

SAMPLE OPEN-ENROLLMENT MBA COURSE AGENDA

Monday @ The Washington Campus (approximately 8:30am – 5:30pm)

Strategic Management of Business, Public Affairs, and Public Policy

Dr. Mike Lord, President and CEO, The Washington Campus

The Role of Lobbyists and Interest Groups in the Public Policy Process

Hon. Bruce Mehlman, Founder, Mehlman & Co.; *Former Asst. Sec., Dept. of Commerce*

The Politics of Congress and Legislative Policy Making

Hon. Tom Davis, Director, Government Affairs, Deloitte; *Former Member, U.S. House*

The Importance of Regulatory Processes, Policy and Advocacy

Mr. Michael Fitzpatrick, Senior Counsel and Head of Regulatory Advocacy, GE

The Federal Budget: Group Exercise and Discussion

Tuesday @ National Press Club (approximately 8:30am – 5:30pm)

Understanding the Federal Budget and Its Macroeconomic Implications

Dr. Josh Gordon, Policy Director, The Concord Coalition

The Dynamics of Tax Policy and Tax Reform

Ms. Cathy Koch, Americas Tax Policy Leader, EY

The Impact of the Media on Public Affairs and Public Policy

Mr. James Hohmann, National Political Correspondent, *The Washington Post*

Business Strategy and Public Policy: Facebook

Mr. Greg Maurer, Vice President, Public Policy, Facebook

The Politics and Economics of International Trade Policy

Ms. Wendy Cutler, Managing Director, Asia Society; *Former Dep. US Trade Representative*

Mr. Roger Libby, EVP - Corporate Public Policy, DP DHL Americas

Wednesday: Capitol Hill Day (approximately 8:30am – 5:30pm)

Students participate in structured meetings and discussions with current and former Members of Congress, attend committee hearings, view legislative process and votes in House and Senate, participate in meetings with committee staff and congressional staff. Participants also visit the U.S. Capitol, Library of Congress, and Supreme Court, including case hearings when in session.

Thursday @ The Washington Campus (approximately 8:30am – 5:30pm)

Corporate Public Affairs, Business and Government Relations

Ms. Amy Best Weiss, Vice President, Federal Government Affairs, American Express

The Role of Industry and Trade Associations

Mr. John Neuffer, President and CEO, Semiconductor Industry Association

Cybersecurity Policy: Challenges Facing Government and Business

Mr. John Banghart, Senior Director, Venable; *Former Director, Cybersecurity Policy, NSC*

Health Care Politics and Policy

Gov. Howard Dean, M.D., *Former Governor of Vermont and Former Chairman, DNC*

The Policy Making Process: Immigration (Group Exercise and Discussion)

Mr. Ted Alden, Bernard Schwartz Senior Fellow, Council on Foreign Relations

Friday @ The Washington Campus (approximately 8:30am – 4:00pm)

The Role of Independent Regulatory Agencies: The FTC

Ms. Lesley Fair, Senior Attorney, Consumer Protection, U.S. Federal Trade Commission

Strategic Management of Global Public Affairs and Public Policy

Ms. Carolyn Brehm, VP for Global Government Relations & Public Policy, P&G

Integration and Conclusion

Exam