

Teaching Plan: Business History

1. Details concerning the subject

Name of the subject: International Economics and Business History

Academic year: 2012-2013

Year: Second

Period: First and second quarters

Degree: IBE

Code: 21121

Number of ECTS credits: 9

Hours of student dedication: 225

Language: English

Professor: Anna Solé

2. Introduction to the subject

The main purpose of the course is to investigate the influence of historical context on firms and entrepreneurial actions, to analyse the transformation of the internal structure of companies in the long run and to study the consequences of their strategies on economic growth.

Within the economics and business field, the subject applies concepts and theoretical models gained from this and from other courses to companies' behaviour and its transformation in the long run.

Combining lectures with practical seminars and case discussions, Historia de la Empresa particularly devotes lot of time to key topics such as:

- the dynamics of continuity and discontinuity that affect entrepreneurial choices from a comparative and dynamic perspective;
- the impact of variables like space, time, culture, and technology on companies' shapes;
- the role played by national systems in providing opportunities and putting constraints on entrepreneurs and enterprises';
- the identification and management of crucial phases in the growth and development path of companies in the long run.

3. Competencies the subject aims to teach

General competencies	Specific competencies
Instrumental competencies 1. Ability to analyse and synthesize 2. Basic general knowledge	1. Knowledge and critical interpretation of the transformations of companies' shapes and entrepreneurial activities from a historical perspective
Structural competencies 3. Application of theoretical knowledge to real situations 4. Investigation capability 5. Ability to learn 6. Ability to work autonomously 7. Skill to flexibly and creatively apply knowledge and adapt it to new contexts and situations 8. Knowledge of other nations' cultures	2. Ability to set the configuration and behaviour of companies in their proper context 3. Skill to identify the crucial elements of a problem 4. Ability to take a multidisciplinary view of problems management and resolution 5. Plan and effectively manage time and activities
Interpersonal competencies 9. Critical skills 10. Ability to work as part of a team	
Other competencies 11. Skill in using an oral and written technical language	

4. Contents

Part 1. Rural firms, trade, finances and manufacturing in the preindustrial age

Part 2. The company during the First Industrial Revolution

Part 3. The company during the Second Industrial Revolution

Part 4. Heterogeneous experiences between World War I and World War II

Part 5. From the Golden Age to the crisis of the large industrial corporation

Part 6. From managerial capitalism to entrepreneurial capitalism

5. Evaluation

Evaluation of the subject is embedded in a process of continuous testing of the contents and capabilities gained by students.

To this purpose, the subject's evaluation is based on the following four points:

- The student's active participation in both lectures and seminars. Every class will begin or end with an oral or written revision of the class, or of the previous class, through which the students will be quickly questioned on its contents. The results of these examinations will represent 15% of the final mark.
- A mini test based on the contents of parts 1, 2, and 3, which will take place in the middle of the course and will represent 10% of the final mark.
- A team work, which will represent 15% of the final mark.
- A final exam. It will last two hours, will include all the course contents and will represent 60% of the final mark. A minimum mark of 4 (out of 10) is required to pass the subject.

Class attendance is mandatory, both in seminars and lectures. An absence can only be justified because of medical reasons.

According to current BA plan, the two terms of Economic and Business History refer to one single annual course. So the final mark of the two terms of both EBH and BH will come from the arithmetical mean of the two final marks, conditional on getting a minimum mark of 4 on each. In case of failing to pass the evaluation, the student will have to take an exam of the pending term during the 3rd term. If the student fails, he/she will have to repeat the whole two terms.

Regarding to the retake of the subject of Business History, those students who fail the final exam will have the opportunity of doing a retake exam (60% of the final grade), with the condition of having obtained a minimum mark of 4 in the continuous evaluation. The activities of the continuous assessment (seminars) can only be retaken in the case of a justified Medical absence. In all the other cases they cannot be retaken.

6. References and teaching resources

Text book:

Franco Amatori and Andrea Colli, *Business History: Complexities and Comparisons*, Routledge, New York, 2011.

Other references:

William J. Baumol, Robert E. Litan, and Carl J. Schramm, *Good Capitalism, Bad Capitalism, and the Economics of Growth and Prosperity*, Yale University Press, New Heaven, 2007.

Francesca Carnevali, *Europe's Advantage: Banks and Small Firms in Britain, France, Germany, and Italy since 1918*, Oxford U.P., Oxford-New York, 2005.

Asli M. Colpan, Takashi Hikino, and James R. Lincoln (editors), *The Oxford Handbook of Business Groups*, Oxford University Press, Oxford, 2010.

Mansel G. Blackford, *The Rise of Modern Business in Great Britain, the United States, and Japan*, Chapel Hill, 1998.

Alfred D. Chandler Jr., *Strategy and Structure. Chapter in the History of American Industrial Enterprise*, MIT Press, Cambridge, Massachusetts, 1962.

Alfred D. Chandler Jr., *The visible hand*, Cambridge, Mass. and London, England: The Belknap Press of Harvard University Press, 1977.

Alfred D. Chandler Jr., *Scale and Scope*, Cambridge, MA. The Belknap Press of Harvard University Press, 1990.

Alfred D. Chandler Jr., "The Competitive Performance of U.S. Industrial Enterprises since the Second World War", in "Business History Review", no. 68, Spring 1994, pp. 1-71, 1994.

