

Universidad Interamericana de Puerto Rico  
Recinto de Guayama  
Maestría en Administración de Empresas  
con especialidad en Mercadeo

PRONTUARIO

Título : Política Pública hacia las Empresas  
Codificación : BADM 5070  
Créditos : 3 créditos

Descripción

Análisis de la política monetaria, fiscal y reguladora del gobierno, su relación con los ciclos económicos e impacto sobre las empresas. Las tendencias del momento de las referidas áreas de actividad gubernamental local, nacional e internacional.

**Objetivos**

1. Identificar clara y sucintamente el ambiente de una empresa y su impacto sobre la gerencia estratégica comercial.
2. Examinar la naturaleza social y política del contexto donde se desarrolla e implanta la política pública en una economía de mercado.
3. Analizar varios asuntos de política pública que afectan la actividad productiva en una economía de mercado.
4. Considerar críticamente los temas éticos y de política pública internacional que afectan las economías occidentales en la era de la globalización.
5. Entender las respuestas típicas del sector privado a asuntos de política pública dentro del contexto de la gerencia estratégica y las etapas del ciclo de la política pública.

**Contenido**

1. ***Relaciones entre el sector privado y público.***
  - a) *Desarrollo del concepto de política pública – Lectura: Mises (1990), “The Idea of Liberty is Western”, Cap. 21 (303-312);*

Mises (1990), "The Economic Foundation of Freedom" & "The Individual in Society", Caps. 1-2 (3-17).

- b) *Mercado privado y la función social del capitalista o empresario* - Lectura: Mises (1990) "The Economic Role of Savings and Capital Goods", cap. 4; Roberts (2006) "Incentives Matter"; Kirzner (2000) "The Law of Supply and Demand"; Kirzner (2000) "Entrepreneurial Discovery and the Law of Supply and Demand"; Kirzner (2000) "The Irresistible Force of Market Competition".
- c) *Empresa privada y grupos de interés social (stakeholders)* – Lectura: Lawrence et.al (2005), Cap. 1; Post et.al. (2002, 1999), Cap. 1; Buchholz (1995), Cap. 1, 3.
- d) *Economía y política pública: Transferencias económicas y políticas* - Lectura: Constitución de los Estados Unidos de América; Constitución del Estado Libre Asociado de Puerto Rico; Lee (1987); Opitz (1987).

2. ***Intervención del sector privado en los procesos de política pública.*** Lectura: Lawrence et.al. (2005), Cap. 3-4; Post et.al. (2002, 1999), Cap. 3 - 4; Buchholz (1995), Cap. 2; Mises (2005) "The Foundations of Liberal Policy" & "Liberal Economic Policy", Caps. 1 – 2(1-75).

3. ***Modelo de desarrollo de política pública: contexto histórico, social y político*** - Lectura: Buchholz (1995), Caps. 4, 5, y 6; Marlow (1995), Caps. 7(205-210) y 8(220-227); Whitman (1999), caps. 1 - 4.

4. ***Dimensiones internacionales de la política pública.*** Lectura: Lawrence et.al. (2005), Cap. 8 y 11; Post et. al. (2002), cap. 10 y 7; Post et.al. (1999), Cap. 7 y 11; Buchholz (1995), cap. 16.

***Elementos para el análisis de la regulación gubernamental.*** Lectura: Lawrence et.al. (2005), cap. 8; Post et.al. (2002), cap. 7 (167-177); Buchholz (1995), cap. 7; Mises (1977) Cap. 1 (1-31).

5. ***Las relaciones entre política pública y gerencia estratégica en el sector privado:***

- a) *Las dimensiones éticas de la política pública hacia los negocios* - Lectura: Lawrence et.al. (2005), cap. 5-6; Post et.al. (1999, 2002), Cap. 5-6; Buchholz (1995), cap. 15; Otteson (2002); Sirico (1997); Opitz (1993); Gwartney (1986).

- b) *El ambiente cambiante del sector privado y su gerencia estratégica* - Lectura: Post et.al. (2002), caps. 12 - 13; Buchholz (1995), cap. 17 y el caso de Braniff International (527-528).
- c) *Gerencia de asuntos de política pública* - Lectura: Lawrence et.al. (2005), cap. 2; Post et.al. (2002), cap. 2; Post et.al. (1999), cap. 3; Buchholz (1995), cap. 18, y el caso de "Firestone Radial 500" (561-562).
- d) *Estrategias políticas del sector privado* - Lectura: Lawrence et.al. (2005), cap. 9; Buchholz (1995), Cap. 19, y el caso de "The National Office Machine Dealers Association" (599-600).
- e) *Perspectiva de las relaciones entre el sector privado y la política pública* - Lectura: Post et.al. (2002), cap.20; Buchholz (1995), cap. 20; Vietor (1994), cap. 6; Whitman (1999), caps.

