

GUIDE TO COURSES IN BUSINESS HISTORY VOLUME 2

Africa, East Asia, Europe, Latin America &
Caribbean, South & Southeast Asia

Walter A. Friedman & Geoffrey Jones,
Editors



HARVARD | BUSINESS | SCHOOL
Business History Initiative

Guide to Courses in Business History

Volume 2

Africa, East Asia, Europe, Latin America &
Caribbean, South and Southeast Asia

Walter A. Friedman & Geoffrey Jones,
Editors

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I. AFRICA

General

1.1. Austin, Gareth

The Graduate Institute Geneva; Genève, SWITZERLAND

The Spread of Industrialization in Asia, Africa, and Latin America

International History

Academic year 2012 - 2013

The Spread of Industrialization in Asia, Africa and Latin America

HP6 - Spring - Course - 6 ECTS

Wednesdays 14:15-16:00 Room CV 204

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Course Description

The spread of industrialization has transformed the world, and continues to do so. This course examines the uneven but dramatic process of industrialization with borrowed (and adapted) technology, from late nineteenth century Japan to contemporary China and India. Drawing also on the experiences of Latin America, Africa and the East Asian 'Tigers', we consider the arguments about the respective roles of the state, domestic and export markets, and large firms in 'late' industrialization; domestic and foreign sources of capital, natural resources and enterprise; the extent to which industrialization in the 'Third World' has been labour rather than 'capital'-intensive, as it was in the West; the recruitment, training and payment of workers, and their collective actions.

Structure: The introductory meeting (which will include an introductory mini-lecture) will be followed by three lectures (weeks 2-4) and then nine seminars (weeks 5-13) led by student paper-givers and discussants, before the concluding meeting. There is room for two student

papers in each of the nine seminar weeks, implying a maximum of eighteen students on the course. In content, the course will balance comparative studies of themes with more detailed examination of individual regions of the world.

What is asked of students:

1. To participate in the course as a whole: doing the essential reading for each week's topic (including other students' draft papers, when applicable), and coming prepared to question and intervene.
2. Providing written and oral comments on other students' draft papers, to help the authors improve them.
3. Researching, writing, presenting, defending and improving your own paper.

Evaluation will be based on:

1. Class preparation and participation (20%).
 2. Comment on two fellow students' papers (20%).
 3. Presentation and defence of your own draft paper (10%).
 4. Final version of your paper, which should be 4-6000 words (50%).
- You will receive detailed written comments from the teacher on your draft paper, and brief ones on your commentaries and on the final version of the paper.

Readings: Are intended to be accessible to those without an economics background. Students are asked to read and reflect before each seminar. Everyone should please read the 'Essential' items, which total about 70 pages per week. If you are discussant in a particular week, or have time to explore the topic further, please also use the 'Further' readings. For your paper, you will need even more readings; please come and discuss these, and your topic and the formulation of your question, in my reception hours.

TOPICS OF THE LECTURES (AND ASSOCIATED DISCUSSIONS)

1. INTRODUCTION: ISSUES AND PERSPECTIVES

A. Organising meeting: introduction to the course, to what is expected of students, including as paper-givers and discussants.

B. Introductory mini-lecture: issues and perspectives. An outline of the spread of industrialization; key debates and theoretical approaches, including the currently influential rational-choice institutionalism.

Introductory reading

A.S. Bénétrix, K. O'Rourke & J.G. Williamson, 'The spread of manufacturing to the periphery, 1870-2007: Eight stylized facts', NBER Working Paper 18221 (2012).

2. HOW IT BEGAN: THE INDUSTRIAL REVOLUTION AND THE GREAT DIVERGENCE

This week's lecture and associated discussion will be devoted to the beginning of industrialization, a subject on which there has been important new research. The British industrial revolution is now widely seen, following Pomeranz, as the marking the beginning, or at least the crucial stage, in the West's economic advance compared to China, after many centuries in which the most economically developed parts of Europe were probably at a similar level, or even behind, their counterparts in Asia. What does this reassessment of the industrial

revolution imply for the analysis of the subsequent spread of industrialization to other regions of the world?

We should also consider how the Great Divergence proceeded during the century to 1914. The industrialization of the West and its growing demands for primary products, plus free trade imperialism, propelled an unprecedented growth in world trade. The terms of trade for primary producers rose greatly, especially in the earlier decades, leading the Third World to specialize in primary product exports at the expense of manufacturing (Williamson).

Essential reading

K. Pomeranz, *The Great Divergence: China, Europe, and the Making of the Modern World Economy* (2000), pp. 3-27, 264-9, 283-97. The book that reframed the debate about why industrialization began in Europe rather than in Asia.

R. Allen, *The British Industrial Revolution in Global Perspective* (2009), pp. 1-22, 135-55, 272-5. Very clearly written. PP. 135-56 ('Why was the Industrial Revolution British?') is the core of Allen's argument, but the other extracts discuss alternative interpretations and provide broader and longer perspectives.

Further reading

P. O'Brien, 'Provincializing the Industrial Revolution', *Working Papers of the Global Economic History Network*, 17/06 (2006).

R. Allen, 'Agricultural productivity and rural incomes in England and the Yangtze Delta, c.1620-c.1820', *Economic History Review* 62: 3 (2009), pp. 525-50.

J.G. Williamson, *Trade and Poverty: When the Third World Fell Behind* (2011), chs 1, 4 & 11: pp. 1-9, 45-58, 181-98.

3. 'LATE DEVELOPMENT' IN THEORY AND PRACTICE

We consider the proposition, originally advanced by Gerschenkron, that the industrialization of even one part of the world alters the incentives, imperatives, opportunities and constraints facing later industrializers. For Gerschenkron, 'late development' meant industrialization in the absence of some of the conditions for a spontaneous industrialization. In this situation, for example, the state may substitute for private enterprise and the market if the latter are as yet unable to provide the entrepreneurship and demand necessary for industrial take-off. For Amsden, 'late development' is simply industrialization using borrowed technology, and she sees the process rather differently from Gerschenkron: as presupposing a relatively high level of education, and as facilitated by a relatively equal distribution of income. How do their respective arguments look in the context of the experience of late industrializations, from Meiji Japan to the present?

Essential reading

A. Gerschenkron, 'The approach to European industrialization: a postscript', in his *Economic Backwardness in Historical Perspective: a book of essays* (1962), pp. 5-51 and 353-64.

A. Amsden, 'A theory of government intervention in late industrialization', in L. Putterman & D. Rueschemeyer (eds), *State and Market in Development* (1992), pp. 53-84.

Further reading

G. Toniolo & R. Scylla (eds), *Patterns of European Industrialization* (1991), chs 1 (editors' introduction, pp. 1-26) & 2 (K. Harley, 'Substitution for prerequisites: endogenous institutions and comparative economic history', pp. 29-44). Reviews Gerschenkron's analysis for Europe in relation to subsequent research.

A. Kohli, 'Introduction: states and industrialization in the global periphery', in his *State-Directed Development* (2004), pp. 1-24.

G. Austin, first parts and conclusion (pp. 51-60, 68-9) in 'The developmental state and labour-intensive industrialization: "late development re-considered"', *Economic History of the Developing Regions*, 25: 1 (2010), pp. 51-74.

4. PLURAL 'PATHS' OF ECONOMIC DEVELOPMENT

Recently, Sugihara has offered an alternative (or supplement?) to the 'late development' perspective. He distinguishes very long-term paths of development, defined by choices of technique and institution in response to persistent differences in factor endowment. Specifically, he identified a Western 'capital-intensive' path of development, before, during and after the industrial revolution. He contrasted this with an East Asian 'labour-intensive' path, whereby the rice economies of Japan and China favoured labour-absorbing institutions and highly labour-intensive (capital-sparing) methods in agriculture and later also in manufacturing. We need to consider how far this framework works, and whether it can do justice to the experiences of South Asia, Latin America, and Sub-Saharan Africa. The latter, for example, was characterized until very recently by shortage of labour as well as capital.

Essential reading

K. Sugihara, 'The Second Noel Butlin Lecture: Labour-intensive industrialisation in global history', *Australian Economic History Review* 47: 2 (2007), pp.121-54. A statement of the Sugihara thesis.

P. Francks, 'Technical change and industrial growth', in her *Japanese Economic Development: Theory and Practice* (1992), pp. 173-96. Serves as an advance rejection of the Sugihara thesis.

Further reading

G. Austin and K. Sugihara (eds), *Labour-Intensive Industrialization in Global History* (2013), 'Introduction' (pp, 1-19) and 'Reflections' (pp. 280-302).

TOPICS FOR THE SEMINARS

NOTE: Most or all of the following eight topics (5-13) will be approached via student papers. Papers on topics 5-11 should address the problems introduced in the outlines below. Topics 12-13 are left open for students to tackle comparative and theory-led themes, or bring different countries and angles into consideration.. For each week, everyone is asked to read at least 70 pages from the published readings below, and the student papers and commentaries posted online (on Moodle) ahead of the class.

5. THE ORIGINAL ASIAN INDUSTRIALIZATION: JAPAN 1868-1937

Supervised by the state following the Meiji Restoration in 1868, Japan became Asia's first industrial nation. Why was Japan able to make such an effective economic response to the challenge of Western free-trade imperialism? How much did this owe to favourable legacies from the preceding Tokugawa period, which was once seen as anything but economically progressive? We need to consider the roles of agriculture, cheap labour, industrial organisation and the acquisition of colonies in Japanese industrialization, as well as the role of the state: all controversial topics. What lessons should we draw from the Japanese experience about 'late development' and 'paths of development'?

Suggested essay title

Why was Meiji Japan able to industrialize?

Essential reading

P. Francks, *Japanese Economic Development: Theory and Practice* (1992), pp.19-52 and 80-88 (on the state), 91-111 and 149-57 (on agriculture), 253-9 (overview). Francks provides a clear synthesis which gives everyone a starting-point.

K. Sugihara, 'Labour-intensive industrialization in global history: an interpretation of East Asian experiences', in Austin & Sugihara (eds), *Labour-Intensive Industrialization in Global History* (2013), pp. 20-59. Comments on Meiji Japan in longer and broader perspectives.

Further reading

P. Francks, *Japanese Economic Development: Theory and Practice* (1992), pp. 197-252 (on the emergence of an industrial workforce and the structure of industry).

6. LATIN AMERICA TO 1945: EARLY INDUSTRIAL GROWTH AND THE ORIGINS OF IMPORT-SUBSTITUTION POLICIES

It is often forgotten that Brazil, and to a lesser extent Argentina and Mexico, saw significant industrial growth (not yet industrial 'take-off') during the pre-1914 era of export-oriented economies. Should this be seen as laying the foundations of subsequent developments, and why – and how effectively – did Latin American governments come to adopt import-substitution policies in the interwar period?

Suggested essay title

Was export-orientation an obstacle to industrial development in Latin America, c.1880-1945?

Essential reading

V. Bulmer-Thomas, 'Export-led growth and the nonexport economy' [the century to 1914], in his *The Economic History of Latin America Since Independence* (1994), pp. 119-54.

W. Baer, 'Early industrial growth' [1880s-1945] in his *The Brazilian Economy: Growth and Development* (6th edition, 2008), pp. 27-48.

Further reading

K. Sokoloff and S. Engerman, 'Institutions, factor endowments, and paths of development in the New World', *Journal of Economic Perspectives*, 14: 3 (2000), pp. 217-32. A short statement of a celebrated argument about the long term.

C.M. Lewis, "'Colonial' industry and 'modern' manufacturing: opportunities for labour-intensive growth in Latin America, c.1800-1940s", in G. Austin & K. Sugihara (eds), *Labour-Intensive Industrialization in Global History* (2013), pp. 231-62.

J.G. Williamson, *Trade and Poverty* (2011), pp 119-43, 199-214. Ch. 8 analyses why de-industrialization was weaker in Mexico than in most comparable countries, and was followed by a growth of cotton textile production by the late 1870s. Ch. 12 seeks to explain the rather impressive growth of modern industry in Mexico and Brazil, 1870s-1914

S. Haber (ed.), 'Financial markets and industrial development: a comparative study of governmental regulation, financial innovation, and industrial structure in Brazil and Mexico, 1840-1930', in his (ed.), *How Latin America Fell Behind* (1997), pp. 146-78.

7. INDIA UNDER COLONIAL RULE AND UNDER THE 'LICENCE-PERMIT' RAJ

It is also often overlooked that India was among the ten largest manufacturers in the world in the 1940s, having experienced considerable growth of modern manufacturing since the late nineteenth century, much of it by Indian firms such as Tata. Was the British economic regime as laissez-faire as it is usually painted, or should its shifts towards selective and then general protectionism in the interwar period be taken seriously? How did the handloom weaving industry manage to survive, and how far did small-scale weavers mechanize? Why did Indian

politicians and businessmen decide that protectionism against foreign and domestic competition was essential for industrial development after independence? Conversely, have the economic achievement of the 'licence-permit Raj' been underestimated?

Suggested essay title

What were the sources of and constraints upon industrial development in India, c.1900-c.1980?

Essential reading

T. Roy, *The Economic History of India 1857-1947* (2000), chapters on small- and large-scale industry, pp. 114-89, or in the 2nd edition (2006), pp. 182-264. Revisionist analysis of the colonial period.

V. Balasubramanyam, 'The manufacturing sector', in his *The Economy of India* (1984), pp. 110-43. An analysis of the achievements and problems of the state-led import-substitution industrialization policy since Independence.

Further reading

R. Chandavarker, 'Industrialization in India before 1947: conventional approaches and alternative perspectives', *Modern Asian Studies* 19: 3 (1985), pp. 623-68. Criticises the Gerschenkronian model of 'late development' from the perspective of Indian-owned industry in colonial India.

A. Kohli, 'Slow but steady: India', in his *State-Directed Development* (2004), pp. 221-88. Thesis of a 'fragmented multi-class state', from colonial origins to 'protected industrialization'.

8. THE EAST ASIAN TIGERS: THE SOUTH KOREAN AND TAIWANESE TAKE-OFFS, 1960-c.1985

Japan having been considered a kind of 'exception that proves the rule' in the non-Western world, especially because it was never colonized, it was the spectacular industrialization of East and Southeast Asian economies, especially South Korea and Taiwan, that showed that industrialization was possible even in former colonies. Did Japanese colonialism actually facilitate subsequent industrialization? What was it about the pattern of state intervention in South Korea and Taiwan that made their interventions much more successful economically than those of (say) India, Argentina or Ghana? Was the difference technical or political? What did it owe to the fact that both South Korea and Taiwan were on the front line of the Cold War? What, if anything, did land reforms contribute to their industrialization?

Suggested essay title

What explains the South Korean and Taiwanese 'miracle', c.1960-c.1985?

Essential reading

A. Amsden, *Asia's Next Giant: South Korea and Late Industrialization* (1989), pp.1-23 ('Industrializing through learning') and pp. 139-55 ('Getting relative prices "wrong": a summary').

D. Rodrik, 'Getting interventions right: how South Korea and Taiwan grew rich', *Economic Policy: A European Forum*, 20 (1995), pp. 55-107.

Further reading

A. Kohli, 'The colonial origins of a modern political economy: the Japanese lineage of Korea's cohesive-capitalist state', in his *State-Directed Development: Political Power and Industrialization in the Global Periphery* (2004), pp. 27-61.

A. Booth, 'Did it really help to be a Japanese colony?', *Japan Focus*, 7 May 2007 (online only).

- A. Booth, 'Initial conditions and miraculous growth: why is Southeast Asia different from Taiwan and South Korea?', in Jomo K. (ed.), *Southeast Asia's Industrialization: Industrial Policy, Capabilities and Sustainability* (2001), pp. 30-58.
- R. Wade, 'Industrial policy in East Asia: does it lead or follow the market?' in G. Gereffi & D. Wyman (eds), *Manufacturing Miracles* (1990), pp. 231-66. (If you want more, see Wade's *Governing the Market: Economic Theory and the Role of Government in Industrialization* [1990], pp. 3-51, 297-381).

9. 'DEPENDENT DEVELOPMENT' IN LATIN AMERICA: FROM IMPORT-SUBSTITUTION TO THE 'TRIPLE ALLIANCE' AND THEN ECONOMIC LIBERALISATION

We review successive 'growth models' in Latin America, from 1945 to the present: import-substitution in the context of Structuralist pessimism about the developmental consequences of primary product exports, to the later adoption of more export-oriented and liberal economic regimes. We pay particular attention to the case of Brazil, where the term 'dependent development' was coined to refer to the compatibility of continued domination by foreign, transnational, enterprises in collaboration with the state and with domestic firms.

Suggested essay title

'Economic liberalization was a remedy for the failure of import-substitution industrialization.' Discuss.

Essential reading

- V. Bulmer-Thomas, 'Inward-looking development in the postwar period', in his *The Economic History of Latin America Since Independence* (1994), pp. 276-307.
- E. Cárdenas, J. Ocampo and R. Thorp, 'Introduction' to their (eds), *An Economic History of Latin America*, vol. 3, *Industrialization and the State in Latin America: the Postwar Years* (2000), pp. 1-35. A good analysis of the rise and demise of the state-led industrialization 'model'.

Further reading

- R. Kaufman, 'How societies change development models or keep them: reflections on the Latin American experience in the 1930s and the postwar world', in D. Gereffi & D. Wyman (eds), *Manufacturing Miracles* (1990), pp. 110-38.
- E. Fitzgerald, 'ECLA and the theory of import substituting industrialization in Latin America', in E. Cárdenas, J. Ocampo and R. Thorp (eds), *An Economic History of Latin America*, vol. 3, *Industrialization and the State in Latin America: the Postwar Years* (2000), pp. 58-97. Clear, though with a few simple equations.
- P. Evans, *Dependent Development: The Alliance of Multinational, State, and Local Capital in Brazil* (1979), pp. 14-54. Dependency theory revised in the face of the reality of development.
- P. Astorga, A. Berges and V. Fitzgerald, 'The standard of living in Latin America during the twentieth century', *Economic History Review* 58: 4 (2005), pp. 765-96. A quantification of the outcomes.

10. CHINA AND INDIA: THE EMERGING GIANTS

The continuing Chinese industrial take-off is itself reshaping the world economy (and perhaps the world environment), as the more recent Indian one promises to do also. These two industrializations are not only unprecedented in the vast numbers of people caught up in them, they also destroy widely held assumptions in social science: namely that Communism in China

was incompatible with the market, let alone with industrialization through partly market mechanisms, and that India was destined to a low ('Hindu') rate of economic growth, for cultural and/or historical reasons. What brought about the apparently sudden transformation in each case? How do the forms of business organization, and the property rights regimes, of these two countries compare to those with which industrialization occurred elsewhere?

Suggested essay title

EITHER: Why has India grown much faster than before, but more slowly than China, since c.1980?

OR: What does China since 1978 tell us about the relationship between 'capitalism' and 'development'?

Essential reading

P. Bardhan, *Awakening Giants, Feet of Clay: Assessing the Economic Rise of China and India* (2010), pp. 1-41.

Y. Huang, *Capitalism with Chinese Characteristics: Entrepreneurship and the State* (2008). pp. xiii-xviii.

D. Rodrik & A. Subramanian, 'From 'Hindu growth' to productivity surge: the mystery of the Indian growth transition'. *NBER Working Paper No. 10376* (2004).

Further reading

L. Brandt and T. Rawski (eds), *China's Great Economic Transformation* (2008), especially the editor's introduction, 'China's economic transformation' (pp. 1-26) and Brandt, Rawski and J. Sutton, 'China's industrial development', pp. 569-632.

11. SUB-SAHARAN AFRICA: FROM INDUSTRIAL GROWTH TO INDUSTRIALIZATION?

Given that this region lacked a comparative advantage in manufacturing, and under colonial rule lacked governments with the commitment and resources to invest in moving their economies up the value chain, it is perhaps surprising that there was so much manufacturing in Africa by 1960, or 1980, rather than so little. Settler regimes in South Africa and Southern Rhodesia were willing to use mineral revenues to subsidise manufacturing (from the 1920s and 1930s respectively), but it was only in the second half of the twentieth century that modern manufacturing really began to expand in even a few of the former 'peasant' colonies, notably Nigeria. As in Latin America and South Asia, African governments in the 1960s favoured import-substitution industrialization. The outcomes are usually, though not always, regarded very pessimistically. But has the liberalization of economic policies from the 1980s onwards destroyed such 'infant industry' as there was, or – alternatively – has it obliged it to begin to 'grow up'? Has the growth of population in Africa (since the 1920s), and the expansion of education (especially since independence, c.1960) combined to move Africa's comparative advantage towards manufacturing? What about the 'developmental state' south of the Sahara?

