedule for project parts, including firm due dates
 - Group decision-making dynamic
 - Potential Client interview list and sources
 - Method of coordinating communications / questions with the Client
 - Quality control and consistency of presentation, including:
 - PowerPoint design
 - Consistency of content, tone, language, etc
 - Coordinated messaging

More information will be provided in class and in consultation with the Client. The presentation is scheduled for **6:00 PM on April 27, 2022 in Hillcrest Courtroom** at the Dedman School of Law.

¹ This phrase has been attributed to many writers including but not limited to Oscar Wilde, G.K. Chesterton and William Faulkner, but many give ultimate credit to Arthur Quiller-Couch who published the phrase "murder your darlings" in his 1916 book, *On the Art of Writing*. More recently, Steven King wrote, "kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler's heart, kill your darlings," in his book, *On Writing: A Memoir of the Craft* (Scribner, July 2010).

4. **Final Memo (20%):** The final memo will be a revised version of the Class Presentation Preparation Draft Memo. Students will revise their memos to reflect changes or revisions in policy recommendations as well as feedback received after the Client Policy Presentation on April 27, 2022. The memos will remain 5-7 pages, Times New Roman 12-point font with one-inch margins, and in the same policy memo style of the first draft. Late assignments will not be accepted. Incompletes will be granted only in circumstances beyond your control: e.g., illness or family emergencies. The final memo is due via Canvas on **Wednesday, May 11, 2022 at 9:00 PM.**

Disability Accommodations

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit www.smu.edu/Provost/SASP/DASS to begin the process. Once approved and registered, students will submit a DASS Accommodation Letter to faculty through the electronic portal *DASS Link* and then communicate directly with each instructor to make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

Religious Observance

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (<https://www.smu.edu/StudentAffairs/ChaplainandReligious-Life/ReligiousHolidays>).

Excused Absences for University Extracurricular Activities

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of your participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (See [2020-2021 SMU Undergraduate Catalog](#) under “Enrollment and Academic Records/Excused Absences.”)

Student Academic Success Programs (SASP)

Students needing assistance with writing assignments for SMU courses may schedule an appointment with the Writing Center through Canvas. Students wishing support with subject-specific tutoring or success strategies should contact SASP, Loyd All Sports Center, Suite 202; 214-768-3648; <https://www.smu.edu/sasp>.

**CLIENT POLICY PROJECT FOR
SUMITOMO CORPORATION**

How Should Sumitomo Corporation Position Itself in the Current Business Environment?

CLIENT:

Mr. Randy Yoshimura, Vice President and General Manager
Washington, DC Office
Sumitomo Corporation of Americas
815 Connecticut Avenue, NW
Washington, DC 20006
(202) 785-9210
www.sumitomocorpofamericas.com

ADDITIONAL CLIENT KEY PERSONNEL: Ms. Yasuko Fumuro, Deputy General Manager, Washington Office of Sumitomo Corporation of Americas

CLIENT PROJECT

The client policy presentation project will examine how Sumitomo can best manage the changing regulatory, social and environmental situation in the United States and globally. A company like Sumitomo with a large portfolio is engaged in many areas of the economy. While some areas are environmentally-friendly, such as wind farms, some are deemed as unfriendly, such as natural resource extraction, fossil fuel power generation, etc. These latter projects subject Sumitomo Corporation to constant pressure from activists and investors. Sumitomo has made a commitment toward carbon neutrality by 2050, but it is currently engaged in long-term projects that are neither carbon neutral nor fully “green” and cannot pull out suddenly or irresponsibly without harming the bottom line, investors, and consumers. Sumitomo recognizes that it must transition to environmentally-friendly business areas over a 20-30 year time horizon, but it has engaged this class to advise the company on how to navigate the challenges of fulfilling its business obligations while also appeasing environmental activists over the next five to 10 years. This question is further complicated by the work Sumitomo Corporation does in emerging economies for whom transitioning to cleaner energies is a luxury such nations cannot afford. In addition, Sumitomo recognizes that the business and political climate in the United States is subject to change when elections occur, shifting environmental regulations and standards every four to eight years. Given all of these issues and as a for-profit entity, Sumitomo wants its policy recommendations on the responsible and sustainable course it should take in the short to medium term with regard to its core businesses. In developing their analysis, students may wish to consider how other corporations have successfully managed the environmental and social regulatory situation in the United States or elsewhere in the world.

READINGS & WEEKLY ASSIGNMENTS

Required Text:

Ulrike Shaede. 2020. *The Business Reinvention of Japan: How to Make Sense of the New Japan and Why It Matters*. Stanford Business Books (AVAILABLE FOR PURCHASE AT THE UNIVERSITY BOOKSTORE)

Unless otherwise announced by the instructors during class meetings or on Canvas, students will be expected to have read the assigned material by the dates indicated.