Alfred D. Chandler Jr., Franco Amatori, and Takashi Hikino (editors), *Big Business and the Wealth of Nations*, Cambridge U.P., Cambridge, Massachusetts, 1997.

Barry Eichengreen, *The European Economy since 1945. Coordinated Capitalism and Beyond*, Princeton U.P., Princeton, 2007.

Carmen Erro (editor), *Historia Empresarial. Pasado, presente y retos de futuro*, Ariel, Barcelona, 2003.

Robert F. Freeman, *The Struggle for Control of the Modern Corporation: Organizational Change, at General Motors, 1924-1970*, Cambridge U.P., Cambridge (Massachusetts), 2001.

Geoffrey Jones, *Multinationals and Global Capitalism: From the Nineteenth to Twenty-First Century*, Oxford University Press, Oxford, 2005.

Geoffrey Jones and Jonathan Zeitlin (editors), *The Oxford Handbook of Business History*, Oxford U.P., New York, 2008.

David Landes, *The Unbound Prometheus: Technological Change and Industrial Development in Western Europe from 1750 to the Present*, Cambridge University Press, Cambridge, Massachusetts, 1969.

Tom McCraw (editor), *Creating Modern Capitalism*, Harvard University Press, Cambridge, Massachusetts, 1997.

John Micklethwait and Adrian Wooldridge, *The Company. A short history of a revolutionary idea*, The Modern Library, New York, 2003.

Joel Mokyr, *The Enlightened Economy. An Economic History of Britain, 1700-1850*, Yale U.P., London, 2010.

Michael J. Piore and Charles F. Sabel, *La Segunda Ruptura Industrial*, Alianza, Madrid, 1990.

Jan Luiten Van Zanden, *The Long Road to the Industrial Revolution: the European Economy in a Global Perspective, 1000-1800*, Brill Academic Publishers, Leiden, 2009.

Jesús María Valdaliso and Santiago López, *Historia Económica de la Empresa*, Crítica, Barcelona, 2009.

Teaching resources:

Veronica Binda, “Entre el Estado y las multinacionales: la empresa industrial española en los años de la integración a la CEE”, in “Revista de Historia Industrial”, vol. 28, 2005.

Albert Carreras and Xavier Tafunell, “La gran empresa en España (1917-1974): una primera aproximación”, in “Revista de Historia Industrial”, vol. 3, 1993.

Avner Greif, “Teoría de juegos e historia de la empresa”, in “Información Comercial Española”, no. 812, 2004, pp. 9-26.

Mercedes Tatjer, “La industria en Barcelona (1832-1992). Factores de localización y cambio en las áreas fabriles: del centro histórico a la región metropolitana”, in “Scripta Nova. Revista Electrónica de geografía y ciencias sociales”, vol. X, no. 218, 2006.

Jesús M. Valdaliso and Santiago López, “¿Sirve para algo la historia empresarial?”, in Carmen Erro (editor), *Historia Empresarial. Pasado, Presente y Retos de Futuro*, Ariel, Barcelona, 2003, pp. 37-56.

Movie "Wall Street" (1987).

Other supplementary material will be available on “Aula Global”.

7. Methodology

Students are required to do the following activities every week:

- reading and thinking on the teaching resources before the class;
- attending all the lectures and seminars;
- asking questions of the professor during classes;
- answering the professor’s questions during lectures and seminars;
- submitting abstracts, papers and/or team works as requested.

On her side, the professor will:

- present the key contents and concepts during the lectures;
- answer students’ questions;
- evaluate the understanding and learning of the teaching resources, randomly asking students in every lecture;
- coordinate the discussion during seminars.

8. Schedule of activities

Week	Class activity	Individual activity
1	Session 1 (10/1). Lecture on part 1 Session 2 (11/1). Lecture on part 1	Reading of the teaching resources Individual study
2	Session 3 (17/1). Lecture on part 2 Session 4 (18/1). Lecture on part 2	Reading of the teaching resources Individual study
3	Session 5 (23/1). Seminar Session 6 (24/1). Lecture on part 2 Session 7 (25/1). Lecture on part 3	Reading of the teaching resources Individual study Preparation for the seminar discussion
4	Session 8 (31/1). Lecture on part 3 Session 9 (1/2). Mini test	Reading of the teaching resources Individual study Preparation for the mini test
5	Session 10 (6/2). Seminar Session 11 (7/2). Lecture on part 4	Reading of the teaching resources Individual study
6	Session 12 (13/2). Seminar Session 13 (14/2). Lecture on part 4 Session 14 (15/2). Lecture on part 5	Reading of the teaching resources Individual study Preparation for the seminar discussion
7	Session 15 (20/2). Seminar Session 16 (21/2). Lecture on part 5	Reading of the teaching resources Individual study Preparation for the seminar discussion
8	Session 17 (27/2). Seminar Session 18 (28/2). Lecture on part 5 Session 19 (1/3). Lecture on part 6	Reading of the teaching resources Individual study Preparation for the seminar discussion
9	Session 20 (6/3). Seminar Session 21 (7/3). Lecture on part 6	Reading of the teaching resources Individual study Preparation for the seminar discussion
10	Session 22 (14/3). Lecture on part 6	Individual study

On the web “Aula Global”, students will find a detailed description of the contents of every lecture and seminar.