Suggested essay title

Has the growth of manufacturing in colonial and post-colonial Africa been hindered more by politics or by resources?

Essential Reading

R. Austen, *African Economic History* (1987), pp. 181-7. Succinct analysis of why the type of colony mattered for manufacturing.

J. Sender and S. Smith, *The Development of Capitalism in Africa* (1986), ch. 4, 'Trade, industrialization and the state in the post-colonial period', pp. 67-109. A strong defence of the import-substitution policies.

T. Forrest, 'The advance of African capital: the growth of Nigerian private enterprises', in F. Stewart, S. Lall and S. Wangwe (eds), *Alternative Development Strategies in Sub-Saharan Africa* (1992). A blast of optimism about indigenous enterprise, especially in manufacturing.

Further Reading

S. Trapido, 'South Africa in a comparative study of industrialisation', *Journal of Development Studies* 7:3 (1971), pp. 309-20. Prescient.

A. Wood and K. Jordan, 'Why does Zimbabwe export manufactures and Uganda not?', *Journal of Development Studies* 37: 2 (2000), pp. 91-116. Draws (among other things) on the difference between settler and peasant colonies, in respect of their legacies for manufacturing.

F. Teal, 'Why can Mauritius export manufactures and Ghana not?', *The World Economy* 22: 7 (1999), pp. 981-93. Labour costs, uncomfortable but interesting reading.

T. Mkandawire, 'Thinking about developmental states in Africa', *Cambridge Journal of Economics* 25:3 (2001), pp. 289-313.

12. AND 13. COMPARATIVE THEMES

We will devote these two weeks to student papers and class discussions exploring other cases and, above all, addressing the broad comparative and theoretical issues. You may want to revisit problems raised in the lectures, or to compare cases from more than one region; or to introduce a different angle on the spread of industrialization, or to analyse parts of the 'Global South' neglected in the preceding weeks. Possible themes include the political and technical requirements of successful government promotion of industrialization, evaluation of Amsden's version of the concept of 'late development' and/or of Sugihara's notion of plural 'paths' of development, the effects of colonial pasts on the prospects of industrialization, the relationship between industrialization and democracy, and the industrial development of a part of the world not specifically covered above.

Reading

Readings for the class will be posted on Moodle once the questions which the presenters will address in their papers have been agreed.

14. REVIEW AND REFLECTION

This concluding session will be a conversation about the major patterns and processes discussed in the course, and about their implications for the future. This is an important occasion for tying up loose ends and reflecting on the most important issues. By the time of this session most of you will have submitted the final version of your paper, but the final meeting is an important opportunity to discuss: please come and participate.

I. AFRICA (continued)

1.2. Austin, Gareth

The Graduate Institute Geneva; Genève, SWITZERLAND

African Development in Historical Perspective

MDEV

Academic year 2013 - 2014

AFRICAN DEVELOPMENT IN HISTORICAL PERSPECTIVE

DE061 - autumn - 6 ECTS

Tuesdays 14:15-16:00 in Room S.3

(certain sessions will, rather, be on Fridays)

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(Room P2 501C)

Course Description

This 'course-seminar' examines the dynamics of economic development south of Sahara over the long term, with particular emphasis on the post-colonial period. It opens with 5 lectures, followed by seminars based on student papers. Topics include: patterns and paths of technical and institutional 'choice' in relation to the changing factor endowment; significance of the external slave trades for long-term development; varieties of colonisation, and African entrepreneurship; political economy of the trend towards state-led development policies, 1945-1981; and of the counter-trend since then towards economic, and later also political, liberalisation; economic performance and distributional coalitions; the capitalism and apartheid debate in South Africa; the Mau Mau revolt and its legacy for Kenyan development; Ghana, 'the perennial case-study' of changing development policies; changing patterns of poverty; economic causes of civil wars; agricultural and agrarian change; industrialisation?

Syllabus

Structure: The introductory meeting (which will include an introductory mini-lecture) will be followed by four full lectures with questions and comments from students (topics 2-5) and then eight seminars (topics 5-13) led by student paper-givers and discussants, before the concluding meeting. Depending on numbers, it is envisaged that two or three students will present papers in each of the eight seminar weeks. In content, the course will balance surveys of Sub-Saharan Africa as a whole with more detailed examination of selected individual countries.

Teaching model: even more important than the lectures and seminars, and active student participation (including questions in the lectures), is feedback on your individual work. You are strongly encouraged to talk to the professor and teaching assistant while planning your research paper. You will receive detailed written comments from the professor on your draft and briefer ones on the final version. You will also get feedback on your commentaries on other students' papers.

What is asked of students:

1. To participate in the course as a whole: doing the essential reading for each week's topic (including other students' draft papers, when applicable), and coming prepared to question and intervene.
2. Providing written and oral comments on another student's draft paper, to help the author improve it.
3. Researching, writing, presenting, defending and improving your own paper.

Evaluation will be based on:

1. Class preparation and participation (20%).
2. Commentaries on one or two papers by fellow students (20%).
3. Presentation and defence of your own draft paper, which should be 3-5,000 words (10%).
4. Final version of your paper, which should be 4-6,000 words (excluding references) (50%).

Readings: will mostly be available electronically, on Moodle. In addition, books on the reading list that contain relevant chapters besides those on Moodle are held on Reserve in the library. Students are asked to read and reflect before each seminar. Everyone should please read the 'Essential' items, which average about 60 pages per week including notes. Discussants also need to read at least some of the 'Further' readings. For your paper, you will need even more readings; please come and discuss these, and your topic and the formulation of your question, in my reception hours.

Background reading

This section comprises books published in paperback (if you want to invest) ranging from overviews of the continent's history to a contemporary economic analysis.

J. Iliffe, *Africans: the History of a Continent* (2nd edition, 2007). The best general history.

F. Cooper, *Africa Since 1940* (Cambridge University Press 2002). Short overview of contemporary

African history, social and economic as well as political: also strongly recommended.

C. Coquery-Vidrovitch, *Petite histoire de l'Afrique : l'Afrique au sud du Sahara de la préhistoire à nos jours* (L'Harmattan 2010). Latest short synthesis from a senior historian.
P. Nugent, *Africa Since Independence* (Palgrave, 2004). A very good political history.
J-P. Azam, *Trade, Exchange Rate and Growth in Sub-Saharan Africa* (2007). For deeper understanding of many of the economic issues.

Programme: the fourteen sessions

Part I: Overview lectures (with student interventions and questions)

1. Organising meeting and introduction to debates, theories, sources and periods.
2. 'Paths' of development? Resources and choice of technique, c1500-present.
3. Institutional 'choices': state formation, the labour 'problem' and property systems, c1500-present.
4. Long-term patterns and historical legacies: pre-colonial and colonial.
5. The contemporary era: African development, 1960 to the present.

Part II: Student-led seminars

This part of the programme will be refined once students, in consultation with the course teacher and TA, have chosen the topics for their papers.

(i) Periods and trends

6. Pre-colonial and colonial legacies: topics on which papers could focus include long-term effects of the external slave trades, the consequences of different kinds of colonial rule in Africa, and the agency and experience of African peasants, workers and capitalists before and in face of colonial rule.
7. Political economy of the trend towards state-led development policies, 1939-1981.
8. Political economy of the counter-trend towards economic, and later also political, liberalisation, 1980s-present.

(ii) Country studies

9. Mau Mau and capitalism in Kenya: economic causes of the revolt and its implications for development.
10. The 'capitalism and apartheid' debate in South Africa.
11. Ghana, 'the perennial case-study' of changing development policies.

(iii) Contemporary themes

This section will feature student papers addressing major themes, perhaps in particular countries, probably focussing on the last quarter-century. A loose and provisional division of the contents of the two sessions might be:

12. Inequality and conflict: Changing patterns of gender division, 'de-proletarianization', and economic causes of civil wars.
13. Changing economic structures: agricultural intensification, the growth of mineral exports, prospects for industrialisation, and the significance of Chinese involvement for African development.

Part III: Concluding session

14. Review and reflection.

1. INTRODUCTION: ISSUES AND PERSPECTIVES

A. *Organising meeting*: introduction to the course, to Moodle, and to what is expected of students.

B. Introductory mini-lecture: debates, theories, sources, periods.

The debates about why Sub-Saharan African economies, on the whole, are relatively poor despite decades of ‘development’; theoretical and historiographical perspectives, rational-choice and heterodox; sources of evidence, qualitative and quantitative; distinctions of period and region in the history of African development.

Essential reading

J-F. Bayart, ‘Africa in the world: a history of extraversion’, *African Affairs* 99, 395 (2000), pp. 217-67. Neat presentation of an influential thesis that combines an emphasis on African agency with pessimism about both the natural and international constraints facing Africa, over the very long term. For an earlier but fuller version see Bayart, *L’Etat en Afrique: la politique du ventre* (1989).

Further reading

F. Bernault, ‘L’Afrique et la modernité des sciences sociales’, *Vingtième siècle: Revue d’histoire* 70 (2001), pp. 127-38. On the dominance of the study of Africa by models formulated for other contexts.

M. Jerven, ‘What do we know about income and growth in Africa?’, in his *Poor Numbers: How We Are Misled by African Development Statistics and What to Do About it* (2013), pp. 8-32. For why bad data matters, see pp. 55-82.

2. ‘PATHS’ OF DEVELOPMENT: RESOURCES AND CHOICE OF TECHNIQUE, c.1500-PRESENT

This is the first of two sessions reviewing, respectively, two influential approaches to the analysis of the constraints on economic growth, and development more generally, in Sub-Saharan Africa. Both need to be considered firmly in the context of Africa’s economic, political and cultural relations with other continents. The first of these approaches focuses upon productive resources, including human populations and their cumulative responses to the natural environment.

Land was relatively abundant in most places at most times in precolonial Sub-Saharan Africa. But, in much of the continent, soil and rainfall patterns made it hard to use it intensively (Ethiopia being a notable if partial exception to both generalisations). This context helps explain the pattern of technical choice among farmers before and since colonisation, including the widespread preference for extensive rather than intensive cultivation, despite the antiquity of intensive methods in certain parts of Africa. In the twentieth century, with European land appropriations in the settler economies, the spread of export agriculture in ‘peasant’ economies, and the growth of population in both, land surpluses diminished or disappeared. Are we seeing a double transition: to intensive agriculture and labour-intensive manufacturing (see topic 13)? I must admit that I have published on this theme before, so I will give the reference below in the hope that you read it in advance and come ready to critique it. I will also try to focus as much as possible on things that I did not say in the article, and on alternative views.

Essential reading

G. Austin, ‘Resources, techniques and strategies south of the Sahara: revising the factor endowments perspective on African economic development, 1500-2000’, *Economic History Review* 61: 3 (2008), pp. 587-624.

E. Frankema and M. van Waijenburg, ‘Structural impediments to African growth? New evidence from real wages in British Africa, 1880-1945’, *Center for Global Economic History, Utrecht University, Working Paper* 24 (2011).

Further Reading

- A.G. Hopkins, *An Economic History of West Africa* (1973), ch. 2, 'The domestic economy: structure and function' (pp. 8-77). Classic.
- P. Manning, 'African population: projections, 1850-1960', in K. Ittmann, D. Cordell & G. Maddox (eds), *The Demographics of Empire: the Colonial Order and the Creation of Knowledge* (2010), pp. 245-75. Argues that the late precolonial population was larger than previously thought, hence colonial and post-colonial increase was slower than previously thought.

3. INSTITUTIONAL 'CHOICES': STATE FORMATION, THE LABOUR 'PROBLEM' AND PROPERTY SYSTEMS, c1500-PRESENT

In the last thirty years political scientists, economists and economic historians have tended to see institutions rather than resources as the key to economic development. Many have highlighted the weakness of the state in Africa (whether precolonial, colonial or post-colonial), and the persistence of 'communal' land tenure, while economic historians have been struck by the scale and variety of systems of coerced labour in late pre-colonial and colonial societies. Some recent growth economists, like Dependency writers before them, have attributed all this to the type of colonial rule visited upon Africa. Other scholars have emphasised internal causes, arguing that the same natural conditions that favoured land-extensive agriculture also tended to hinder the growth of markets, taxable surpluses, large-scale units of production, and political centralization. Yet by 1700 there was a perhaps surprisingly high level of market-oriented production, especially in West Africa, while in sub-Saharan Africa as a whole state formation was old though independent chiefdoms and micro-polities continued to be common. Indigenous land tenure systems tended to be relatively flexible, at least until colonial rule. We examine the forms taken by the transition from coerced to wage labour in modern Africa, and the political and economic pressures for and against the extension of private property in land. Not least, we examine the sources of government revenue, and the struggle of states to establish control of their populations and, latterly, their territories. The lecture will survey all of this, but to provide a sharper focus, the majority of the readings consider labour, land and government in the early and middle colonial period.

Essential reading

- J. Herbst, *States and Power in Africa* (2000), introduction (pp. 11-31) and conclusion (pp. 251-72). A rational-choice political science update of a traditional argument about the difficulties of state consolidation south of the Sahara.
- G. Arrighi, 'Labour supplies in historical perspective: a study of the proletarianization of the African peasantry in Rhodesia', *Journal of Development Studies* 3 (1970), pp. 197-234; reprinted in Arrighi and J. Saul, *Essays on the Political Economy of Africa* (1973). Classic historical critique of the application of the Lewis model to Africa, which introduced what became an influential view of the dynamics of settler economics, the 'rise and fall of the African peasantry' thesis.

Further reading

- P. Mosley, 'Agricultural development and government policy in settler economies: Kenya & Southern Rhodesia, 1900-60', *Economic History Review* 35 (1982), pp. 390-408; and debate with S. Choate in *Economic History Review* 37 (1984), pp. 409-16. Beyond Arrighi.
- G. Austin, 'Cash crops and freedom: export agriculture and the decline of slavery in colonial West Africa', *International Review of Social History*, 54: 1 (2009), pp.1-37. Overview of a labour transition in 'peasant' colonies.

- A. Phillips, *The Enigma of Colonialism: British Policy in West Africa* (1989), pp. 59-110. Land and labour in British West Africa; as a contrast to the settler colonies of East and Southern Africa.
- E. Frankema, 'Colonial taxation and government spending in British Africa, 1880-1940: Maximizing revenue or minimizing effort?', *Explorations in Economic History* 45 (2011), pp. 136-49. Important quantitative contribution on what colonial states did.
- J-P Platteau, 'Institutional obstacles to African economic development: state, ethnicity, and custom', Working Paper, Department of Economics, University of Namur (2009). Subtle updating of a traditional pessimism about the institutional legacies of Africa's history.
- J. Herbst, 'The political kingdom in independent Africa' in Herbst, *States and Power in Africa* (2000), pp. 97-136.

4. LONG-TERM PATTERNS AND LEGACIES: PRE-COLONIAL AND COLONIAL

The last two lectures take a more chronological approach, to highlight the dimension of time: the central importance of appreciating change – and specific continuities – when analysing economic and broader 'human' development. We will give particular attention to the significance of the external slave trades for students of African development; the debates about colonial 'indirect rule' and the 'invention' of tribes; the history of African entrepreneurship; the question of African exceptionalism with regard to gender relations in production; and the causes and consequences of the differences between 'peasant', 'plantation' and 'settler' colonies.

Essential reading

- M. Mamdani, 'Conclusion' in his *Citizen and Subject: Contemporary Africa and the Legacy of Late Colonialism* (1996), pp. 285-301, 337. The legacy of colonial policies of 'indirect rule' as the source of conflict and economic stagnation.
- G. Austin, 'The "Reversal of fortune" thesis and the compression of history: perspectives from African and comparative economic history', *Journal of International Development* 20: 8 (2008), pp.996-1027.

Further reading

- C. Robertson & I. Berger, 'Introduction: analysing class and gender – African perspectives', in their (eds), *Women and Class in Africa* (1986), pp. 3-24.
- S. Bowden, B. Chiripanhura & P. Mosley. 'Measuring and explaining poverty in six African countries: a long-period approach', *Journal of International Development* 20: 8 (2008), pp. 1049-79. Quantitative evidence that African welfare rose earlier and faster in 'peasant' than in 'settler' colonies.
- D. Acemoglu & J. Robinson, 'Why is Africa poor?', *Economic History of the Developing Regions* 25:1 (2010), pp. 21-50. A deeply pessimistic rational-choice view of the evolution of institutions in Africa.

5. THE CONTEMPORAY ERA: AFRICAN DEVELOPMENT, 1960 TO THE PRESENT

This final lecture is intended to identify the major changes and variations over the half-century since the majority of Sub-Saharan Africa achieved independence from colonial rule. Sub-Saharan economic performance since independence is widely regarded as disastrous. Even the relatively rapid economic growth in much of the continent since the mid-1990s is, understandably, interpreted cautiously, as another new primary-product boom which may or may not lead on to industrialisation. We will review these generalisations, including to take account of other dimensions of development besides output per head, and to explore the significance of changes between different sub-periods and variations between different groups

of countries. The sub-continent is also seen as characterised by weak and unstable states. We will consider the main trends, notably the proliferation of military coups in the 1960s-80s, the democracy movements (especially in the 1990s), and the higher incidence of civil wars in the 1990s-2000s.

Essential reading

F. Cooper, 'Development and disappointment' in his *Africa Since 1940* (2002), 91-132.

G. Arrighi, 'The African crisis: world systemic and regional aspects', *New Left Review* 2nd series, 15 (2002), 5-36. Reflections from a leading heterodox analyst.

Further reading

J. Iliffe, *Africans: the History of a Continent* (2nd edn, 2007), pp. 251-317.

R. Bates, *Beyond the Miracle of the Market: The Political Economy of Agrarian Development in Kenya* (1989), introduction and conclusion (in the first edition, including endnotes, this was pp. 1-10, 147-57, 184-5). For a taste of the most influential theoretical approach to the political economy of Africa, by its clearest exponent.

B. Ndulu and S. O'Connell, 'Policy plus: African growth performance, 1960-2000', in B. Ndulu, S. O'Connell, R.H. Bates, P. Collier & C. Soludo (eds), *The Political Economy of Economic Growth in Africa 1960-2000* (2008), vol. I, 3-75. A detailed overview from mainstream economists.

(An older though perhaps more accessible alternative to Ndulu & O'Connell is P. Collier and J. Gunning, 'Explaining African economic performance', *Journal of Economic Literature* 37 (March 1999), 64-111. Menu of mainstream economists' criticisms of African institutions)

M. Jerven, 'The quest for the African dummy: explaining African post-colonial economic performance revisited', *Journal of International Development*, 23:2 (2011), 288-307 (first published online 2009). DOI: 10.1002/jid.1603. A critique of the sources and methodological foundations of mainstream studies of post-colonial economic growth.

6. PRE-COLONIAL AND COLONIAL LEGACIES

For this, the first of the student-led seminars, paper-givers are invited to pursue the shaping and significance of historical legacies, perhaps by focussing on particular example(s) in specific time(s) and places(s). They may pick up the agenda of session 4 (above), or devise additional topics in consultation with the professor and TA.

Essential reading

In addition to that for session 4:

T. Spear, 'Neo-traditionalism and the limits of invention in British colonial Africa', *Journal of African History* 44:1 (2003), 1-27. Excellent critical survey of the literature on the 'invention' of tradition, especially ethnicity.

J. Iliffe, 'Capitalists and politicians', in his *The Emergence of African Capitalism* (1983), pp. 64-87 and (notes) 101-6. Very good on political and cultural aspects, and in relation to 'late development'.

Further reading

S. Berry, 'Hegemony on a shoestring: Indirect Rule and farmers' access to resources', in Berry, *No Condition is Permanent: The Social Dynamics of Agrarian Change in Sub-Saharan Africa* (1993), pp. 22-42 (or the earlier version, in the journal *Africa* 62: 3 (1992), pp. 327-55). Useful introduction.