*** Any additional readings added during the semester will be available via Canvas ***

Caveat: This syllabus provides a general plan for the course. Deviations will be necessary. Please check Canvas regularly.

1. Wednesday, January 19, 2022: Course Introduction & East Asia's Response to Covid WRITING ASSIGNMENT DUE BEFORE CLASS at 6:00 pm on Tuesday January 18 on

Canvas

- Yves Tiberghien, *The East Asian COVID-19 Paradox* (New York: Cambridge University Press, 2021). (PDF available on Canvas)
- Uri Friedman, "Why America Resists Learning from Other Countries," *Atlantic*, May 14, 2020. (<https://www.theatlantic.com/politics/archive/2020/05/coronavirus-could-end-american-exceptionalism/611605/>)
- Robin Harding, "Asia Is the Global Inflation Exception," *Financial Times*, November 25, 2021. (<https://on.ft.com/3xnd2wJ>)
- Video: SMU Tower Center Sun & Star Webinar: "The East Asian COVID-19 Paradox" (with Yves Tiberghien), October 7, 2021. (<https://blog.smu.edu/towercenter/2021/10/21/sun-star-webinar-the-east-asian-covid-19-paradox/>)
- www.sumitomocorpofamericas.com: Explore the WHO WE ARE tab and the SOCIAL RESPONSIBILITY TAB

2. Wednesday, January 26, 2022: Japanese Business & Corporate Culture

WRITING ASSIGNMENT DUE BEFORE CLASS at 6:00 pm on Tuesday January 25 on

Canvas

- 3 students to give 10-minute Reading Presentations, followed by 15-minute Q&A each at the start of class.
- Takatoshi Ito and Takeo Hoshi, *The Japanese Economy*, second edition (Cambridge, MA: MIT Press, 2020), chapters 9–10 (pp. 271–348).
- Hideki Miyajima and Takuji Saito, "Corporate Governance Reform under Abenomics: The Economic Consequences of Two Codes," in Takeo Hoshi and Phillip Y. Lipsky, eds., *The Political Economy of the Abe Government and Abenomics Reforms* (New York: Cambridge University Press, 2021): pp. 357–393.
- Video: Japan Zoominar @ UC San Diego: "Abenomics and the Japanese Economy: A Conversation with Takeo Hoshi" (with Takeo Hoshi and Ulrike Schaede), April 20, 2021: https://www.youtube.com/watch?v=Otg_rd8HoyQ.

3. Wednesday February 2, 2022: Japanese Business Renaissance

*****MANDATORY PRE-TRIP MEETING BEFORE CLASS, 5:15 pm in our classroom*****

WRITING ASSIGNMENT DUE BEFORE CLASS at 6:00 pm on Tuesday February 1 on Canvas

- 3 students to give 10-minute Reading Presentations, followed by 15-minute Q&A each at the start of class.
- Ulrike Schaede, *The Business Reinvention of Japan: How to Make Sense of the New Japan and Why It Matters* (Stanford, CA: Stanford University Press, 2020).
[Note: Read carefully chapters 3–5 (pp. 43–113). If you have time, also read chapters 1 & 6–7 (pp. 1–20 & 114–157). Skim the rest of the chapters.]
- Video: SMU Tower Center Sun & Star Webinar: “The Business Reinvention of Japan” (with Ulrike Schaede), October 22, 2020:
<https://blog.smu.edu/towercenter/2020/12/08/sun-star-the-business-reinvention-of-japan-2/>.

4. Wednesday February 9, 2022: Climate Policy Options & Preparation for Trip

WRITING ASSIGNMENT DUE BEFORE CLASS at 6:00 pm on Tuesday February 8 on Canvas: Each student will prepare 2 questions for every meeting on the DC Itinerary

- 3 students to give 10-minute Reading Presentations, followed by 15-minute Q&A each at the start of class.
- Danny Cullenward and David Victor, *Making Climate Policy Work* (Polity Press, 2021) Preface and Chapters 1, 7, 8, & 9.
- Jason Bordoff and Meghan O’Sullivan, “The Green Upheaval: The New Geopolitics of Energy,” *Foreign Affairs Magazine*, Jan/Feb 2022.
- Elizabeth Dunn, “The Latest Farm Product: Carbon Credits,” *The New York Times*, November 28, 2021.
- Schumpeter, “The Carbon-Tax Crackdown: What if Firms Were Forced to Pay for Frying the Planet?” *The Economist*, Oct 9, 2021, p. 66.
- Jason Bordoff, “The Developing World Needs Energy – and Lots of It,” *Foreign Policy Magazine*, October 29, 2021.
- Peter Ogden and Evelin Eszter Toth, “The U.S. and Japan Are Charting a New Path,” *World Energy*, Vol. 49, pp 29-33, July 2021.
- Video: Japan Zoominar @ UC San Diego: “Asia’s Long Exit from Overseas Coal Financing” (Conversation with Michael Davidson, Toshiyuki Sakamoto, and Ulrike Schaede), November 16, 2021: <https://www.youtube.com/watch?v=jYdGoEUM0ZY>