**6. Asuntos particulares de política pública hacia el sector privado:**

- a) *Política anti-trust y organización empresarial* - Lectura: Lawrence et.al. (2005), cap. 10; Post et.al. (2002), cap. 9; Post et.al (1999), cap. 10; Buchholz (1995), cap. 8; DiLorenzo (2005) "The Truth About the 'Robber Barons'"; Tucker (1998-2); Elzinga (1998). Presentación el 10 de enero.
- b) *Gobierno corporativo* - Lectura: Lawrence et.al. (2005), cap. 15; Post et.al. (2002), cap. 14; Post et.al (1999), cap. 13; Buchholz (1995), cap. 9; Armentano (1998); DiLorenzo (1991). Presentación el 10 de enero.
- c) *Pobreza y distribución de la riqueza* - Lectura: Lawrence et.al. (2005), cap. 17; Post et.al.(2002), cap. 16; Post et.al (1999), cap. 15; Buchholz (1995), cap. 10; Krugman (1994), caps. 1 – 3; Mises (1990) "On Equality and Inequality", cap. 14(190-201); Mises (1990) "Unemployment and the Height of Wage Rates", cap. 14. Presentación el 10 de enero.
- d) *Igualdad de oportunidades de empleo* - Lectura: Lawrence et.al. (2005), cap. 19; Post et.al. (2002), cap. 18; Post et.al. (1999), caps. 16 - 17; Buchholz (1995), cap. 11. Presentación el 10 de enero.
- e) *Seguridad y salud ocupacional* - Lectura: Lawrence et.al. (2005), cap. 18; Post et.al. (2002), cap. 17; Post et.al (1999),

cap. 18; Buchholz (1995), cap. 12. Presentación el 17 de enero.

- f) *Seguridad del consumidor* - Lectura: Lawrence et.al. (2005), cap. 16; Post et.al. (2002), caps. 15 y 19; Post et.al. (1999), cap. 14; Buchholz (1995), cap. 13, incluyendo el caso " The Tylenol Crisis" (381-383). Presentación el 17 de enero.
- g) *Calidad ambiental y control de contaminación* - Lectura: Lawrence et.al. (2005), cap. 11-12; Post et.al. (2002), cap. 10-11; Post et.al. (1999), cap. 12; Buchholz (1995), cap. 14; Stroup (1996). Presentación el 17 de enero.

## Actividades y Evaluación

Para la nota final, las actividades de enseñanza en esta clase serán evaluadas según los criterios que se indican a continuación:

### Actividades

- Examen parcial-1 (25 por ciento)
- Presentación oral sobre un área de política pública (30 por ciento)
- Ensayo crítico y examen final (45 por ciento)

Evaluación - La curva normal será usada con la siguiente distribución:

100 - 90%	-- A
89% - 80%	-- B
79% - 60%	-- C
59% o menos	-- F

## Referencias

### Requerido

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## Complementario

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Evaluation Criteria for Oral Report

**1. Organization** \_\_\_\_\_

Appropriate and logical order  
Clear transitions  
Appropriate introduction and summary

**2. Topic Development and time management** \_\_\_\_\_

Presentation of ideas  
Use of examples and/or experiences  
Use of own words  
Appropriate use of time

**3. Delivery** \_\_\_\_\_

Proper volume  
Visual contact with audience  
Posture and enthusiasm  
Appropriate gestures and facial expression  
Ability to maintain interest

**4. Audio/Visual Material** \_\_\_\_\_

Visibility and readability of material  
Appropriate use and management of resources  
Copies for classmates

**Comments:**

**Total:** \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Evaluation Criteria for Hand-outs**

- |    |                                |       |
|----|--------------------------------|-------|
| 1. | <b>Grammar and punctuation</b> | _____ |
| 2. | <b>Clarity of ideas</b>        | _____ |
| 3. | <b>Organization</b>            | _____ |
| 4. | <b>Development of Topic</b>    | _____ |
| 5. | <b>References</b>              | _____ |

**Total points:**

\_\_\_\_\_

**Strong Areas:**

**Areas for Improvement:**

**Other Comments:**\_\_\_