G. Austin, 'African economic development and colonial legacies', *International Development Policy Series* 1, pp. 11-32; or 'Développement économique et legs coloniaux en

Afrique', *Revue internationale de politique de développement*, 1, pp. 11-36. An overview of colonial legacies.

7. POLITICAL ECONOMY OF STATE-LED DEVELOPMENT POLICIES, 1939-1981

Between the Second World War and the end of the twentieth century, the mechanism of resource allocation in most African countries underwent a double reversal: from the market to the state and back again. The colonial introduction of state export marketing boards, often originally intended merely as temporary measures during the Second World War, inaugurated a trend towards greater state intervention in economic life. The trend went further after Independence, though much more so in some countries than others. By the mid-1970s, most governments outside the franc zone had imposed detailed controls on price and quantity, across all markets; while consumers and producers often resorted to unofficial markets to circumvent the controls. Paper-givers are encouraged to explore the politics and economics of the era of 'statist' development in Africa, perhaps using case-studies and/or focussing on a particular aspect.

Essential reading

R. Austen, 'From decolonization to post-colonial regimes: efforts at internal transformation', *African Economic History* (1987), pp. 224-67. Covers the growth of state intervention from the late colonial period until Structural Adjustment in the 1980s, in a broad context and emphasising variations between 'socialist' and 'capitalist' regimes in the first twenty years after independence.

T. Mkandawire, 'Thinking about developmental states in Africa', *Cambridge Journal of Economics* 25: 3 (2001), pp. 289-313. Challenging the orthodoxy.

Further reading

R. Bates, 'The nature and origin of agricultural policies in Africa', *Essays on the Political Economy of Rural Africa* (1983), pp. 107-33. This essay summarises the position expounded in Bates's short book *Markets and States in Tropical Africa* (1981), which first made rational-choice institutionalism influential in the study of Africa.

F. Cooper, 'The recurrent crises of the gatekeeper state', in his *Africa Since 1940* (2002), pp. 156-90.

C. Boone, 'Rural interests and the making of modern African states', *African Economic History*: 23 (1995), pp. 1-36; or, further, her *Political Topographies of the African State: Territorial Authority and Institutional Choice* (2003). Subtle.

World Bank, *Accelerated Development in Sub-Saharan Africa: an agenda for action* (The Berg Report), (1981). The manifesto for Structural Adjustment: worth dipping into, including for its critique of state intervention.

8. POLITICAL ECONOMY OF LIBERALISATION, 1980s-PRESENT

The second reversal in the means of resource allocation, the counter-trend towards replacing administrative by market mechanisms, was signalled by the World Bank's Berg Report of 1981. During the decade that followed, more than thirty African countries adopted 'Structural Adjustment' programmes which went further than simply restore the pre-1939 status quo. Further, in the 1990s, the end of the Cold War and, in some countries (including South Africa), renewed assertiveness by African democrats, contributed to a political liberalization, which in certain cases culminated in the innovation of regime change through the ballot box. We will examine aspects of the political economy of both kinds of liberalization, and their limitations.

Essential reading

- R. Lensink, 'Economic results', in his *Structural Adjustment in Sub-Saharan Africa* (1996), pp. 95-108. Succinct overview.
- P. Chabal and J-P Deloz, 'How useful is Structural Adjustment?', in their *Africa Works: Disorder as Political Instrument* (1999), pp. 119-23. Maintains that the structural adjustment programmes were captured by the ruling African elites.
- P. Nugent, 'States and social contracts in Africa', *New Left Review* 2nd series, 63 (2010), 35-68. Useful survey of the literature on contemporary African states, critiquing the view of them as patrimonial.

Further reading

- C. Soludo, 'In search of alternative analytical and methodological frameworks for an African economic development model', in T. Mkandawire & C. Soludo (eds), *African Voices on Structural Adjustment* (2003), pp.17-71. Critical perspectives.
- W. Easterly and R. Levine, 'Africa's growth tragedy: policies and ethnic divisions', *Quarterly Journal of Economics*, 112 (1997), pp. 1203-50. An influential econometric restatement of the rent-seeking view of post-colonial Africa, in terms of ethnic division rather than (as in Bates, above) urban bias.
- A. Handley, *Business and the State in Africa: Economic Policy-Making in the Neo-Liberal Era* (2008). The re-configuration of state-business relations is central to the project of economic liberalization that has continued since the 1980s. How has it worked? This book, with case-studies of Ghana, Zambia, Mauritius, and South Africa, is well worth dipping into.

9. MAU MAU AND CAPITALISM IN KENYA: ECONOMIC CAUSES OF THE REVOLT AND ITS IMPLICATIONS FOR POST-INDEPENDENCE DEVELOPMENT

The three country case-studies treat, respectively, a settler colony than became a partly-peasant economy with a new African elite; a former 'peasant' colony; and an independent white-minority regime which gave way to majority rule only in the final decade of the twentieth century.

We begin with the Kenya, approached through the lens of the Mau Mau rising of 1952-6. This pivotal event in Kenyan history was a war for 'land and freedom' (in the guerrillas' own words) but also a civil war, in which most of those who died on both sides were Kenyans, and specifically Kikuyus. The fact that it was largely confined to the poorer members of the largest ethnic group reflected and reinforced class and ethnic divisions. It was unusual in British colonies in Africa for independence to be preceded by a major armed revolt. It was also rather unusual in the 1950s for guerrilla movements to be defeated militarily; which is perhaps most fundamentally explicable by the divisions among Africans. Despite that defeat, it is arguable that Mau Mau was responsible for turning Kenya from a settler colony into a 'peasant' economy. What were the causes of the revolt, why did it occur so late in colonial rule, who were the guerrillas, and who gained from the revolt and from the land reforms that it induced? Did the revolt and the reforms it introduced create conditions that contributed to the relatively fast growth of the economy immediately after independence, but also for ethnic polarisation in electoral politics?

Essential reading

- R. Bates, 'The demand for revolution: the agrarian origins of Mau Mau', in his *Beyond the Miracle of the Market: the political economy of agrarian development in Kenya* (1989; 2nd edn 2005), pp. 11-44, 157-63. Incisive.

W. Maloba, *Mau Mau and Kenya: an Analysis of a Peasant Revolt* (1993), esp. chs 1, 8, 9. Introductory overview.

Further reading

- D. Anderson, 'The hidden history of an anti-colonial rebellion', in his *Histories of the Hanged: Britain's Dirty War in Kenya and the End of Empire* (2005), pp. 9-53. Lucid, excellent account of the origins of the revolt.
- F. Cooper, *Africa Since 1940* (2002), pp. 20-84 for late colonialism and decolonisation in Sub-Saharan Africa generally (pp. 71-6 specifically on Mau Mau in Kenya).
- B. Ogot and W. Ochieng' (eds), *Decolonization and Independence in Kenya 1940-93* (1995), chs 2 (by E. Atieno-Odhiambo) and 3 (by Ogot). Overview for Kenya.
- F. Cooper, 'Mau Mau and the discourses of decolonization' (interesting review of important books by Throup and Kanogo), *Journal of African History* 29 (1988), pp. 313-20.
- J. Lonsdale, 'The moral economy of Mau Mau', in B. Berman and J. Lonsdale, *Unhappy Valley*, Book 2 (1992), pp. 265-314. Excellent if complex.
- D. Branch, 'Loyalism, land, and labour: the path to self-mastery', in his *Defeating Mau Mau, Creating Kenya: Counterinsurgency, Civil War, and Decolonization* (2009), pp. 117-47. Economics and moral economy of the 'loyalists' during Mau Mau.
- D. Hyde, "'Paying for the Emergency by displacing the settlers": global coffee and rural restructuring in late colonial Kenya', *Journal of Global History* 4:1 (2009), pp. 81-103. For a world economy perspective on land reforms and Mau Mau.
- G. Muigai, 'Jomo Kenyatta and the rise of the ethno-nationalist state in Kenya', in B. Berman, D. Eyoh and W. Kymlicka (eds), *Ethnicity and Democracy in Africa* (2004), 200-17. The ethnic dimension of Mau Mau and the state that Kenyatta went on to construct.

10. THE 'CAPITALISM AND APARTHEID' DEBATE IN SOUTH AFRICA

Legally-enforced racial segregation in South Africa was reinforced by the National Party's victory in the 1948 election, in which no blacks had the vote, and lasted until the transfer of power to majority rule in 1994. The South African economy grew rather fast in earlier part of this period, but stagnated during its last fifteen years. We examine the classic debate about the relationship between capitalism and racial supremacism in South Africa. The radical tradition argues that systematic racial discrimination was the local form of the general tendency of capitalism to use coercive means to reduce the cost of labour before and during industrialisation. The liberal tradition argues that, on the contrary, the logic of the market is anti-discriminatory and that the eventual fall of apartheid owed much to the constraints on the supply of skilled labour, and on the growth of mass demand, that were intrinsic features of the system.

Essential reading

- N. Nattrass, 'Controversies about capitalism and apartheid in South Africa: an economic perspective', *Journal of Southern African Studies* 17 (1991), pp. 654-77. Excellent overview of the theoretical positions.
- S. Trapido, 'South Africa in a comparative study of industrialisation', *Journal of Development Studies* 7:3 (1971), pp. 309-20. Highly perceptive statement from a radical perspective.
- C. Feinstein, *An Economic History of South Africa: Conquest, Discrimination and Development* (2005), pp. 113-35, 143-64, 172-93, 200-251. The best economic history of South Africa: if you don't have time to read all these pages, it is still worth reading as much as you can.

Further reading

- J. Iliffe, 'Industrialisation and economic growth in Africa', *Africans: the History of a Continent* (2nd edn, 2007), pp. 75-88.
- H. Wolpe, 'Capitalism and cheap labour-power in South Africa: from segregation to apartheid', *Economy and Society* 1 (1974), pp. 425-56, reprinted in Wolpe (ed.), *The Articulation of Modes of Production* (1980). An important 'radical' contribution on the significance of 1948.
- J. Hyslop, "'Segregation has fallen on evil days": Smuts' South Africa, global war, and transnational politics, 1939-46', *Journal of Global History* 7:3 (2012), 438-60. Revisits the crisis of segregation in the 1940s in an imperial and transnational context.
- T. Moll, 'Did the apartheid economy "fail"?'', *Journal of Southern African Studies* 17 (1991), pp. 271-91. A powerful liberal reassessment, especially of the (relatively) high-growth years.
- M. Lipton, *Capitalism and Apartheid: South Africa, 1910-1986* (1986 edition). A major liberal statement: for skimming/dipping into, not reading from cover to cover.
- N. Worden, *The Making of Modern South Africa* (5th edition, 2012), pp. 104-55. Excellent short analytical narrative, very useful for broad and changing context and for summaries of complex events.
- N. Clark & W. Worger, *The Rise and Fall of Apartheid* (2nd edn, 2004).

11.GHANA, 'THE PERENNIAL CASE-STUDY' OF CHANGING DEVELOPMENT POLICIES

Ghana has rightly been described as 'the perennial test case': a success story of African agricultural enterprise during colonialism, the first black African country to achieve independence from European rule under Kwame Nkrumah in the 1950s, a pioneer of state-led import-substituting industrialisation in the early 1960s, a 'basket case' of economic decline under a military kleptocracy in the 1970s, then the site of Jerry Rawlings' projected 'revolution' in direct democracy in 1981-2, before (under the same leader) becoming (along with Museveni's Uganda) one of the more successful cases of Structural Adjustment, and more recently a model of the peaceful transfer of political power through the ballot box. Key speeches by Ghanaian heads of state of different generations are among the essential readings. Paper-givers are invited to examine Ghana as indeed a test case of changing economic policy in its political context.

Essential reading

Text of *Dawn Broadcast* by President Kwame Nkrumah, 8 April 1961.

Text of two 1973 speeches by Colonel I. K. Acheampong, Head of State and Chairman of the National Redemption Council: (a) May Day (b) On the opening of the new Ghana Commercial Bank headquarters (from *Speeches and Interviews by Col. I. K. Acheampong*, n.d. but 1973, vol. II).

Text of *No Turning Back*, broadcast by Flight-Lieutenant J. J. Rawlings, Chairman of the Provisional National Defence Committee, 29 July 1982.

J. Leith and M. Lofchie, 'The political economy of Structural Adjustment in Ghana', in R. Bates and A. Krueger (eds), *Political and Economic Interactions in Economic Policy Reform* (1993), pp. 225-93. Overview.

Further reading

D. Rimmer, *Staying Poor: Ghana's Political Economy 1950-1990* (1992). Succinct economic history.

G. Austin, 'National poverty and the "vampire state" in Ghana: a review article', *Journal of International Development* 8, 4 (1996), pp. 553-73.

- J. Herbst, *The Politics of Reform in Ghana, 1982-1991* (1993), pp.27-94. An American political scientist's analysis of the politics of how structural adjustment was adopted in Ghana.
- E. Gyimah-Boadi and R. Jeffries, 'The political economy of reform', in E. Aryeetey, J. Harrigan and M. Nissanke (eds), *Economic Reforms in Ghana: The Miracle and the Mirage* (2000), pp. 32-50.
- M. Eberhardt and F. Teal, 'Ghana and Côte d'Ivoire: changing places' (2010), *International Development Policy Series* 1, pp. 33-49; or 'Le Ghana et la Côte d'Ivoire : une inversion des rôles', *Revue internationale de politique de développement*, 1, pp. 37-54. Useful comparison.

12. INEQUALITY AND CONFLICT

It is hoped that this and the next meeting will feature student papers addressing major themes, focussing on the last quarter-century; perhaps in individual countries. In this session, at least provisionally, the idea is to focus on patterns of inequality – gender, class, regional/ethnic – and their consequences for economy and politics, including unnecessarily slow economic growth and (in some cases, according to certain authors) civil wars. Are female farming systems just a historical cliché, or an increasing reality? Has inequality in Africa become 'structural' rather than 'conjunctural'? Has formal sector employment entered irretrievable decline compared to the 'informal' sector? Have the sharp regional divides characteristic of the colonial era been rectified since?

Essential Reading

- R. Bates, *When Things Fell Apart: State Failure in Late-Century Africa* (2008), pp. 3-14, 129-39.
- P. Collier, 'Doing well out of war', in M. Berdal and D. Malone (eds), *Greed and Grievance: Economic Agendas in Civil Wars* (2000), pp. 91-111. (For more quantitative and formal elaboration, see P. Collier and A. Hoeffler, 'Greed and grievance in civil wars', *Oxford Economic Papers* 56:4 [2004], pp. 563-95).
- D. Keen, "'Greed': economic agendas" in his *Complex Emergencies* (2008), pp. 25-49. A critique of Collier, broadening the research agenda.

Further Reading

- J. Sender, 'Africa's economic performance: limitations of the current consensus', *Journal of Economic Perspectives*, 13: 3 (1999), 89-114. The other side of the ledger: post-colonial achievements in education and health, especially women's.
- J. Iliffe, 'The growth of poverty in independent Africa' and 'The transformation of poverty in southern Africa', in his *The African Poor: A History* (1987), pp. 230-77 (notes pp. 341-55).
- J. Destombes, 'From long-term patterns of seasonal hunger to changing experiences of everyday poverty: northeastern Ghana c.1930-2000', *Journal of African History* 47:2 (2006), pp. 181-205. A rich case-study.
- J-P. Chauveau & P. Richards, 'West African insurgencies in agrarian perspective : Côte d'Ivoire and Sierra Leone compared', *Journal of Agrarian Change* 8:4 (2008), pp. 515-52.
- D. Woods, The tragedy of the cocoa pod: rent-seeking, land and ethnic conflict in Ivory Coast, *Journal of Modern African Studies* 41:4 (2003), pp. 641-55 (if you have time, also M. McGovern, *Making War in Côte d'Ivoire* [2011]).

13. CHANGING ECONOMIC PATTERNS

Sub-Saharan Africa as a whole has been growing economically, quite fast, since 1995. This begs the question of whether the boom is simply another round of expansion in response to high prices for agricultural – and this time, especially mineral – exports, or whether more fundamental changes are under way, for good or ill. While land surpluses persist in various parts of Africa, the overall demographic and economic trend – despite the tragedy of HIV/AIDS – is towards land scarcity. For that reason, let alone the desirability of raising rather than just maintaining living standards, the question arises: is Africa in a Boserupian transition towards higher agricultural productivity (Tiffen and Mortimore)? There is some evidence that indigenous land tenure systems, generally praised in studies of earlier periods, have now become a constraint on investment (Goldstein and Udry). Meanwhile, have population growth and higher educational standards created opportunities for African countries to achieve a comparative advantage in labour-intensive manufacturing, despite the intensity of Chinese competition? Then again, has the hope of an African industrial revolution been fatally sabotaged by the ‘resource curse’ of expanding mineral extraction in Africa and its surrounding waters?

Essential reading

T. Forrest, ‘The advance of African capital: the growth of Nigerian private enterprises’, in F. Stewart, S. Lall and S. Wangwe (eds), *Alternative Development Strategies in Sub-Saharan Africa* (1992). A blast of optimism about indigenous enterprise, especially in manufacturing

Further reading

X. Sala-i-Martin & M. Pinkovskiy, ‘African poverty is falling . . . much faster than you think!’, NBER

Working Paper 15775 (2010). From c1995 onwards, they argue (but with a very questionable methodology)

M. Tiffen & M. Mortimore, ‘Malthus controverted: the role of capital and technology in growth and environment recovery in Kenya’, *World Development* 22 (1994), pp. 997-1010.

J. Murton, ‘Population growth and poverty in Machakos District, Kenya’, *Geographical Journal* 165 (1999), pp. 37-46. A pessimistic reassessment of Tiffen & Mortimore’s case.

M. Goldstein & C. Udry, ‘The profits of power: land rights and agricultural investment in Ghana’, *Journal of Political Economy* 116:6 (2008), pp. 981-1022.

T. Bassett, *The Peasant Cotton Revolution in West Africa: Côte d’Ivoire* (2001), pp. 174-84. What are the lessons of this striking (but interrupted) post-colonial success?

G. Austin, ‘Labour-intensity and manufacturing in West Africa, 1450-2010’, in G. Austin and K. Sugihara (eds), *Labour-Intensive Industrialization in Global History* (2013), pp. 201-30.

R. Jenkins & C. Edwards, ‘The economic impact of China and India on Sub-Saharan Africa’, *Journal of Asian Economies* 17:2 (2006), pp. 207-25.

14. REVIEW AND REFLECTION

This concluding session will be a conversation about the major patterns, processes and cases discussed in the course, and their possible implications for future popular movements and official policies. This is an important occasion for tying up loose ends and reflecting on the most important issues. By the time of this session most of you will have submitted the final version of your paper, but the final meeting is an important opportunity to discuss: please come and participate in this session.. People will surely want to discuss the central themes of how, why and what development has been achieved in the region; and on why, even so, it is relatively poor

today. We may also wish to consider explicitly the implications of the ideological dimension of research and policy prescriptions. A specific proposition that may help us focus many of the issues and readings encountered in this course is the proposition, argued in different terms by both 'left' and 'right' wing analysts, that the persistence of poverty in Africa, at both national and household level, is because the interests of ruling elites have differed fundamentally, and continue to do so, from those of the population as a whole.

I. AFRICA (continued)

1.3. Austin, Gareth

The Graduate Institute Geneva; Genève, SWITZERLAND

Capitalism and African History

Department of International History

Academic year 2013 - 2014

Capitalism and African History

HI024 - Spring - 6 ECTS

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Course Description

This course examines the development of capitalism in Sub-Saharan Africa, and considers the wider history of capitalism from the perspectives of African history. Substantively, we explore the histories of economic culture, markets, indigenous and foreign entrepreneurship, labour relations, social institutions, the state and civil society, economic growth and inequality in Africa, from the Atlantic slave trade to the colonial and post-colonial periods. We debate perhaps the central question in the economic historiography of Africa: whether the region has suffered from too little capitalism or from the wrong type of capitalism. We discuss different conceptions of capitalism, and relate African to wider comparative experiences.