5. Sunday – Wednesday, February 13-16, 2022: D.C Trip

PRIOR TO ARRIVING IN DC:

- *SDGs and Business for the Future: Actions by Private Companies in Japan*, Institute for Global Environmental Strategies (June 2018 Japan).
- *SDGs and Business in the ESG Era: Actions by Companies and Organisations in Japan*, Institute for Global Environmental Strategies (August 2020 Japan).
- *The Economist*, “Special Report on What the World Can Learn From Japan,” December 11, 2021.

- Video: SMU Tower Center Sun & Star Webinar: “Integrating Air Pollution and Climate Policy in Asia” (with Eric Zusman) October 8, 2020: (<https://blog.smu.edu/towercenter/2020/10/20/integrating-air-pollution-and-climate-change-policy-in-asia/>).

IN D.C.:

- Meet with Clients & Policy Experts and begin to define workable policy recommendations for Sumitomo Corporation.

6. Wednesday, February 23, 2022: Interest Group Politics in Japan (Guest Lecturer, Ulrike Schaede & Patricia Maclachlan)

- Review & refamiliarize yourself with Shaede, *The Business Reinvention of Japan*.
- Patricia L. Maclachlan, “The Electoral Power of Japanese Interest Groups: An Organizational Perspective,” *Journal of East Asian Studies* 14 (2014): 429-458.
- Patricia L. Maclachlan and Kay Shimizu, “Japanese Farmers in Flux: The Domestic Sources of Agricultural Reform,” *Asian Survey* 56(3) (2016): 442-465.
- Video: SMU Tower Center Sun & Star Webinar: “Betting on the Farm: Institutional Change in Japanese Agriculture” (with Patricia Maclachlan) October 14, 2021: (<https://blog.smu.edu/towercenter/2021/10/24/sun-star-betting-on-the-farm-institutional-change-in-japanese-agriculture/>).

7. Wednesday, March 2, 2022: Virtuous Capitalism (Guest Lecturer: Hideto Nishitani, Founder of Virtuous Capital LLC and Former President & CEO of ORIX USA)

- Read Nishitani-san’s Bio & review the website for Virtuous Capital: <http://virtuousfund.com/>
- Review ESG Statements by Companies (Select some in similar industry)
 - * <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-ways-that-esg-creates-value>
 - * <https://corpgov.law.harvard.edu/2020/08/01/introduction-to-esg/>
 - * <https://www.esginvestor.net/japan-fsa-issues-proposal-to-revise-corporate-governance-code/>
 - * <https://www.fsa.go.jp/en/news/2021/20210406.html>
 - * <https://www.esginvestor.net/japan-proposes-mandatory-climate-risk-disclosures/>

8. Wednesday, March 9, 2022: Recap D.C. Trip & Discuss/Debate Policy Options

- Determine Teams and Policy Issue Responsibilities for Client Presentation
- Reading TBD, based on what we need to learn more about after DC trip
- Take-Home Midterm Essay and Policy Memo due at 6:00 PM on Canvas on TUESDAY MARCH 8!

9. SPRING BREAK, March 14-18, 2022!

10. Wednesday, March 23, 2022: Visit with Role Model Company

- Readings TBD

11. Wednesday, March 30, 2022: Policy Issue Discussions, relating Lessons Learned in DC to Sumitomo

- Readings TBD

12. Wednesday, April 6, 2022: Presentation Workday – NO CLASS

- **Assignment Due:** Class Presentation Preparation Memo due at 6:00 PM on Canvas on TUESDAY APRIL 5!
- Work on Class Presentation in Teams

13. Wednesday, April 13, 2022: Presentation Workday – NO CLASS

- Work on Class Presentation in Teams

14. Wednesday, April 20, 2022: Presentation Rehearsal

- Practice Full Dress Rehearsal of Class Presentation

15. Wednesday, April 27, 2022: Client Policy Presentation & Discussion

- Present Policy Recommendations to Sumitomo Corp and other invited guests (including Hideto Nishitani)

16. Wednesday, May 11, 2022: Final Paper (Due at 9:00 PM)

- Instead of a final exam, you will revise your Client Presentation Draft Memo. See assignment on Canvas for more details.