Syllabus

A note on timing: classes are scheduled for Wednesdays, 10h15-12h. However, students should note that (because of public holidays and conferences) several meetings will instead be on Fridays, if possible at the same time.

Motivation and scope (enlarging on the description above): This brand-new course is an exploration of overlapping histories and historiographies, African but also Atlantic and global, united by a focus on ‘capitalism’. The course does not insist upon any one definition of this capacious and contended term. As a descriptive label it allows us to highlight market systems, entrepreneurship (African and non-African), property regimes and class relations. Analytically, it is often argued that the components and connotations of ‘capitalism’ hang together, are somehow causally interlinked. The ‘development of capitalism’ is arguably the underlying issue in the long-running interdisciplinary debate about why Sub-Saharan Africa is relatively poor: was/is the problem too little capitalism, as diffusionists and ‘modernization’ theorists maintained? Or was it the ‘wrong sort’ of capitalism, promoting extraction from Africa but not internal transformation, as suggested by dependency theorists and contemporary rational-choice economists? Africa provides a revealing test of alternative theories of the origins of capitalism: a European invention diffused to or imposed on the rest of the world, or a label for complexes of behaviour and institutions which developed more or less autonomously in different forms in different parts of the world? Conversely, what did Africa – and enslaved Africans – contribute to the industrialization of the West, and what was the relationship between Western economic interests and the colonisation and decolonisation of Africa? A central theme of the course is the history of African capitalists, and their changing patterns of cooperation and conflicts with foreign capitalists and the state, pre-colonial, colonial and post-colonial.

Structure: The introductory meeting (which will include an introductory mini-lecture) will be followed by four lectures (topics 2-5) intended to provide a framework of information and debate for what follows. The main part of the course comprises eight seminars (topics 6-13). These will be led by student paper-givers and discussants, while also including a short talk from the professor. The course culminates in a concluding meeting devoted to overview and reflection.

Teaching model: arguably even more important than the lectures and seminars, and active student participation throughout (including questions in the lectures), is feedback on your individual work. You are strongly encouraged to talk to the professor and teaching assistant while planning your research paper. You will receive detailed written comments from the professor on your draft and briefer ones on the final version. You will also get feedback on your commentaries on other students’ papers

What is asked of students:

1. To participate in the course as a whole: doing the essential reading for each week’s topic (including other students’ draft papers, when applicable), and coming prepared to question and intervene.
2. Providing written and oral comments on another student’s draft paper, to help the author improve it.
3. Researching, writing, presenting, defending and improving your own paper.

Evaluation will be based on:

1. Class preparation and participation (20%).
2. Commentaries on one or two papers by fellow students (20%).
3. Presentation and defence of your own draft paper (10%).
4. Final version of your paper, which should be 4-6000 words (50%).

Readings: will mostly be available electronically, on Moodle. In addition, books on the reading list that contain relevant chapters besides those on Moodle are held on Reserve in the library. The list includes a very few books which are listed as a whole: in these cases, you are invited to practice the ancient and still-invaluable skill of looking through the whole work, focussing on whichever pages you decide are the most pertinent.

Students are asked to read and reflect before each seminar. Everyone should please read the 'Essential' items, which usually total 50-70 pages per week including notes. Discussants also need to read at least some of the 'Further' readings. For your paper, you will need even more readings; please come and discuss these, and your topic and the formulation of your question, in my reception hours.

Background reading: W. Rodney, *How Europe Underdeveloped Africa* (London: Bogle-L'Ouverture, 1972); A. G. Hopkins, *An Economic History of West Africa* (1973); J. Iliffe, *The Emergence of African Capitalism* (London: Macmillan, 1983); R. Bates, *Essays on the Political Economy of Rural Africa* (Cambridge: Cambridge University Press, 1983); J-F Bayart, *L'Etat en Afrique: la politique du ventre* (Paris: Arthème Fayard, 1983; Engl. Translation Longman 1987); J. Sender & S. Smith, *The Development of Capitalism in Africa* (London: Methuen, 1986); P. Kennedy, *African Capitalism: the Struggle for Ascendancy* (Cambridge: Cambridge University Press, 1988); B. Berman and C. Leys (eds), *African Capitalists in African Development* (Boulder CO: Lynne Reiner, 1994); T. Forrest, *The Advance of African Capital: the Growth of Nigerian Private Enterprise* (Edinburgh: Edinburgh University Press, 1994); J. Inikori, *Africans and the Industrial Revolution in England* (Cambridge: Cambridge University Press, 2002); A. Handley, *Business and the State in Africa* (Cambridge: Cambridge University Press, 2008); and for an anthropological perspective, J. Guyer, *Marginal Gains: Monetary Transactions in Atlantic Africa* (Chicago: University of Chicago Press, 2004).

General histories of Africa – for reference: J. Iliffe, *Africans: the History of a Continent* (2nd edition: Cambridge University Press 2007) is the best general history: erudite and incisive, clearly-written, if dense in content. C. Coquery-Vidrovitch, *Petite histoire de l'Afrique* (La Découverte, 2010) is also very good, written in a more popular style, and is particularly strong on women's history. A good text specifically on the modern period is R. Reid, *A History of Modern Africa: 1800 to the Present* (Wiley-Blackwell 2009). For contemporary African history the best short overview is F. Cooper, *Africa Since 1940: The Past of the Present* (Cambridge University Press, 2002).

Programme: the fourteen sessions

Part I: Overview lectures (with student interventions and questions)

1. Organising meeting and introductory mini-lecture: debates, themes and sources
2. Theories of capitalism, and theories of Africa in the development of capitalism
3. Precolonial Africa and European industrialisation
4. Did colonialism spread capitalism in Africa?

5. Capitalism and Africa since the recovery of independence

Part II: Student-led seminars (with a short talk by the professor)

6. African cultures and the market: pre-colonial onwards.

7. The Atlantic slave trade

8. Capitalism and the 'Scramble for Africa'

9. What type of capitalism in colonial Africa, and with what results?

10. Nationalism and decolonization

11. Capitalism and Apartheid in South Africa: the radical-liberal debate.

12. State repression of African capitalism in the post-independence era, c.1960-c.1980?

13. Proletarianization in 'neoliberal', 'globalized' Africa?

Part III: Concluding session

14. Capitalism and African history: review and reflection

1. INTRODUCTION

A.Organising meeting: introduction to the course, to Moodle, and to what is expected of students.

B.Introductory mini-lecture: debates, themes and sources.

The essential reading is, by definition, what you are expected to read before the lecture. The further readings for this session may be read later: coming from three different disciplines, they are intended to enable you to see the problems of capital accumulation and other aspects of the development of capitalism in and from Sub-Saharan Africa in the context of the (changing) environmental and resource constraints in the sub-continent.

Essential reading

I.Wallerstein, 'The three stages of African involvement in the world economy', in P. Gutkind & I. Wallerstein (eds), *The Political Economy of Contemporary Africa* (1976), pp. 30-57. Reprinted in Wallerstein, *Africa and the Modern World* (1986). The traditional dependency theory/world systems theory periodization of the incorporation of Africa in the capitalist world economy.

J-F. Bayart, 'Africa in the world: a history of extraversion', *African Affairs* 99, 395 (2000), pp. 217-67. Neat presentation of an influential thesis that combines an emphasis on African agency with pessimism about both the natural and international constraints facing Africa, over the very long term. For an earlier but fuller version see Bayart, *L'Etat en Afrique: la politique du ventre* (1989).

Further reading

G. Austin, 'Resources, techniques and strategies south of the Sahara: revising the factor endowments perspective on African economic development, 1500-2000', *Economic History Review* 61: 3 (2008), pp. 587-624.

J. Herbst, 'The challenge of state-building in Africa' in his *States and Power in Africa* (2000), pp. 11-31.

J. Goody, *Production and Reproduction: A Comparative Study of the Domestic Domain* (1976). For dipping into.

2. THEORIES OF CAPITALISM, AND THEORIES OF AFRICA IN THE DEVELOPMENT OF CAPITALISM

Theories of the development of capitalism from the classical political economists, via dependency and world systems theory, to contemporary rational-choice economists. The starting-point is Marx's endogenous and exogenous theories of the origins of capitalism in a

given society: be sure to read his very short statements on the reading list. Marx's 'tragic optimism' (in Sender's phrase) about the bloody but progressive consequences of colonial rule by already-capitalist powers was reiterated by Sender and Smith in the 1980s. But it was emphatically rejected in both the dependency theory of Rodney and Amin in the 1970s plus, and now by rational-choice economists such as Acemoglu and Johnson, who attribute Africa's relative poverty to colonial 'failure' to establish secure private property rights. Meanwhile there has been much research on indigenous African capitalism, from the Nigerian historian K. O. Dike's *Trade and Politics in the Niger Delta* (1956) to the present: on precolonial markets and merchants, on and African economic 'rationality' and entrepreneurship under as well as before and after colonial rule.

Essential reading

K. Marx, 'Preface to *A Contribution to the Critique of Political Economy*' (1859). Reprinted in translation

in, among other places, *Karl Marx and Frederick Engels: Selected Works* (Lawrence & Wishart, 1968) in pp. 180-4.

K. Marx, 'The British Rule in India' (*New York Daily Tribune*, 1853). Reprinted in, e.g., *Marx and*

Engels on Colonialism (Lawrence & Wishart 1976), pp. 35-41.

W. Rodney, 'The European slave trade as a basic factor in African underdevelopment'. *How Europe Underdeveloped Africa* (1972), pp. 103-12.

J. Iliffe, 'An indigenous capitalism?', in his *The Emergence of African Capitalism* (1983), 1-22.

J. Sender & S. Smith, *The Development of Capitalism in Africa* (1986), 'Introduction', pp. 1-4.

Further reading

S. Amin, 'Underdevelopment and dependence in Black Africa – origins and contemporary forms',

Journal of Modern African Studies 10 (1972), pp. 503-24.

D. Acemoglu & J. Robinson, 'Why is Africa poor?', *Economic History of the Developing Regions* 25:1

(2010), pp. 21-50.

P. Hill, 'Ghanaian capitalist cocoa-farmers', in her *Studies in Rural Capitalism in West Africa* (1970), 21-

9.

3. PRECOLONIAL AFRICA AND EUROPEAN INDUSTRIALISATION

This lecture will address three questions. First, were precolonial societies resistant to capitalism, and/or did African capitalism in any sense predate European colonization? We briefly consider variations within the sub-continent as well as change during the precolonial centuries. We review the debates and evidence on the nature of markets within Africa, including the old substantivist-formalist controversy. This raises the issue of why African elites sold captives to foreign merchants. Second, what did Africans contribute – freely or under slavery – to the origins of industrialisation in Europe, the initial economic triumph of western capitalism. We examine the view, put forward by Williams and more recently, in a different form, by Inikori, that the first industrial revolution, in Britain, benefitted decisively from the exploitation of slaves from Africa. Third, how were markets and societies in Africa affected by the external slave trades (including the trade with the Muslim world) and by the British industrial revolution? Indeed, (briefly), was the movement to abolish the slave trade a result of industrialisation? The

essential reading is focussed upon the work of Inikori, which contributes importantly on most of these issues.

Essential reading

J. Inikori, 'Africa and the globalization process: Western Africa, 1450-1850', *Journal of Global History* 2: 1 (2007), pp. 63-86.

J. Inikori, 'The struggle against the transatlantic slave trade: the role of the state', in S. Diouf (ed.), *Fighting the Slave Trade: West African Strategies* (2003), pp. 170-98.

J. Inikori, 'Conclusion', *Africans and the Industrial Revolution in England* (Cambridge 2002), pp. 473-86.

Further reading

A. G. Hopkins, 'The domestic economy', in his *An Economic History of West Africa* (1973), pp. 8-77.

O. Pétré-Grenouilleau, 'L'afrique noire, acteur à part entière de la traite', *Les traites négrières: essai d'histoire globale* (Paris 2004), pp. 74-86.

4.DID COLONIALISM SPREAD CAPITALISM IN AFRICA?

This lecture asks whether colonial rule sought and achieved the promotion of capitalism in Sub-Saharan Africa, and if so, in what forms. Did colonial states directly and indirectly destroy pre-capitalist social relations and establish the conditions for individual private property in land and self-regulating markets, integrating the sub-continent even more fully into international markets (Hopkins 1995)? Did colonial capitalism polarise African societies between property-owners and the dispossessed (Sender & Smith)? Or was colonial rule socially conservative, aimed at propping up precapitalist social and political institutions so that they could share the cost of maintaining control over the populations (Phillips)? In examining these questions, we pay particular attention to African agency: the economic and political reactions of African farmers, entrepreneurs and others to the constraints – and opportunities – of the colonial economy (Hopkins 1978, Miles). Crucially also, we distinguish the very different kinds of colony established on African soil: settler and plantation colonies, which appropriated most or at least much land from the indigenous population (Arrighi), versus 'peasant' (and indigenous rural capitalist) colonies, where the land remained in African hands, and the main challenge to African enterprise came from monopolistic European businesses (Nwabughuogu). As we will see, this distinction had important implications, not only for the welfare of Africans (Bowden et al), but also for the ways in which capitalism developed or was resisted.

Essential reading

G. Arrighi, 'Labour supplies in historical perspective: a study of the proletarianization of the African peasantry in Rhodesia', *Journal of Development Studies* 3 (1970), pp. 197-234; reprinted in Arrighi and J. Saul, *Essays on the Political Economy of Africa* (1973).

A. G. Hopkins, 'Innovation in a colonial context: African origins of the Nigerian cocoa-farming industry, 1880-1920', in C. Dewey & Hopkins (eds), *The Imperial Impact* (1978), pp. 83-96 (endnotes at pp. 341-2).

J. Sender & S. Smith, 'The emergence of wage labour', in their *The Development of Capitalism in Africa* (1986), pp. 35-56.

Further reading

A.G. Hopkins, 'The "New International Economic Order" in the nineteenth century: Britain's first development plan for Africa', in R. Law (ed.), *From Slave Trade to 'Legitimate' Commerce: the Commercial Transition in Nineteenth-Century West Africa* (Cambridge 1995), pp. 240-64.

- S. Bowden, B. Chiripanhura & P. Mosley. 'Measuring and explaining poverty in six African countries: a long-period approach', *Journal of International Development* 20: 8 (2008), pp. 1049-79;
- A. Phillips, *The Enigma of Colonialism: British Policy in West Africa* (1989), pp. 59-84.
- A. Nwabughuogu, 'From wealthy entrepreneurs to petty traders: the decline of African middlemen in eastern Nigeria, 1900-1950', *Journal of African History* 23 (1982), pp. 365-79.
- J. Miles, 'Rural protest in the Gold Coast: the cocoa hold-ups, 1908-1938', in C. Dewey and A. Hopkins (eds), *The Imperial Impact* (London, 1978), pp. 152-70 (endnotes at pp. 353-7).
- G. Austin, 'Indigenous Credit Institutions in West Africa, c.1750-c.1960', in Gareth Austin and Kaoru Sugihara (eds), *Local Suppliers of Credit in the Third World, 1750-1960* (1993), pp. 93-159.

5. CAPITALISM AND AFRICA SINCE THE RECOVERY OF INDEPENDENCE

Has post-independence Africa actually been 'neo-colonial', as dependency writers asserted: extraction from rather than accumulation within, with ruling elites unable to do more than maintain the export of profits (Cooper offers a balanced overview)? In this context, how do we interpret the 'repression' of indigenous capitalism under the policies of state-led development in the 1960s and 1970s (Schatz)? Or has Africa been stubbornly resistant to the further advance of the market, because of cultural conservatism, the colonial institutional inheritance, or patrimonial rule? Or again, has the process of transformation of African society, ultimately into a landless proletariat and a property-owning ruling class, made dramatic but uneven progress since independence, driven partly by growing pressure on land (Goldstein and Udry)? Has the process of class formation, if it is real (compare Berry and Peters), accelerated during the present era of economic and often political liberalism that was inaugurated by Structural Adjustment in the 1980s, and which has been characterised more recently both by large-scale Chinese investment, and by a 'land rush' by both indigenous and foreign investors (compare Freund with Oya)? Have conventional assessments underestimated the vitality of African entrepreneurship (Forrest), and too sweepingly dismissed the 'developmental state' in Africa (Mkandawire)?

Essential reading

- F. Cooper, 'The recurrent crises of the gatekeeper state', in his *Africa Since 1940* (2002), pp. 156-90.
- T. Forrest, 'The advance of African capital: the growth of Nigerian private enterprises', in F. Stewart, S. Lall and S. Wangwe (eds), *Alternative Development Strategies in Sub-Saharan Africa* (1992).
- B. Freund, 'The material basis for an African working class', in his *The African Worker* (1988), pp. 35-44.

Further reading

- S. Schatz, 'Pirate capitalism & inert economy in Nigeria', *Journal of Modern African Studies* 22 (1984), pp. 45-57.
- M. Goldstein & C. Udry, 'The profits of power: land rights and agricultural investment in Ghana', *Journal of Political Economy* 116:6 (2008), pp. 981-1022.
- S. Berry, 'Exploitation without dispossession', in her *No Condition is Permanent: the Social Dynamics of Agrarian Change in Sub-Saharan Africa* (1993), pp. 135-58.

P. Peters, 'The limits of negotiability: security, equity and class formation in Africa's land systems', in K.

Juul & C. Lund (eds), *Negotiating Property in Africa* (2002), pp. 45-66.

C.Oya, 'Agro-pessimism, capitalism and agrarian change', in V. Padayachee (ed.), *The Political Economy of Africa* (2010), pp. 85-109.

T. Mkandawire, 'Thinking about developmental states in Africa', *Cambridge Journal of Economics* 25: 3 (2001), pp. 289-313.

Part II: Student-led seminars (with a short talk by the professor)

6.AFRICAN CULTURES AND THE MARKET: PRE-COLONIAL ONWARDS

The traditional view that the effective operation of individual enterprises, and the growth of economies, is fundamentally inhibited by features of African cultures, was expressed in an unusually sophisticated form in the work of Karl Polanyi and his students in the 1950s-60s. This 'substantivist' view was comprehensively refuted by research on African economic behaviour in precolonial and colonial economies, including Hopkins (who also provides a fair summary of Polanyi's view) and Law. A new orthodoxy argued that indigenous institutions were indeed helpful for economic efficiency and entrepreneurship (e.g. Wariboko). This perspective was queried by Douglas (see also, more generally, Kennedy). Recent anthropologists have pointed to more subtle interactions between culture and economy (Guyer). However, broad cultural explanations for Africa's relative poverty have been revived by sociologists (Chabal & Deloz) and even economists (Platteau). Meanwhile, historians have emphasised the importance of examining changes in the cultural context of economic activity (Ilfiffe), including in the context of anti-colonial resistance (Lonsdale).

Essential reading

J. Ilfiffe, 'Capitalists and preachers', in his *The Emergence of African Capitalism* (1983), pp. 44-63.

R. Law, 'Posthumous questions for Karl Polanyi: price inflation in pre-colonial Dahomey', *Journal of African History* 33:3 (1992), pp. 387-420.

P. Chabal & J-P Deloz, 'The (in)significance of development', in their *Africa Works: Disorder as Political Instrument* (1999), 124-38.

Further reading

N. Wariboko, 'A theory of the canoe house corporation', *African Economic History* 26 (1998), pp. 141-72.

M. Douglas, 'Is matriliney doomed in Africa?', in M. Douglas & P. Kaberry (eds), *Man in Africa* (1969), 121-35.

J-P Platteau, 'Institutional obstacles to African economic development: state, ethnicity, and custom', Working Paper, Department of Economics, University of Namur (2009).

J. Guyer, *Marginal Gains: Monetary Transactions in Atlantic Africa* (2004). Post-substantivist anthropological perspectives. A short but complex book; for dipping into.

P. Kennedy, 'Entrepreneurial endeavour, business success and social origins', in his *African Capitalism: the Struggle for Ascendancy* (1988), pp. 158-83.

J. Lonsdale, 'The moral economy of Mau Mau', in B. Berman & J. Lonsdale, *Unhappy Valley, Book 2* (1992). Long but excellent.

G. Austin, 'Developmental "paths" and "civilizations" in Africa and Asia: reflections on

strategies for integrating cultural and material explanations of differential long-term economic performance', in M. Aoki, T. Kuran & G. Roland (eds), *Institutions and Comparative Economic Development* (2012), pp. 237-53.

7.THE ATLANTIC SLAVE TRADE AND THE HISTORY OF CAPITALISM:

This session enables us to examine more deeply some of the issues introduced in the third lecture. O'Rourke et al offer a balanced survey of the controversy over the contribution of (especially enslaved) Africans to the growth of the Atlantic economy and the British industrial revolution, though somehow they miss Inikori's contribution. Some of the specifics of Inikori's argument (introduced in topic 3) are set out in his chapter in the 'Further reading' below. Eltis, Lewis & Richardson show that plantations in the British Caribbean remained highly profitable at least until their supply of slaves was cut off in 1807. Ellis and Drescher offer alternative explanations, cultural and economic, of why it was enslaved Africans who were chosen as the plantation workforce on European plantations in the Americas. Hopkins and Rodney examine the impact of the export slave trade on West Africa; Inikori 2009 emphasises the positive impact of its abolition.

Essential reading

K.H. O'Rourke, L. Prados de la Escosura & G. Daudin, 'Trade and empire', in S. Broadberry and K.H. O'Rourke (eds), *The Cambridge Economic History of Modern Europe*, vol. 1, 1700-1870 (2010), 96-121.

A.G. Hopkins, 'External trade: the Sahara and the Atlantic', in his *An Economic History of West Africa*, pp. 78-123.

Further reading

D. Eltis, *The Rise of African Slavery in the Americas* (Cambridge 2000), pp.1-28.

S. Drescher, 'White Atlantic? The choice for African slave labor in the plantation Americas', in D. Eltis, David, F.D. Lewis and K.L. Sokoloff (eds), *Slavery in the Development of the Americas* (Cambridge 2004), pp. 31-69. A critique of Eltis's cultural explanation of the choice of African slaves as plantation labourers in the Americas.

J. Inikori, *Africans and the Industrial Revolution in England* (2002), pp. 362-404. Some key specifics of Inikori's argument, introduced in topic 3.

D. Eltis, F.D. Lewis and D. Richardson, 'Slave prices, the African slave trade, and productivity in the Caribbean, 1674-1807', *Economic History Review* 58: 4 (2005), pp. 673-700.

W. Rodney, 'Gold and slaves on the Gold Coast', *Transactions of the Historical Society of Ghana*, 10 (1969), pp. 13-28.

J. Inikori, 'The economic impact of the 1807 British abolition of the transatlantic slave trade', in Toyin Falola and Matt D. Childs (eds), *The Changing Worlds of Atlantic Africa: Essay in Honor of Robin Law* (Durham NC: Carolina Academic Press, 2009), 163-82.

8.CAPITALISM AND THE 'SCRAMBLE FOR AFRICA'

Non-specialists almost invariably assume that the European partition of Africa, 1879-c.1905, was economically motivated. Specialists are divided, some pointing to the unimportance of African markets or resources for some of the imperial powers, and instead seeing the Scramble as a projection of political rivalry within Europe. But there are strong arguments that economic motives mattered, at various levels in the complex causation. Hopkins 1973 (as distinct from Cain and Hopkins 1993) saw the partition of West Africa, at least, as stemming from a crisis in the economy of 'legitimate commerce', that had succeeded the Atlantic slave trade. Marks &

Trapido emphasise economic motives for British aggression against the Boer republics; Porter challenges this.

Essential reading

A.G. Hopkins, *Economic History of West Africa*, 'The economic basis of imperialism', pp. 124-66.

W.G. Clarence-Smith, 'The myth of uneconomic imperialism: the Portuguese in Angola, 1836-1926', *Journal of Southern African Studies* 5 (1979), pp. 165-80.

Further reading

P. Cain & A.G. Hopkins, *British Imperialism: innovation and expansion 1688-1914* (1993), ch. 11

A.G. Hopkins, 'Property rights and empire-building: Britain's annexation of Lagos, 1861', *Journal of Economic History* 40:4 (1980), 777-98.

H. Brunschwig, 'French expansion and local reactions in Black Africa, 1880-1914', in H. L. Wesseling, *Expansion and Reaction* (1978), pp. 116-40.

S. Marks & S. Trapido, 'Lord Milner and the South African State', *History Workshop Journal*, 8 (1979), pp. 50-80.

A. Porter, 'The South African War (1899-1902): context and motive reconsidered', *Journal of African History* 31 (1990), pp. 43-57.

9. WHAT TYPE OF CAPITALISM IN COLONIAL AFRICA, AND WITH WHAT RESULTS?

This topic allows us to go deeper into the questions raised in topic 4. Olukoju offers an overview for Nigeria. Penvenne, for the Portuguese colony of Mozambique, highlights the cultural and social dimension – especially colonial racism, and the reactions it engendered -- which can easily be overlooked compared to the economic, when we discuss capitalism. Iliffe considers the growth of African rural capitalism in one of the poorest peasant colonies. Watts, and Cowen & Shenton, join Olukoju in discussing one of the more prosperous ones: the latter identifying the colonial government, not the European firms, as the obstacle to the introduction of private property in land (compare Austin 2005), while the former offers an indictment of colonial rule in the former Sokoto Caliphate, in northern Nigeria. Byfield discusses the women dyers of southwestern Nigeria, as they responded to the opportunities and threats of the colonial economy. Austin (2009) argues for a causal relationship between the adoption of export agriculture and the decline of slavery, respectively the most important economic and social changes in West Africa during the colonial period.

Essential reading

A. Olukoju, 'The impact of British colonialism on the development of African business in colonial Nigeria', in A. Jalloh & T. Falola (eds), *Black Business and Economic Power* (2002), pp. 176-98.

J. Penvenne, *African Workers and Colonial Racism: Mozambican Strategies and Struggles in Lourenço Marques, 1877-1962* (1995), pp. 1-15, 154-8 (notes, pp. 159-62, 191).

Further reading

J. Iliffe, 'The origins of rural capitalism', in his *A Modern History of Tanganyika* (1979), pp. 273-317.

G. Austin, 'Cash crops and freedom: export agriculture and the decline of slavery in colonial West Africa', *International Review of Social History*, 54: 1 (2009), 1-37

- M. Watts, 'Capital, state, and peasantry in colonial Northern Nigeria', in his *Silent Violence* (1983), pp. 148-86.
- M.P. Cowen and R.W. Shenton, 'Bankers, peasants, and land in British West Africa 1905-37', *Journal of Peasant Studies* 19:1 (1991), 26-58.
- G. Austin, 'Cocoa trees and the political demand for individual title to land' (1908-56), in his *Labour, Land and Capital in Ghana: From Slavery to Free Labour in Asante, 1807-1956* (Rochester NY, 2005), pp. 339-48 (and endnotes, pp. 531-6).
- J. Byfield, *The Bluest Hands: A Social and Economic History of Women Dyers in Abeokuta (Nigeria), 1890-1940* (2002), pp. xixi-xxxix, 19-30.

10. NATIONALISM AND DECOLONIZATION

Colonial rule ended in Sub-Saharan Africa about as quickly as it had begun. The nationalist narrative attributes this to pressure from below. The very different West and East African histories of economically-driven opposition to colonial rule is evoked by Hopkins and Bates respectively. A revisionist historiography points, rather, to strategic withdrawal, at least in the cases of Britain and France, as the business interests moved from the colonies to industrialised trading partners (Marseille; Fieldhouse). Strangely, perhaps, research in the UK archives finds the British government taking no heed of the risks that independence posed for British firms (Tignor), Capitalist interests, foreign and domestic, and the end of empire in Africa. Cooper draws many of the threads together. Branch adds another dimension by exploring the ambitions of those Kikuyu who fought against the Mau Mau rebellion.

Essential reading

- J. Marseille, 'The phases of French colonial imperialism: towards a new periodization', *Journal of Imperial and Commonwealth History* 13: 3 (1985), pp. 127-41 (for more: J. Marseille, *Empire colonial et capitalisme français : histoire d'un divorce* (Paris : 2nd edition, 2005).
- R. Tignor, *Capitalism and Nationalism at the End of Empire* (1998), pp. 3-14.
- F. Cooper, 'Labor, politics, and the end of empire in French Africa' in his *Colonialism in Question* (2005), pp. 204-30.

Further reading

- F. Cooper, *Africa Since 1940* (2002), pp. 20-84.
- R. Bates, 'The demand for revolution: the agrarian origins of Mau Mau', in his *Beyond the Miracle of the Market: the political economy of agrarian development in Kenya* (1989), pp. 11-44, 157-63
- A.G. Hopkins, 'Economic aspects of political movements in Nigeria and the Gold Coast, 1918-39', *Journal of African History* 7:1 (1966), pp. 133-152.
- D. Branch, 'Loyalism, land, and labour: the path to self-mastery', in his *Defeating Mau Mau, Creating Kenya: Counterinsurgency, Civil War, and Decolonization* (2009), pp. 117-47. Economics and moral economy of the 'loyalists' during Mau Mau.
- D. Hyde, "'Paying for the Emergency by displacing the settlers": global coffee and rural restructuring in late colonial Kenya', *Journal of Global History* 4:1 (2009), pp. 81-103. For a world economy perspective on land reforms and Mau Mau.
- D. Fieldhouse, 'The Economic Dimensions of British and French Decolonization in Black Africa', in his *Black Africa 1945-80* (1986), ch. 2.

11. CAPITALISM AND APARTHEID IN SOUTH AFRICA: THE RADICAL-LIBERAL DEBATE

Was racial segregation the instrument or enemy of capitalism in South Africa? Did

the policies of segregation and (after 1948) apartheid help or hinder profits and economic growth in South Africa, and was the eventual fall of apartheid in part a response to the changing interests of capitalism in the country? Legally-enforced racial segregation in South Africa was reinforced by the National Party's victory in the 1948 election, in which few blacks had the vote, and lasted until the transfer of power to majority rule in 1994. The South African economy grew rather fast in earlier part of this period, but stagnated during its last fifteen years. We examine the classic debate about the relationship between capitalism and racial supremacism in South Africa (Nattrass). The radical tradition argues that systematic racial discrimination was the local form of the general tendency of capitalism to use coercive means to reduce the cost of labour before and during industrialisation (Trapido; see also Feinstein). The liberal tradition argues that, on the contrary, the logic of the market is anti-discriminatory and that the eventual fall of apartheid owed much to the constraints on the supply of skilled labour, and on the growth of mass demand, that were intrinsic features of the system (Lipton, Moll, Feinstein). Hyslop re-examines the crisis of the segregation system that preceded the National Party victory in 1948: a moment when things might perhaps have gone differently. In different ways, Iliffe and Worden provide a short analytical overviews; Feinstein is the best economic history.

Essential reading

N. Nattrass, 'Controversies about capitalism and apartheid in South Africa: an economic perspective', *Journal of Southern African Studies* 17 (1991), pp. 654-77.

S. Trapido, 'South Africa in a comparative study of industrialisation', *Journal of Development Studies* 7:3 (1971), pp. 309-20.

J. Iliffe, 'Industrialisation and race in South Africa', *Africans: the History of a Continent* (2nd edn, 2007), pp. 275-88.

Further reading

C. Feinstein, *An Economic History of South Africa: Conquest, Discrimination and Development* (2005), pp. 113-35, 143-64, 172-93, 200-251.

J. Hyslop, "'Segregation has fallen on evil days": Smuts' South Africa, global war, and transnational politics, 1939-46', *Journal of Global History* 7:3 (2012), 438-60.

T. Moll, 'Did the apartheid economy "fail"?', *Journal of Southern African Studies* 17 (1991), pp. 271-91.

M. Lipton, *Capitalism and Apartheid: South Africa, 1910-1986* (1986 edition).

N. Worden, *The Making of Modern South Africa* (5th edition, 2012), pp. 104-55.

12.STATE REPRESSION OF AFRICAN CAPITALISM IN THE POST-INDEPENDENCE ERA, c.1960-c.1980?

It is generally argued that the policies of state-led development (Austen) damaged the private accumulation of wealth within Africa in the first quarter-century or so after independence (Ahiakpor). Alternative views included the controversial contention by Leys that the Kenya of President Jomo Kenyatta (d. 1978) was leading a process of national capitalist development (Leys 1978, 1996; Berman, Himbara, Kitching, Berman & Leys). We discuss the relationships between government and business – African, local Asian and foreign – between independence and the onset of Structural Adjustment (Ahiakpor, Iliffe). We also discuss the reaction of producers, traders and consumers to fiscal and monetary 'repression' of small-scale private enterprise, for example in what became Zaire (and is now DRC), with particular attention to gender issues (Bujira, MacGaffey).

Essential reading

R. Austen, 'From decolonization to post-colonial regimes: efforts at internal transformation', *African Economic History* (1987), pp. 224-67.

C. Leys, 'Capital accumulation, class formation and dependency - the significance of the Kenyan case', *Socialist Register* (1978), pp. 241-66.

Further reading

J. Ahiakpor, 'The success and failure of Dependency Theory: the case of Ghana' *International Organization* 39:3 (1985), pp. 535-52.

J. Iliffe, 'Capitalists and politicians', in his *The Emergence of African Capitalism* (1983), pp. 64-87.

J. Bujra, "'Urging women to redouble their efforts . . . ": class, gender, and capitalist transformation in Africa', in C. Robertson & I. Berger (eds), *Women and Class in Africa* (1986), pp. 117-40.

B. Berman & C. Leys (eds), *African Capitalists in African Development* (1994).

J. MacGaffey, 'Survival, innovation, and success in time of trouble: what prospects for central Africa entrepreneurs?' in T. Falola & A. Jalloh (eds), *Black Business and Economic Power* (2002), pp. 331-46 (or her chapter in Berman & Leys).

G. Kitching, 'Politics, method and evidence in the "Kenya Debate"', in H. Bernstein & B. Campbell (eds), *Contradictions of Accumulation in Africa* (1985), pp. 115-49.

D. Himbara, 'Myths and realities of Kenyan capitalism', *Journal of Modern African Studies*, 31 (1993),

pp. 93-107. Or see his essay in Berman & Leys; or his book, *Kenyan Capitalists, the State, & Development* (1994).

C. Leys, 'Learning from the Kenya Debate', in his *The Rise & Fall of Development Theory* (1996), pp. 143-63.

13. PROLETARIANIZATION IN 'NEOLIBERAL', 'GLOBALIZED' AFRICA?

Did the Structural Adjustment programmes of the 1980s usher in a renewed shift towards the establishment of private property rights for local and foreign investors, coupled with the progressive dispossession and impoverishment of the rest? Again, with the contraction or re-definition of the role of the state in economic development that was inaugurated by Structural Adjustment, is Africa now 'safe' for private investment, African and otherwise (you could choose from Handley case-study chapters)? Or does liberalization miss a need for more active state involvement even in capitalist development (Mkandawire, in topic 5)? In these perspectives we consider the experience of the last thirty years, noted partly for civil wars (Woods), but also for the emergence of large-scale Chinese investment in the sub-continent (Jenkins & Edwards), land and mineral 'grabs' by local and foreign interests (Oya, Cotula, Matondi et al, Moore & Mawowa), and – since 1995 – relatively steady and fast economic growth in Sub-Saharan Africa as an aggregate. Meanwhile, how has the informal sector survived (Maegher)?

Essential reading

D. Woods, 'The tragedy of the cocoa pod: rent-seeking, land and ethnic conflict in Ivory Coast', *Journal of Modern African Studies* 41:4 (2003), pp. 641-55.

C. Oya, 'The land rush and classic agrarian questions of capital and labour', *Third World Quarterly* (2013), 34:9, pp. 1532-57.

Further reading

- A. Handley, *Business and the State in Africa: Economic Policy-Making in the Neo-Liberal Era* (2008).
- D. Moore & S. Mawowa, 'Mbimbos, Zvipamuzis and "primitive accumulation" in Zimbabwe's violent mineral economy', in V. Padayachee (ed.), *The Political Economy of Africa* (2010), pp. 317-38.
- R. Jenkins & C. Edwards, 'The economic impact of China and India on Sub-Saharan Africa', *Journal of Asian Economies* 17:2 (2006), pp. 207-25.
- L. Cotula, *The Great African Land Grab? Agricultural Investments and the Global Food System* (2013), pp. 1-81.
- P. Matondi, K. Havnevik & A. Beyene (eds), *Biofuels, Land Grabbing and Food Security in Africa* (2011).
- K. Maegher, *Identity Economics: Social Networks and the Informal Economy in Nigeria* (2010), pp. 11-26, 121-39.

Part III: Concluding session

14. CAPITALISM AND AFRICAN HISTORY: REVIEW AND REFLECTION

This concluding session will be a conversation about the major patterns and processes discussed in the course, and about their implications for the future. This is an important occasion for tying up loose ends and reflecting on the most important issues, including the uses and limitations of the concept of 'capitalism', the role of violence in the development of capitalism in general and specifically in Africa, and the extent to which capitalism, in various senses, has emerged and is – or is not – developing further within the sub-continent. By the time of this session most of you will have submitted the final version of your paper, but the final meeting is an important opportunity to discuss: please come and participate.

I. AFRICA (continued)

I. AFRICA

South Africa

2. Fourie, Johan

Stellenbosch University; Stellenbosch, SOUTH AFRICA

Economic History 771

Department of Economics, Stellenbosch University
First semester

Course coordinator:
Johan Fourie
Room 402, Schumann building
johanf@sun.ac.za
Internal moderator: Estian Calitz

Work programme:

Intro	The importance of economic history	<ul style="list-style-type: none">• Nathan Nunn, 2009. "The Importance of History for Economic Development," Annual Review of Economics, Annual Reviews, vol. 1(1), pages 65-92, 05.• Jan Luiten van Zanden, 2012. "In Good Company: About agency and economic development in global perspective," Economic History of Developing Regions, vol. 27(1s), pages s16-s27.• Barry Eichengreen, 2012. Economic History and Economic Policy. Journal of Economic History. 72,2, 289-307. <p><i>Background:</i></p> <ul style="list-style-type: none">• Nicholas Crafts, 2012. "Economic history matters," Economic History of Developing Regions, vol. 27(1s), pages s3-s15.
Intro	Methodology	<ul style="list-style-type: none">• Anthony Hopkins, 2009. "The New Economic History of Africa," Journal of African History, 50 (2009), pp. 155-77• James Fenske, 2010. "The Causal History of Africa: A Response to Hopkins," Economic History of Developing Regions, 25(2), 177-212.• Pier Toninelli. 2007. The Atlantic Divide: methodological and epistemological differences in economic history. Working Paper. 112. University of Milan.• Johan Fourie and Stefan Schirmer, 2012. "The Future of South African Economic History," Economic History of Developing Regions, vol 27(1), pages 114-124.

Factor endowments vs institutions	The Industrial Revolution	<ul style="list-style-type: none"> • Joel Mokyr, 2008. "The Institutional Origins of the Industrial Revolution?" in Elhanan Helpman, ed., <i>Institutions and Economic Performance</i>. Harvard University Press, pages 64-119. • Jan de Vries, 1994. The Industrial Revolution and the Industrious Revolution. <i>Journal of Economic History</i>, Vol 54(2), pp. 249-270 • Robert Allen, 2009. "The Industrial Revolution in Miniature: The Spinning Jenny in Britain, France, and India," <i>The Journal of Economic History</i>, vol. 69(04), pages 901-927. • Joachim Voth. 1998. <i>Time and Work in Eighteenth-Century London</i>. <i>The Journal of Economic History</i>, Vol. 58, No. 1 (Mar., 1998), pp. 29-58
Factor endowments vs institutions	Colonialism	<ul style="list-style-type: none"> • James Feyrer and Bruce Sacerdote. 2009. Colonialism and modern income: Islands as Natural Experiments. <i>The Review of Economics and Statistics</i>, 91(2): 245–262 • Melissa Dell. 2010. The Persistent Effects of Peru's Mining Mita. <i>Econometrica</i>, 78: 1863–1903. • Heldring, L. & Robinson, J. 2012. "Colonialism and economic development", NBER Research Paper #18556. • Stelios Michalopoulos and Elias Papaioannou. The Long-Run Effects of the Scramble for Africa. Unpublished. http://www.american.edu/cas/economics/pdf/upload/Michalopoulos-paper.pdf <p><i>Assumed background reading:</i></p> <ul style="list-style-type: none"> • Gareth Austin. 2008. 'Resources, techniques and strategies south of the Sahara: revising the factor endowments perspective on African economic development, 1500-2000'. <i>Economic History Review</i>, 61: 3, pp. 587-624. • Kenneth Sokoloff and Stanley Engerman, 2000. "History Lessons: Institutions, Factor Endowments and Paths of Development in the New World," <i>Journal of Economic Perspectives</i>, vol 14(3), pages 217-232. • Daron Acemoglu, Simon Johnson, James A. Robinson, 2001. "Colonial Origins of Comparative Development," <i>The American Economic Review</i>, vol. 91(5), pages 1369-1401.
The roots of growth	Innovation and technology	<ul style="list-style-type: none"> • Paul David. 1990. The Dynamo and the Computer: An Historical Perspective on the Modern Productivity Paradox. <i>American Economic Review</i>, Vol 80(2), 355-361. • Phillip Hoffman. 2012. Why was it Europeans who conquered the world? <i>Journal of Economic History</i>, 72, 3, 601-633. • Remi Jedwab and Alexander Moradi, 2012. "Revolutionizing transport: modern infrastructure, agriculture and development in Ghana," Modern and Comparative seminar, 8th March, London School of Economics and Political Science. • Diego Comin, William Easterly, and Erick Gong, Was the Wealth of Nations Determined in 1000 B.C.?, <i>American Economic Journal: Macroeconomics</i>, no. 2 (2010): 65-97

The roots of growth	Entrepreneurship	<ul style="list-style-type: none"> • William Baumol. 1990. Entrepreneurship: Productive, Unproductive, and Destructive. <i>The Journal of Political Economy</i>, Vol. 98, No. 5, Part 1, pp. 893-921. • Oded Galor and Stelios Michalopoulos. 2012. Evolution and the growth process: Natural selection of entrepreneurial traits. <i>Journal of Economic Theory</i> 147 (2012) 759–780. • Guido Alfani and Vincent Gourdon. 2011. Entrepreneurs, formalization of social ties, and trustbuilding in Europe (fourteenth to twentieth centuries). <i>Economic History Review</i>. 65, 3, 1005-1028. • Stefan Schirmer. 2008. The contribution of entrepreneurs to the emergence of manufacturing in South Africa before 1948, <i>South African Journal of Economic History</i>, 23:1-2, 184-215
The roots of growth	Political and property rights	<ul style="list-style-type: none"> • Jan Luiten van Zanden, Eltjo Buringh and Maarten Bosker. 2012. The rise and decline of European parliaments, 1188-1789. <i>Economic History Review</i>, 65, 3, 835-861. • Richard Hornbeck. 2010. "Barbed Wire: Property Rights and Agricultural Development," <i>Quarterly Journal of Economics</i>, Vol. 125, No. 2, pp. 767-810 (May) • Dan Bogart. 2011. Did the Glorious Revolution contribute to the transport revolution? Evidence from investment in roads and rivers. <i>Economic History Review</i>, 64, 4, 1073-1112. • Daron Acemoglu, Tristan Reed and James Robinson. 2013. Chiefs. Working Paper: http://web.mit.edu/posner/www/WGAPE/Reed_WGAPE.pdf
The roots of growth	Human capital	<ul style="list-style-type: none"> • Crayen, Dorothee & Baten, Joerg, 2010. Global trends in numeracy 1820-1949 and its implications for long-term growth, <i>Explorations in Economic History</i>, Elsevier, vol. 47(1), pages 82-99, January • Horacio Arbesu. 2011. The Lasting Impact of Colonial Educational Policies in Nigeria: Evidence from a Policy Experiment on Missionary Activity. Unpublished. http://www.econ.yale.edu/conference/neudc11/papers/paper_370.pdf • Baten, Joerg and Jan Luiten van Zanden. 2008. "Book Production and the Onset of Modern. Economic Growth." <i>Journal of Economic Growth</i> 13, No. 3: 217-235 • Johan Fourie and Dieter von Fintel, 2012. "Settler skills and colonial development: the Huguenot wine-makers in eighteenth-century Dutch South Africa", <i>Economic History Review</i>,

Topics	Great divergence	<ul style="list-style-type: none"> • Robert C. Allen & Jean-Pascal Bassino & Debin Ma & Christine Moll-Murata & Jan Luiten Van Zanden, 2011. "Wages, prices, and living standards in China, 1738–1925: in comparison with Europe, Japan, and India," <i>Economic History Review</i>, vol. 64(s1), pages 8-38, February. • Tirthankar Roy, 2012. "Beyond divergence: Rethinking the Economic History of India", vol. 27(1s), pages s57-s65. • Ewout Frankema and Marlous van Waijenburg, 2012. "Structural Impediments to African Growth? New Evidence from Real Wages in British Africa, 1880-1965", <i>Journal of Economic History</i>, 72: 4, pp. 895-926. • Johan Fourie, 2013. "The remarkable wealth of the Dutch Cape Colony: measurements from eighteenth-century probate inventories", <i>Economic History Review</i>, forthcoming.
Topics	Trade and globalisation	<ul style="list-style-type: none"> • Carol H. Shiue and Wolfgang Keller, 2007. "Markets in China and Europe on the Eve of the Industrial Revolution," <i>American Economic Review</i>, vol. 97(4), pages 1189-1216, September • Kevin O'Rourke and Jeffrey Williamson, 2002. When did globalization begin? <i>European Review of Economic History</i>, 6, 23-50. • Nathan Nunn and Nancy Qian, 2010. The Columbian Exchange: A History of Disease, Food and Ideas. <i>Journal of Economic Perspectives</i>, Vol. 24 Issue 2, p163-188. • Robert A. McGuire (2012): Demography, Disease, and Development: An Evolutionary Approach, <i>Economic History of Developing Regions</i>, 27:sup1, S92-S107
Topics	Financial market instability: history and institutions [Lecture by Stan du Plessis]	<ul style="list-style-type: none"> • Thompson, E. A. 2006. The Tulipmania: Fact or Artifact? <i>Public Choice</i> 2006: 99-114. • Garber, P. 1989. Tulipmania. <i>Journal of Political Economy</i> 97(3): 535-560. • Van der Veen, A. M. (2009). The Dutch Tulip Mania: The Social Politics of a Financial Bubble. University of Georgia: mimeograph. • Garber, P. (1990). "Famous First Bubbles." <i>Journal of Economic Perspectives</i> 4(2): 35-54.
Topics	Gender and demography [facilitated by Jeanne Cilliers]	<ul style="list-style-type: none"> • Gregory Clark. 2013. 1381 and the Malthus delusion. <i>Explorations in Economic History</i> 50, 4–15. • Nina Boberg-Fazlic, Paul Sharp and Jacob Weisdorf. 2011. Survival of the Richest: Social status, fertility and social mobility in England 1541-1824. <i>European Review of Economic History</i>, 15, 365-392. • George Alter and Michel Oris, 2008. "Effects of Inheritance and Environment on the Heights of Brothers in Nineteenth-Century Belgium," <i>Human Nature – an Interdisciplinary Biosocial Perspective</i>, vol 19, pages 44-55. • Tine de Moor and Jan Luiten van Zanden, 2010. "Girl power: the European marriage pattern and labour markets in the North Sea region in the late medieval and early modern period -super-1," <i>Economic History Review</i>, vol. 63(1), pages 1-33.

Topics	Apartheid [facilitated by Martine Mariotti, Australian National University]	<ul style="list-style-type: none"> • Martine Mariotti, 2012. "Labour markets during Apartheid in South Africa," <i>Economic History Review</i>, vol. 65(3), pages 1100-1122. • Nicoli Nattrass and Jeremy Seekings, 2011. "The Economy and Poverty in the Twentieth Century," in: <i>The Cambridge History of South Africa</i>, eds: Robert Ross, Anne Mager and Bill Nasson, Cambridge University Press. • Anton Lowenburg. 1997. Why South Africa's Apartheid Economy Failed. <i>Contemporary Economic Policy</i>. 15, 3, 62-72. • Lundahl, M. "A Model of the Southern African-Type Economy," <i>American Economic Review</i>, December 1978, 68, 743-55 <p>Other papers on Apartheid:</p> <ul style="list-style-type: none"> • Hazlett, Thomas W., "Economic Origins of Apartheid," <i>Contemporary Policy Issues</i>, October 1988. 85-104.
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Essay presentations

Essay presentations

Assessment:

Class participation: 40%

Essay: 60% (20% presentation, 40% written)

Deadline: 10 May 2013

II. EAST ASIA

General

3. Sheehan, Brett George

University of Southern California; Los Angeles, California, U.S.A.

HIST 266g: Business and East Asian Culture, 1800-present

Spring 2012, T Th 12:30-1:50 THH 202 (Plus Discussion Section)

GE Category II: Global Cultures and Traditions

Brett Sheehan

Office: SOS 173 Office Hours: T Th 11:00-12:00, or by appointment email:

bsheehan@usc.edu

Course Objectives:

How do we account for the economic rise of the West in the period since 1800 (perhaps 1500?) and the subsequent economic rise of East Asia (China, Japan, Korea, Hong Kong, Taiwan, and Singapore)? In order to answer that question, this class argues that we need to think about links between business and economics on the one hand and politics, culture, and society on the other.

This course will challenge students to link the history of the corporation and other forms of business organization in East Asia to broad narratives of cultural, social, economic, and political change. Students will use case studies of various industries and business enterprises as their primary source of inspiration and then link these cases back to their cultural, social, economic and political context in discussion and writing.

We will focus on three themes:

- 1) **East Asian Business Model.** Is there an “East Asian Model” for successful (profitable and / or competitive) business behaviors? Is there a Chinese, Japanese, or Korean model?
- 2) **East Asian Economic Model.** Is there an East Asian model for a successful (growthpromoting) business environment and how does it differ from the West? How do businesses respond to their environments?
- 3) **Business and Its Context.** How can the study of business show the ways in which markets are related to culture, politics, and society?

Course Methodology: Reading Cases

Each week students will read one or more case studies about business or economic activities. Many of these cases are drawn from the Harvard Business School Case Book. These cases will provide the basis for discussions and papers, so students should read them carefully.

As you read each case try to relate it to the background and theoretical issues presented in lectures. Some context and background will be included in the case studies themselves. Also, it is important to try to read the cases as independently as possible. In other words, students should not just accept the interpretation of the scholar who wrote the case study. The author of the case study might address a particular issue, such as personnel management, but you might use the information in the case to address another issue. Use the information in the case and make connections to the course material with your own creativity and insight. That creativity and insight should allow you to develop original ideas (arguments or theses) about the relationship between business and its social, political, and cultural context. Unlike a business school reading, you are not trying to decide what business managers should or should not do in a given case. You are using the case to draw conclusions about the history of business and its relationship to its environment.

Keep in mind the fact that each case might not be representative of all kinds of business in a given place during a given time period and draw your conclusions accordingly.

Required Readings:

The cases listed in the schedule draw from three separate sources.

- 1) **There is a short Course Reader available at Trojan Bookstore**
- 2) **Some readings are available electronically through the USC Library in JSTOR** The easiest way to access JSTOR is to go to the USC Libraries home page (this can be found by following the link to “libraries” in the “popular links” section on the USC home page). On the Libraries home page, click the e-Resources tab and from there you can either search for JSTOR or you can choose it from the “choose a link” drop-down list.
- 3) **Most of the readings are available electronically through Harvard Education** Most of the case studies we will read are available through Harvard Business Education at <http://cb.hbsp.harvard.edu/cb/access/11156763>. The Course Name is USC History 266-2012. Be sure to register to purchase the cases through the class in order to get the student price (\$3.95 per case at the time this syllabus went to press).

Assignments:

Section Grade (19.5%, 39 possible. If you receive full credit for 13 out of 14 sections (weeks 2-15), you can receive 39 out of 39 points. If you receive full credit in all 14 sections, you can get 42 out of 39 possible points.)

Attendance and participation in graded section meetings are important to understanding and exploring the readings. Assigned readings for each week should be done by the first meeting of class each week. Each week you can earn as many as 3 points. Attendance without participation earns a C, or 2.25 points (75%) per section meeting. Participation or completion of other assignments made at the

discretion of your TA will increase your points upward from 2.25. B-level participation will earn 2.55, A-level participation will earn 2.85 points, and A+ -level participation will earn 3 points. (You may receive grades between these levels as well, e.g. an A-/B+ or 2.7.)

You may make up missed sections by visiting your TA or professor in office hours to discuss the readings if you have a verifiable medical excuse or verifiable required participation in a USC-sponsored activity. Professor Sheehan reserves the right to decide whether or not your participation in a USC-sponsored activity was actually required or voluntary. Students who miss a section because they registered late must make up that section in office hours.

Quizzes (15% or 30 points (three out of four quizzes at 10 points each))

Four times over the course of the semester there will be unannounced quizzes during lecture of 10 points each. You will be allowed to drop your lowest quiz score.

Quizzes will test your knowledge of or ability to apply one or more of the following “Sheehan’s Quick and Dirty Guides”

- “Economies and Firms: Frameworks of History 266”
- “Explanations of the Great Divergence”
- “Business Firms and Forms”
- “The Question of East Asian Culture” (includes “The Chinese Classical Tradition,” and “Buddhism”
- “Modern Imperialism”
- “Late Development”
- “Marxism, Leninism, Stalinism, Maoism”
- “Globalization”

Makeup quizzes will be given only with a verifiable medical excuse or verifiable required participation in a USC-sponsored activity. Professor Sheehan reserves the right to decide whether or not your participation in a USC-sponsored activity was actually required or voluntary.

Final Exam (41 points or 20.5%)

Papers: (30 points each for a total of 90 points or 15% each for a total of 45%)

Three times over the course of the semester, students must submit a 3-4 page paper which will examine one or more case studies in its (or their) cultural, political, economic, and social context. The student will read the material carefully to construct a single thesis which addresses both 1) One or more of the themes of the class (including but not limited to the validity of one or more theoretical approaches presented in class), and 2) the links between that case study and its context. Students will decide which case studies to examine within the limits defined in the schedule below.

Some things to remember about papers:

- 1) These are assignments about making arguments and drawing insights based on limited information contained in the course readings. **Use of outside materials will result in a reduction in your grade.**
- 2) Papers will **have an original and creative thesis, stated in one sentence in the first paragraph**, which explains how the case or cases in question helps explain some aspect of history related to the themes of the class.
- 3) There is **no one right answer, but good answers have specific evidence** drawn from the case or cases in question in relation to all of the course materials and lectures (up to

the time of the case study). 4) If you are having trouble coming up with a thesis, think of comparing cases. 5) **You must use the cases from the weeks assigned for each paper.** Comparison with earlier periods is allowed, but the bulk of the paper must draw from material from the current weeks. Using materials from the wrong periods will result in a 3 point deduction. 6) **All papers should have titles**, and a good title suggests an argument. 7) **A hard copy should be submitted in lecture and a matching electronic copy to Turnitin** through Blackboard. **Plagiarism will not be tolerated** (see section on Academic Integrity below). 8) **Late papers will receive a 1.5 point deduction for each day late. Papers submitted on time to Turnitin, but not in hard copy will receive a 0.5 point deduction for each day the hard copy is late.**

9) Papers must have your name, your TA's name, your section time, a title which suggests your thesis, 1" margins, be double spaced, have page numbers, and use a 12 point font, and use the "Times New Roman" font. There will be a 0.5 point deduction per violation of these rules (ie. use of a 10 point font and .05 inch margins will result in a total 1.0 point reduction (0.5 for each violation)).

Grading

There are a total of 200 points assigned with a possible 3 additional points from discussion sections (with weekly attendance and participation in section there are actually 203 points possible out of 200 points). Points for each grade will be entered in the Blackboard grade book, so you will be able to track your progress over the course of the semester.

Final Grades. Of the 200 point total, the lowest A is 93% (186 points), A-90% (180 points), B+ 88% (176 points), B 83% (166 points), B-80% (160 points), C+ 78% (156 points), C 73% (146 points), C-70% (140 points), D+ 68% (136 points), D 63% (126 points), D-60% (120 points). According to university policy, students selecting the Pass/No Pass option must have at least a C-(140 points). Students who show improvement over the semester or whose work is not reflected in the final point total may be awarded a final grade higher than that indicated by total number of points at the discretion of professor Sheehan.

Assignment Grades. A+ will receive 100% of possible points, A/A+ 98.3%, A 95%, A/A-93.3%, A-91.7%, A-/B+ (90%), etc. with some minor variations for rounding.

You will not be allowed to make up missed sections, quizzes or other assignments without a verifiable medical excuse or verifiable required participation in a USC activity. Professor Sheehan reserves the right to make final decisions regarding the appropriateness of excuses.

JEP Students who participate in and successfully complete JEP (Joint Education Program) will receive 3% (6 points) extra credit.

Weekly Schedule:

Wk	Date	Topic	Readings	Assignments
1	1/10 1/12 1/13	Course Organization, Theoretical Issues, Defining Asia		
2	1/17 1/19 1/20	Business in Tokugawa Japan	Case 1: Charles D. Sheldon, "Merchants and Society in Tokugawa Japan," <i>Modern Asian Studies</i> , Vol 17, no. 3 (1987), 477-488 (JSTOR) Case 2: "Early Years at Mitsui." Read, John G. Roberts, "Echigoya the Shunned," and "The Source of Happiness is Prudence." (Course reader)	Graded Section
3	1/24 1/26 1/27	Business in Qing China	Case 3: Wellington K. K. Chan, "The Organizational Structure of the Traditional Chinese Firm and Its Modern Reform," <i>The Business History Review</i> , (summer 1982), 218-235. (JSTOR) Case 4: Lillian Li, "The State and Traditional Enterprise" in <i>China's Silk Trade: Traditional Industry in the Modern World, 1842-1937</i> (Harvard EA, 1981), 37-61. (Course reader)	Graded Section
4	1/31 2/2 2/3	Business and Imperialism in East Asia	Case 5: Geoffrey G. Jones and Alexis Grendon, "Opium and Empire in the Nineteenth Century" (Harvard) Case 6: Robert Gardella, "The Challenge of Colonial Capitalism," in <i>Harvesting Mountains: Fujian and the China Tea Trade, 1757-1937</i> (UC Press, 1994), 110-141. (Course Reader)	Graded Section
5	2/7 2/9 2/10	Business in Meiji Japan	Case 7: Jones, et al., "Yataro Iwasaki: Founding Mitsubishi (A)" (Harvard) Case 8: Eugene K. Choi, "Entrepreneurial leadership in the Meiji Cotton Spinners' Early Conceptualisation of Global Competition," <i>Business History</i> , vol 51, no. 6 (2009), 927-958. (Course Reader)	Graded Section

Wk	Date	Topic	Readings	Assignments
6	2/14, 2/16 2/17	Early Twentieth-Century International Connections and War	Case 9: Sherman Cochran, "Mitsui Trading Company," in <i>Encountering Chinese Networks: Western, Japanese, and Chinese Corporations in China, 1880-1937</i> (Berkeley: University of California Press, 2000), 70-94. (Course reader) Case 10: Carter J. Eckert, "Total War, Industrialization, and Social Change in Late-Colonial Korea," in Peter Duus, Ramon H. Meyers, and Mark R. Peattie, eds., <i>The Japanese Wartime Empire, 1931-1945</i> , 3-39. (Course Reader)	Graded Section 2/14, First Paper Due On case studies 1-8
7	2/21 2/23 2/24	Socialist Construction in China and North Korea	Case 11: Andrew Walder, "The Remaking of the Chinese Working Class, 1949-1981," <i>Modern China</i> , Vol. 10, No. 1 (Jan 1984), 3-48. (JSTOR) Case 12: Judith Shapiro, "Deforestation, Famine, and Utopian Urgency: How the Great Leap Forward Mobilized the Chinese People to Attack Nature," in <i>Mao's War Against Nature: Politics and the Environment in Revolutionary China</i> (Cambridge, 2001), 67-93. (Course Reader)	Graded Section
8	2/28 3/1 3/2	The Japanese "Miracle"	Case 13: Mayo, et al, "Kazuo Inamori, a Japanese Entrepreneur." (Harvard) Case 14: Ryuzaburo Kaku, "The Path of Kyosei." (Harvard)	Graded Section
9	3/6 3/8 3/9	Confucian Capitalism?: The NICs I (South Korea, Taiwan)	Case 15: Enright, et al, "Daewoo and the Korean Chaebol." (Harvard) Case 16: Shih and Wang, "Upgrading the Economy: Industrial Policy and Taiwan's Semi-Conductor Industry." (Harvard)	Graded Section
	3/13 3/15 3/16	No Class Spring Break		
10	3/20 3/22 3/23	Confucian Capitalism?: The NICs II (Hong Kong, Singapore)	Case 17: Nohria, et al., "Li Ka-Shing and the Growth of Cheung Kong." (Harvard) Case 18: Vietor and Thompson, "Singapore, Inc." (Harvard)	Graded Section 3/20, Second Paper Due on case studies 9-16

Wk	Date	Topic	Readings	Assignments
11	3/27 3/29 3/30	Crony Capitalism? Japan's "Problem" and the East Asian Crisis	Case 19: Yoshino, "Globalization at Komatsu." (Harvard) Case 20: Yoshino and Endo, "Transformation of Matsushita Electric Industrial Co., Ltd. 2005 (A). (Harvard)	Graded Section
12	4/3 4/5 4/6	China under Reform I	Case 21: Child et al. "PetroChina: International Corporate Governance with Chinese Characteristics." (Harvard) Case 22: Pucik, et al. "Managing Performance at Haier (A)." (Harvard)	Graded Section
13	4/10 4/12 4/16	China under reform II	Case 23: Abrami et al., "Wanxiang Group: A Chinese Company's Global Strategy." (Harvard) Case 24: Lee, et al., "Shanzai ("Bandit") Mobile Phone Companies: The Guerilla Warfare of Product Development and Supply Chain management." (Harvard)	Graded Section
14	4/17 4/19 4/20	Globalization and East Asia	Case 25: Abdelal and Lane, "Chrysanthemum and Dragon: JAFCO Asia in China." (Harvard) Case 26: Siegel and Chu, "The Globalization of East Asian Pop Music." (Harvard)	Graded Section
15	4/24 4/26 4/27	Conclusions: Looking Again at Business, Culture, Politics, Society and Economics	"The Debate on "Asian" Values" Fareed Zakaria, "Culture Is Destiny: A Conversation with Lee Kuan Yew" <i>Foreign Affairs</i> vol. 73 n. 2 (March/April, 1994) 109-26. (JSTOR) Kim Dae Jung, "Is Culture Destiny? The Myth of Asia's-Anti-Democratic Values," <i>Foreign Affairs</i> 73 (Nov/Dec 1994) p. 189-94. (JSTOR) Fareed Zakaria, "Asian Values," <i>Foreign Policy</i> , 133 (Nov.-Dec. 2002), 3839. (JSTOR)	Graded Section 4/24, 3rd Paper Due on case studies 17-26
Final	5/9 (W)	Final Exam		Final Exam 2-4, same classroom as lecture

Information you should note about each case”

Title of Case:

What countries and periods are mentioned in the case?

Does this case deal with one or more businesses, or with an industry, or both?

List all the companies in the reading, identify the business form of each, say who or what controlled it, and add a sentence to say why it is important:

What was the main point of the case from the author’s perspective?

Separate from the author’s perspective, for which themes or areas from History 266 would this case be relevant? Evidence of: factors, culture, institutions, world systems, contingency? Which Quick and Dirty Guides apply?

Questions or comments:

Possible arguments:

II. EAST ASIA (continued)

4. van der Eng, Pierre

Australian National University; Canberra, AUSTRALIA

BUSI2023: Dynamics of Asian Business

Course Description

Rapid economic growth in most of Asia during recent decades has seen the emergence of large corporate enterprises which were organised in ways different from companies based in Western countries. This course discusses the evolution of Japanese, Korean and ethnic Chinese conglomerate enterprises and business networks. It introduces students to the particulars of corporate organisation and management of these enterprises, and elaborates the degree to which these help explain the success of Asian companies. Evolution and particulars of Asian business enterprise will be placed in the economic and social context of the countries where these companies originated.

Learning Outcomes

Upon successful completion of the requirements for this course, students will have enhanced their proficiency in:

- Understanding business systems in Japan, South Korea, Taiwan, China and Southeast Asia, in particular:
 - the historical context of business development,
 - key specifics of industrial organisation,
 - key specifics of company organisation and management in corporations;
 - Understanding of the role of foreign investment and trade, particularly by Japanese firms, in fostering intra-Asian economic integration;
 - Working in diverse teams to deliver stated goals and outcomes;
 - Researching and communicate effectively in written and oral forms about a subject related to the content of the course;

Workload

Students taking this course are expected to commit 10 to 12 hours a week to completing the work. This will include: lectures 2 hours, tutorial 1 hour, and 7 to 9 hours of private study, group work, Wattle, etc. per week.

Lectures

The lecture program is below (see section 5 below). The lectures introduce the key topics and themes in the course. The required reading for the course follows these topics and themes, but elaborates them in an alternative fashion. Consequently, **the lectures and the required reading overlap in some ways, but are not substitutes**. Assessment during tutorials and exams will be based on both the lectures and the required reading. You are therefore strongly advised **not to skip any lectures**.

Tutorials

Each tutorial group will meet for one hour each week starting in the second week of the semester. You are expected to attend all tutorials and to have done the identified reading for the tutorials. The organisation of the tutorials is explained in section 6 below.

Texts and Other Reading

This course does not use a textbook. It uses selected readings in the form of book chapters and journal articles. The readings will not be available in hardcopy form. They will be available

as PDF files that students can download from the course website on Wattle.

Together, the readings are the reading brick for the course. The table of contents of the reading brick lists the numbered readings. The numbers correspond to the readings identified in the tutorial program (Section 6 below). You should download and print the readings, and keep them together in a binder. The weekly quizzes, the mid-semester test and the final exam (see below) will be based on the content of these readings and the lectures.

Recommended Reading

ANU students are very fortunate that the ANU library is well-stocked with books and journals

that expand on the topics and themes that will be discussed during the lectures and in the reading brick. You are encouraged to read widely, and you are expected to use these library sources to research your assignment. If the ANU library does not have an item, you are likely to find it in the National Library. Here are 4 suggestions for further reading:

- Carney, Michael (2008) *Asian Business Groups: Context, Governance and Performance*. Oxford: Chandos.
- Chen, Min (2004) *Asian Management Systems*. London: Thomson Learning.
- Hasegawa, Harukiyo and Noronha, Carlos eds. (2009) *Asian Business & Management: Theory, Practice and Perspectives*. Basingstoke: Palgrave MacMillan.
- Hipsher, Scott A.; Hansanti, Songporn and Pomsuwan, Suthinan (2007) *The Nature of Asian Firms: An Evolutionary Perspective*. Oxford: Chandos.

Course requisite

At least 24 units of study. An interest in international and Asian business would be helpful.

Assessment

Proposed Assessment Schedule

Details about assessment may change during the first two weeks of semester, following consultation with students during the first tutorial. Please ensure that you check with your lecturer or tutor about any changes. Changes to the assessment schedule will be posted to the Wattle site. The lecturer **proposes** assessment on the following basis:

Your assessment is either A or B, whichever result is better. **Except the mid-semester test, all components of the above assessment are compulsory** and must be submitted. **To pass the course, the individual assignment requires at least a Pass grade** (the equivalent of 50 out of 100, or more), before deduction of penalties for lateness (see section 7 below). You must obtain at least 50% or more as an aggregate mark to be eligible for an automatic pass grade in this course.

Students are encouraged to become familiar with the policies for 'Examination and

Assessment'. A broad overview can be found on pages 21-23 of the *2012 ANU*

- a. Weekly tutorial quizzes
- b. Tutorial issue presentation
- c. and d. Review questions
- e. Individual assignment
- f. Mid-semester test
- g. Final exam

Learning Outcomes-Assessment

How well have you achieved the learning outcomes for this course? Your lecturer makes this judgement based on your assignments and examination papers. This table illustrates how each assessment item provides evidence about your achievements against each learning outcome.

Course Learning Outcomes

Upon successful completion of the requirements for this course, students will have enhanced their proficiency in:

Understanding business systems in Japan, South Korea, Taiwan, China and Southeast Asia

Understanding of the role of foreign investment and trade, particularly by Japanese firms, in fostering intra-Asian economic integration

Working in diverse teams to deliver stated goals and outcome

Researching and communicate effectively in written and oral forms about a subject related to the content of the course

a. Tutorial quizzes

Due Date Weekly during the tutorial

Value or Weighting (%) 10% or 5%

Marks Each weekly quiz is marked out of 6, maximum score $12 \times 6 = 72$

Suggested Length Does not apply

Instructions Attend lectures during the week before, complete reading specified in section 6 below

Purpose Encourage students to keep up with reading and lectures, test their understanding of both

Marking Criteria Each answer is either correct or wrong

Submission / Presentation Details The quizzes can only be completed during tutorials. You need a pencil to enter your answer on the answer sheet, and an eraser to make corrections.

The questions (and answers) will be made available electronically later during the semester to help you prepare for the mid-semester test and the final exam.

b. Tutorial issue presentation

Due Date Weekly during the tutorial

Value or Weighting (%) 10%

Marks Out of 10

Suggested Length 10 minutes, or ca. 800 words

Instructions Teams of 2 or 3 students complete reading specified in section 6 below, deliver a short presentation that answers the set question

Purpose Tests students research and effective oral communication skills on

topic related to course content, deepens team work experience

Marking Criteria All students attending the tutorial complete mark sheet, tutor calculates the average mark

Submission / Presentation Details The presenting team submits short report after the presentation, tutor summarises comments from students and returns the mark.

c. and d. Tutorial review questions

Due Date Weekly during the tutorial

Value or Weighting (%) $2 \times 2.5\% = 5\%$

Marks For each answer out of 10

Suggested Length Half an A4 page

Instructions Attend lectures during the week before, complete reading specified in section 6 below

Purpose Test students on understanding of both reading and lectures

Marking Criteria Tutor marks answers on the spot, based on their completeness, relevance and logic in addressing the question.

Submission / Presentation Details Tutor selects 2 students at random during the tutorial to read their answers. Answers can only be given during tutorials.

e. Individual assignment

Due Date Wednesday 24 October 2012, 4pm

Value or Weighting (%) 20% or 30%

Marks Will be given out of 20

Maximum Length 2,500 words ($\square 10\%$), incl. all text, tables and figures, excl. references, cover page, contents page and footnotes

Instructions

Students select one of eight set topics, read extensively to study the topic, write an essay that answers the relevant question.

Further details in section 7 below.

Purpose Tests students research and effective written communication skills on topic related to course content

Marking Criteria

Explained in separate document *Criteria for assessing written and other work completed in the course Dynamics of Asian Business (BUSI2023)*, available from Wattle.

Submission / Presentation Details

Explained in a separate document *Some Suggestions for Good Assignment Writing*, available from Wattle. Course specific cover page available from Wattle. Assignment submitted at the RSM office (see p.1).

f. Mid-semester test

Due Date **TBA** (during the week of 24-28 September). Students will be advised of the time and location via Wattle and RSM notice board.

Value or Weighting (%) 10% or 0%

Marks Maximum score is 30

Maximum Length 30 multiple choice questions, maximum 1-hour

Instructions Test covers all topics discussed in readings and during lectures of weeks 1-7 and tutorials 1-7

Purpose Encourage students to keep up with reading and lectures during

1st half of the semester, test their understanding of both
Marking Criteria Each answer is either correct or wrong
Submission / Presentation Details

Students need a pencil (preferably 2B) to enter answers on the answer sheet. An eraser and a pencil sharpener will be useful. If students are not able to attend the test due to illness, they must apply to sit a special test by submitting the application form for special examinations and provide documented evidence of illness.

g. Final exam

Due Date

TBA (during ANU final exam period, 9-24 November). Students will be advised of the time and location via <http://timetable.anu.edu.au> and RSM notice board.

Value or Weighting (%) 40% or 50%

Marks Based on the nature and marks/weights of the questions

Maximum Length Format of the two-hour written exam will be discussed during the last lecture and the last tutorial.

Instructions

Covers all material discussed during the lectures and tutorials, contained in the reading brick, and any distributed additional reading throughout the semester

Purpose Test students' understanding of course readings and lectures

Marking Criteria

Complete, correct, accurate answers covering all parts of the question, and illustrated with figures, data, examples as appropriate. Details explained in separate document *Criteria for assessing written and other work completed in the course Dynamics of Asian Business (BUSI2023)*, available from Wattle.

Submission / Presentation Details

Permitted materials: electronic dictionaries are not allowed. No prior permission is required for unmarked hardcopy foreign language dictionaries. If students are not able to attend the exam due to illness, they must apply to sit a special test by submitting the application form for special examinations and provide documented evidence of illness.

Return of Assignments

Assignments will normally be returned during tutorials. At the end of semester, unclaimed assignments are available from the RSM office for a limited period of time. Students must provide their student identification card to claim assignments.

Scaling

Your final mark for the course will be based on the **raw** marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be **scaled**. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.

Extensions

There are no extensions for the assignments in the course. All assessment and assignment requirements are provided at the start of the semester. Please plan and start your work early and finish it by the due date. Possible reasons and process for an extension for individual assignment e. are explained in section 7 below.

Penalties

Penalties for late submission of individual assignment e. are explained in section 7 below.

Examinations

Exam scripts can be viewed after the release of end of semester grades. You must refer to the RSM School website for dates and times that exam script viewings are held. You must provide your student identification card to view your exam script. Scripts cannot be taken from

the Office area.

5. Lecture program

Week Date Topic

1 26 July 1. Introduction to the course

27 July 2. Business groups and business networks in Asia

2 2 August 3. Japan's huge conglomerate business groups

3 August 4. Japan's small firms and subcontracting

3 9 August 5. Paying for it all: Business finance in Japan

10 August 6. Government-business links in Japan

4 16 August 7. Production management in Japanese firms

17 August 8. Decision making and HRM in Japanese firms

5 23 August 9. Video: *Opening Up*

24 August 10. Changes in Japan's business system, or not?

6 30 August 11. Japan's economic role in East Asia

31 August 12. Japanese firms and business integration across East Asia

7 6 September 13. South Korea: Why conglomerate business groups dominate

7 September 14. Cohesion in South Korea's business groups

10-21 September: **SEMESTER BREAK**

Week Date Topic

8 27 September 15. South Korea: Management issues in Korean firms

28 September 16. South Korea's business system: Crisis and change, or not?

9 4 October 17. Taiwan: Business groups and small firm networks

5 October 18. Taiwan's business relations with China

10 11 October 19. China: Rapid change in a lopsided business system

12 October 20. China's business groups and internationalisation

11 18 October 21. Southeast Asia: Diverse business system(s)

19 October 22. The ethnic Chinese in Southeast Asia

12 25 October 23. Ethnic Chinese business in Asia: Family, trust and networks

26 October 24. Business groups in Thailand's business system

13 1 November 25. Corporate governance and the future of business groups in Asia

2 November 26. Review of the course, the final exam

6. Tutorial program

Organisation

Your tutor will explain the organisation of the tutorials in detail during tutorial 1 (in week 2). Each tutorial will consolidate and extend the material covered in the lectures of the previous week and in the reading nominated for each tutorial through:

- an opportunity for students to raise questions and give feedback on the material;
- group discussion on the basis of two review questions;
- analysis of a key issue in the form of a 10 minute-presentation prepared by two students;
- group discussion on the presented issue;
- a short 5-minute assessable test of 6 multiple choice questions that relate to the material covered in the lectures (including any videos!) of the previous week and the nominated reading for the tutorial.

Presentations: Format and rewards

As indicated in section 4 above, there will be a short presentation about a key issue in Asian business during 11 tutorial sessions. During the first tutorial (in week 2), 10 groups of 2 or 3 students are created who express a preference for the 11 topics listed below.

Students will prepare and use PowerPoint (PPT) software. All tutorial rooms have facilities to make presentations using PPT. **Each presentation will be marked by all students attending the tutorials.** The tutor will discard the highest and the lowest mark and calculate an average, which will be the mark for the presentation.

Presenters should make the presentation a worthwhile experience for all students attending the tute. Their reward will be the mark that other students give them. And it will be in the interest of attending students to turn up and discuss the presentations, in the expectation that other students will do the same when it is their turn to make a presentation.

If you have never used PPT before, this is your opportunity to learn! It is very simple, but there are some basic rules. A basic PPT presentation with such rules can be found on Wattle and at: <http://www.iasted.org/conferences/formatting/Presentations-Tips.ppt> If not sufficient, you should consider doing a course with the ANU's Information Literacy Program (<http://ilp.anu.edu.au/>).

For a 10-minute presentation, the absolute maximum is 10 PPT slides only, including a first title slide with names of the presenters. Preferably less. Students take turns to keep time and ensure that the presentation is within 10 minutes. As a courtesy to students attending the tutorial, you could distribute in class a photocopy containing the slides, so that students can take notes.

You can structure the presentations in any way you like. Here are some minimum requirements:

- Focus on answering the question(s);
- Indicate how the issue relates to the reading and lectures for the course;
- End with a discussion question.

Unless a web address is specified, the identified reading is available in the ANU library.

Books are located in the Chifley library reserve section, articles are in journals (either hard copy or electronic). Copies of most readings are also available from Wattle.

To wrap up the presentation, presenters send a short report (half-A4) by e-mail to their tutor indicating what went well in their presentation and what they would change if they could do it

again. The tutor will respond with feedback and the mark for the presentation.

Tutorial program

All students attending a tutorial are expected to have done the reading and to have prepared the questions about the course material they would like to raise with the tutor.

1. Introduction, Business groups and networks (week 2, starting 30 July)

Outline of the organisation of the tutorials, students nominate themselves for the presentation topics during tutorials 2-12, starting the following week.

Read article 1 of the reading brick. Come prepared with your questions about reading and lectures. Think about the presentation topics listed below and select two topic preferences: one you really want to do, and one you will do if your first choice is already taken.

2. *Business groups in Japan* (week 3, starting 6 August)

All students read articles 2 and 3 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(a) In general terms, what are the differences between the *zaibatsu* business groups before World War II and the *keiretsu* business groups after World War II in Japan?

(b) What is the role of small and medium-sized companies in Japanese manufacturing industry?

Issue presentation: **Are the *keiretsu* disintegrating?**

Ahmadjian, C.L. (2006) 'Japanese business groups: Continuity in the face of change' in Chang, Sea-Jin (ed.) *Business Groups in East Asia* (Oxford: Oxford UP) 29-30.

Article 12 in the reader, pp.100-112.

Ostrom, D. (2000) 'The *keiretsu* system: Cracking or crumbling?', *Japan Economic Institute Report No.14A*. (7 April 2000).

3. *Business and money politics in Japan* (week 4, starting 13 August)

All students read articles 4, 5 and 6 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(c) What is a 'main bank' and what functions does it perform in a *keiretsu* business group in Japan?

(d) What interests do the three corners of Japan's 'iron triangle' have in keeping the triangle together?

Issue presentation: **How does money politics work in relation to Japan's construction industry?**

McMillan, J. (2002) 'A conspiracy against the public' in *Reinventing the Bazaar: A Natural*

History of Markets. (New York: W.W. Norton) 141-147.

Black, W.K. (2004) 'The *dango* tango: Why corruption blocks real reform in Japan', *Business Ethics Quarterly*, 14: 603-623.

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Feldhoff, T. (2002) 'Japan's construction lobby activities: Systemic stability and sustainable

regional development', *ASIEN*, 84: 34-42.

Feldhoff, T. (2007) 'Japan's Construction Lobby Activities and the Privatization of Highwayrelated

Public Corporations' in: Sorensen, A. and Funck, C. (Eds.) *Living Cities in Japan*. (London: Routledge) 91-112.

4. *Management in Japan* (week 5, starting 20 August)

All students read articles 7, 8, 9 and 10 in the reading brick, come prepared with questions about reading and lectures (including the video!), and prepare answers to the following two tutorial review questions:

(e) Describe the *kanban* (or 'just-in-time') and the *kaizen* (or 'total quality control') systems that many Japanese companies use.

(f) Describe the typical human resource management practices that most companies in Japan use.

Issue presentation: **How did the ‘Toyota Production System’ enhance Toyota’s competitive advantage?**

- Rose, E.L. (2002) ‘Toyota production system’, in A. Bird (ed.) *Encyclopedia of Japanese Business and Management*. (London/New York: Routledge) 450-53.
- Vaghefi, M.R. and M.N. DaPrile (2001) ‘Creating sustainable competitive advantage: The Toyota philosophy and its effects’, *The Financial Times Mastering Management Online*, No.7.

□ TMC (1998) *The Toyota Production System*. Tokyo: Toyota Motor Corporation.

5. *Japan’s economic and business problems* (week 6, starting 27 August)

All students read articles 11 and 12 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(g) What caused Japan’s ‘bubble economy’ and the problems in economy and business that followed it?

(h) Explain the five ‘macro trends’ that - according to Lincoln and Gerlach (2004) - mean that Japan’s network economy will ‘eventually fade into history’.

Issue presentation: **How do the terms *kudoka* and *kodoka* help to explain the emergence of production networks of Japanese firms in Asia?**

□ Hatch, W. and K. Yamamura (1996) *Asia in Japan’s Embrace: Building a Regional Production Alliance*. (Cambridge: CUP) chapters 10 and 11.

□ Hatch, W. (2003) ‘Vertical ties across borders: Do Japanese production networks jeopardize competitive markets in Southeast Asia?’, *Washington University Global Studies Law Review*, 1, 233-261.

□ Ernst, D. (2000) ‘Evolutionary aspects: The Asian production networks of Japanese electronics firms’ in M. Borrus, D. Ernst and S. Haggard (eds.) *International Production Networks in Asia. Rivalry or Riches?* (London: Routledge) 80-109.

6. *Japanese companies overseas* (week 7, starting 3 September)

All students read articles 13, 14, 15 and 16 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(i) What were the main ‘push’ and ‘pull’ factors that changed Japan’s business relations with South Korea, Taiwan and Southeast Asia, particularly since the mid-1980s?

(j) How does the concept of ‘fragmentation of the value chain’ help us to understand intra-Asian economic integration?

Issue presentation: **Why has it been difficult for Japanese companies to transplant their management practices to subsidiaries in other Asian countries?**

□ Kono, T. and S. Clegg (2001) ‘Multinational management’ in *Trends in Japanese Management*. (Basingstoke: Palgrave) 167-191, **and**

□ Sedgwick, M.W. (1999) ‘Do Japanese business practices travel well? Managerial technology

transfer to Thailand’ in D.J. Encarnation (ed.) *Japanese Multinationals in Asia: Regional Operations in Comparative Perspective*. (Oxford: OUP) 163-79, **and**

□ Sierczek, F.W. and Onishi, J. (2003) ‘Culture and conflict: Japanese managers and Thai subordinates’, *Personnel Review*, 32: 187-210.

□ Yoshihara, H. (2005) ‘Decline of Japan’s predominance in Asia’ in Th.W. Roehl and A. Bird

(eds.) *Japanese Firms in Transition: Responding to the Globalization Challenge*.

(Amsterdam: Elsevier JAI) 243-260.

7. South Korea: *The role of the chaebol* (week 8, starting 24 September)

All students read article 17 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(k) What was the role of government institutions in creating the *chaebol* business groups in South Korea during the 1960s and 1970s?

(l) Why does Biggart argue that *chaebol* business groups have a 'patrimonial' structure? And what is her explanation for this argument?

Issue presentation: **How did the close relationship between business and government contribute to the 1997 economic crisis in South Korea?**

□ Lim, Wonhyuk (2003) 'The emergence of the *chaebol* and the origins of the "Chaebol Problem"' in S. Haggard *et al.* (eds.) *Economic Crisis and Corporate Restructuring in Korea*:

Reforming the Chaebol. (New York: Cambridge UP) 35-53.

□ Chung, Kae H. *et al.* (1997) *Korean Management: Global Strategy and Cultural Transformation*. (Berlin: De Gruyter) chapter 2.

□ Graham, E.M. (2003) *Reforming Korea's Industrial Conglomerates*. (Washington DC: Institute for International Economics) chapters 4 and 5.

8. South Korea: *Chaebol Management* (week 9, starting 2 October)

All students read article 18 and 19 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(m) How would you characterise and explain the process of decision making in Korean companies?

(n) What changes have taken place in management in Korean companies since the crisis of 1997?

Issue presentation: **How does the case of Hyundai exemplify the key characteristics industrial relations and human resource management in *chaebol* firms?**

□ Kwon Seung-Ho and M. O'Donnell (2001) *The Chaebol and Labour in Korea: The Development of Management Strategy in Hyundai*. (London: Routledge) 39-44, 57-67 and 103-113.

□ Graham, E.M. (2003) *Reforming Korea's Industrial Conglomerates*. (Washington DC: Institute for International Economics) chapter 5.

□ Article 17 in the reader, particularly pp.135-141.

□ Check Hyundai's website: <http://www.hyundai.com> or <http://www.hyundai.co.kr/>

9. Taiwan: *Country of business networks* (week 10, starting 9 October)

All students read articles 20 and 21 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(o) What was the role of state-owned enterprises in the development of Taiwan's manufacturing industry?

(p) Why did small- and medium sized firms dominate the development of manufacturing industry in Taiwan, particularly during 1960s - 1990s?

If you have time, listen to the following BBC radio program, which offers an engaging recount

of the postwar political and economic development of Taiwan in about 25 minutes:

http://www.bbc.co.uk/worldservice/specials/1626_tiger_tales/page3.shtml

Issue presentation: **How did Taiwanese firms cooperate to create a successful IT industry?**

□ Chang Chun-Yen and Yu Po-Lung (2001) 'The Development of Taiwan's IC Industry' in

Made by Taiwan: Booming in the Information Technology Era. (River Edge, NJ: World Scientific) chapter 1, **and**

- Ernst, D. (2000) 'Inter-organizational Knowledge Outsourcing: What permits small Taiwanese firms to compete in the computer industry?', *Asia-Pacific Journal of Management*, 17: 223-55.
- Chang Pao-Long and Tsai Chien-Tzu (2000) 'Evolution of technology development strategies for Taiwan's semiconductor industry: Formation of research consortia', *Industry and Innovation*, 7: 185-197, **or**
- Saxenian, A. and Hsu Jinn-Yuh (2001) 'The Silicon Valley-Hsinchu connection: Technological communities and industrial upgrading', *Industrial and Corporate Change*, 10, 893-920.

10. *China* (week 11, starting 15 October)

All students read articles 20 and 21 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

- (q) Why are state-owned enterprises still so dominant in China's business system?
- (r) What dilemma(s) does state ownership pose for the governance of state-owned firms?

Issue presentation: **Why has China become a source of outward foreign direct investment since the mid-2000s?**

- Morck, R. *et al.* (2008) 'Perspectives on China's outward foreign direct investment', *Journal of International Business Studies*, 39: 337-350.
- Davies, K. (2012) 'Outward foreign direct investment from China and its policy context', *China: An International Journal*, 10: 51-61.
- Zhang, K.H. (2009) 'Rise of Chinese multinational firms', *The Chinese Economy*, 42: 81-96.
- Hong, E. and Sun, L. (2006) 'Dynamics of internationalization and outward investment: Chinese corporations' strategies', *The China Quarterly*, 187: 610-634.

11. *Ethnic Chinese business: The China legacy* (week 12, starting 22 October)

All students read articles 24, 25, 26 and 27 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

- (s) Why and how did the increase of Foreign Direct Investment inflows by Japanese and Western companies into the countries of Southeast Asia benefit the business groups controlled by ethnic Chinese business families?
- (t) What are three key explanations for the adoption of the business group structure for the firms of ethnic Chinese entrepreneurs in Southeast Asia?

Issue presentation: **What competitive advantages did Dhanin Chearavanont and his CP business group use for the group's expansion into China?**

- Pananond, P. and C.P. Zeithaml (1998) 'The International expansion process of MNEs from developing countries: A case study of Thailand's CP group', *Asia Pacific Journal of Management*, 15: 163-184.
- Ampalavanar Brown, R. (1998) 'Overseas Chinese investments in China, patterns of growth, diversification and finance: The case of Charoen Pokphand', *The China Quarterly*, 155: 610-636.
- Pananond, P. (2005) 'The changing dynamics of Thailand CP group's international expansion' in L. Suryadinata (ed.) *Southeast Asia's Chinese Businesses in an Era of*

Globalization. (Singapore: ISEAS) 321-63.

12. Business in Thailand; Future of East Asian business groups (week 13, starting 29 October)

All students read articles 28 and 29 in the reading brick, come prepared with questions about reading and lectures, and prepare answers to the following two tutorial review questions:

(u) What were the consequences of the economic crisis of 1997-98 for business groups in Thailand?

(v) Why does Lehmann (1997) argue that corporate governance is not fundamentally different in the 'West' and the 'East'?

Issue presentation: **How did Thailand benefit from the development of its automotive industry by Japanese companies?**

□ Busser, R. (2008) 'Detroit of the East? Industrial upgrading, Japanese car producers and the development of the automotive industry in Thailand', *Asia Pacific Business Review*, 14: 29-45.

□ Kohpaiboon, A. (2009) Global integration of Thai automotive industry.' *Discussion Paper No.0016*. Bangkok: Faculty of Economics, Thammasat University.

□ Poapongsakorn, N. and Techakanont, K. (2008) 'The development of automotive industry clusters and production networks in Thailand', in Kuroiwa, I. and Toh Mun Heng (eds.) *Production Networks and Industrial Clusters: Integrating Economies in Southeast Asia*. (Singapore: ISEAS) 196-256.

7. Individual Assignment

As indicated in section 4 above, you will submit an assignment that takes the form of an essay. At least eight **set essay topics** will be available from Wattle. They take the form of a question and a few suggested readings on a topic related to the contents of the course.

To pass the course, your individual assignment requires at least a Pass grade (the equivalent of 50 out of 100, or more), before deduction of penalties for lateness. All students will have ample time to prepare their assignment during the semester, using the guidelines and materials available from Wattle. Consequently, all students in the course should be able to write an assignment that lives up to the minimum criteria for a Pass-level assignment.

Topics, sources

To research your essay, you will have to explore relevant scholarly publications available from

the ANU library and the National Library of Australia: monographs (books and working papers, which are in the library catalogues) and journal articles and book chapters (which are not in the library catalogues). Depending on your topic, a Google Scholar internet search may yield relevant documentation. However, be aware of the fact that there is also a lot of junk and

rubbish on the internet. You are **strongly encouraged** to base your assignment on scholarly publications (books and journal articles) and on academic business journals (see below). Do not assume that research is the same as doing an internet search.

You could use the footnotes and bibliographies of articles in the reader to access additional sources in books, scholarly journals and leading business magazines. You can also consult the indices to serious business magazines, such as *Asian Business*, the *Asian Wall Street Journal*, *Business Review Weekly*, *BusinessWeek*, *The Economist*. Most of these are also online. For some access is restricted to paying subscribers, but the ANU library has online subscriptions to several, which can be accessed on campus through the ANU library's website.

A way to identify useful readings is through the *Bibliography of Asian Studies* or ProQuest's *International Bibliography of the Social Sciences*. They are both available online through the ANU library website (click 'Online resources', then 'E-resources and databases'). The ANU library also subscribes to several powerful search engines that allow you to locate further reading, such as Factiva (available through the library's website as an electronic database). These are search engines, not sources. So, don't identify search engines as your sources of information, refer instead to the journals and magazines where you found relevant articles.

Submission, late assignments

All assignments are to be placed in the BUSI2023 assignment submission box, which is located in the foyer of the RSM School opposite the main counter. Do not hand your assignment to your tutor or the lecturer, assignments delivered in this manner may be deemed non-submissions.

Late assignments are to be placed in the assignment submission box with a note on the cover sheet indicating the due date and actual date of submission. Where an assignment is submitted after the due date, one mark (*i.e.* 1 out of a maximum of 20) will be deducted for each weekday or part thereof that the essay is late, except where an extension is granted.

Extensions

All assignment extension requests must be made in advance of the due date to your tutor or the course coordinator. Requests must be in writing on the application form for extension of the due date of assignment. An application form for extension of assignment is available on the School's website at <http://www.cbe.anu.edu.au/college/schools-centres/rsm/studentresources/>

Requests will not automatically be granted and students should continue with assignment preparation on the basis that the extension request may not be approved. Significant reasons must exist for an extension and documented medical evidence may need to be provided. Extensions of time are normally only granted to students whose work is seriously affected by persistent illness. Computer failures, computer disk or memory stick failures, pressure of work in other courses or in employment, are not considered sufficient grounds.

Preparing and presenting your assignment

The flier *Some Suggestions for Good Assignment Writing* is available from Wattle. It contains suggestions for the writing and formatting of your assignment. Please read it carefully, follow the instructions, and use the checklist when preparing your assignment.

You may present quantitative data in tabulated or graphic form if they support the argumentation in your assignment. You must indicate the source and be aware how the data in the tables or charts are defined and how they can be interpreted. You may use relevant publications in languages other than English, as long as you give the full bibliographical details and an English translation of the title between brackets.

II. EAST ASIA

China

5. Köll, Elisabeth

Harvard Business School; Boston, Massachusetts, U.S.A.

HSTY 1976: Visible and Invisible Hands in China: State and Business since 1800

**Spring Semester 2014, Tuesdays 2-4pm
Robinson Hall 105**

Prof. Elisabeth Köll

Office Hours:

Wed 2-4pm, Robinson Hall 216

ekoll@hbs.edu ; Tel: 617-496-3905

How do we explain the important role of the state in China's economy past and present? Why did China not experience an industrial revolution in the 19th century? Why did capitalism never take off? These are just a few examples of important questions we will address in this seminar. The relationship between visible and invisible hands, i.e. state and market, provides the framework for our in-depth discussion of China's economic and business history that geographically includes Taiwan, Hong Kong, and Chinese overseas communities across Asia.

At the beginning of the 21st century China has reached a stunning level of growth and entrepreneurship embedded in a complex, constantly changing framework of economic, social, and political structures. A historically informed approach to China's business and economic development allows us to uncover the institutional and organizational origins of firms, different forms of entrepreneurship and the relationship between government and business in a long-term perspective. This seminar also offers a comparative approach to the issue of China's industrialization and economic modernization across time in a global setting.

At the macro level, a historical analysis of Chinese economic institutions, agents and business practices will allow us to trace their origins predating the 1949 revolution and socialism. This inquiry is relevant for comparing business development under different political regimes and varying degrees of global engagement. At the micro level, understanding the historical evolution of kinship and social networks and the mechanisms of managerial and financial control will allow us to identify the institutional, cultural, and social mechanisms still shaping business transactions and institutions in China today.

This conference course is open to upper-level undergraduates and graduate students and meets in thirteen weekly sessions throughout the spring semester. Each meeting is organized around a set of readings which is being made available in advance. The topics covered in this course introduce major historical debates through a discussion of the most recent literature in the fields of business, economic, social, and political history and cutting-edge research.

Enrollment limit: 15 students

Requirement: basic knowledge of China based on a previous course (or equivalent background)

No auditors permitted

Academic Integrity Policy on Collaboration in Written Work:

Discussion and the exchange of ideas are essential to academic work. For assignments in this course, you are encouraged to consult with your classmates on the choice of paper topics and to share sources. You may find it useful to discuss your chosen topic with your peers, particularly if you are working on the same topic as a classmate. However, you should ensure that any written work you submit for evaluation is the result of your own research and writing and that it reflects your own approach to the topic. You must also adhere to standard citation practices in this discipline and properly cite any books, articles, websites, lectures, etc. that have helped you with your work. If you received any help with your writing (feedback on drafts etc.), you must also acknowledge this assistance.

Requirements and Grading:

1. Full attendance and *active* participation during class based on thoughtful preparation of ALL assigned readings is required. Every week each student will introduce and present a short critique of one of the assigned readings in class as arranged the previous week. (50% of final grade)
2. The remaining 50% of the final grade will be based on a research paper of about 25 pages (plus footnotes/appendix). The topic must be related to a subject/theme discussed in the course and chosen in consultation with the instructor. Use of relevant primary sources is expected (Chinese for graduate students, Chinese or English for Undergraduates). Students are strongly encouraged to choose a topic relevant to their own research interests. Apart from engaging in critical thinking and research design, this seminar-style course also allows students to work closely with the professor on the paper project throughout the semester, including the preparation of a paper prospectus and various draft versions of the final paper.

Deadlines for Paper-Related Assignments:

February 18	Topic selection with working title
March 11	One-page outline with summary of argument
April 8	First rough paper draft (about ten pages) with bibliography
April 27	Second paper draft
April 29	Short presentation of paper in class (10 min.)
May 9, 5pm	Final paper due via email attachment

Important: No “Incomplete” grades are allowed for this class.

Readings:

Reading assignments are available online or as links through the HOLLIS library catalogue on the course website listed under “Course Documents”; books on reserve are available at Lamont library.

For historical background knowledge, useful surveys of Chinese society and economy pre- and post-1949 are:

- Lloyd Eastman, *Family, Fields, and Ancestors: Constancy and Change in China's Social and Economic History, 1550-1949* (Lamont)
- Barry Naughton, *The Chinese Economy: Transitions and Growth* (Lamont)

CLASS SCHEDULE

Week 1, Jan. 28: Introduction

How the Course Works and Framing our Learning Agenda

Week 2, Feb. 4: The Government as Visible Hand

The Role of the State as Economic Actor in pre-1900 China

Madeleine Zelin, "Economic Freedom in Late Imperial China", in *Realms of Freedom in Modern China*, pp. 57-83.

Albert Feuerwerker, "The State and the Economy in Late Imperial China" in *Studies in the Economic History of Imperial China*, pp. 13-45.

Alfred Feuerwerker, "Three Kuan-tu Shang-pan enterprises" in *Studies in the Economic History of Imperial China*, pp. 201-58.

David Pong, *Shen Pao-Chen and China's Modernization in the 19th Century*, pp. 161-202.

Week 3, Feb. 11: Merchants, Family Businesses, and Entrepreneurship

Family, Lineage, and Patronage in the Management of Private Business

Madeleine Zelin, *The Merchants of Zigong: Industrial Entrepreneurship in Early Modern China*, pp. 24-115.

David Faure, *Emperor and Ancestor: State and Lineage in South China*, pp. 218-50.

Susan Mann, *Local Merchants and the Chinese Bureaucracy, 1750-1950*, pp. 1-93.

Kwan Man Bun, *The Salt Merchants of Tianjin: State Making and Civil Society in Late Imperial China*, pp. 50-88.

Week 4, Feb.18: The Legal Framework

Commercial Law, Property Rights, and the Impact on Business

Mio Kishimoto, Property rights, Land, and Law in Imperial China, pp. 68-90 in *Law and Long-Term Economic Change: A Eurasian Perspective*.

Robert Gardella, "Contracting Business Partnerships in late Qing and Republican China: Paradigms and Patterns", in *Contract and Property in Early Modern China*, pp. 327-48.

Debin Ma, "Law and Economy in Traditional China: A "Legal Origin" Perspective on the Great Divergence", pp. 46-67 in *Law and Long-term Economic Change: A Eurasian Perspective*.

William N. Goetzmann and Elisabeth Köll, "The History of Corporate Ownership in China: State Patronage, Company Legislation, and the Issue of Control", pp. 149-184 in *A History of Corporate Governance around the World*.

William Kirby, "China Unincorporated: Company Law and Business Enterprise in Twentieth Century China", pp.43-63, in *Journal of Asian Studies*, vol. 54, no.1, Feb.1995.

Week 5, Feb. 25: Credit, Financial Transactions and Taxation
State Capacity, Financial Flows and Institutions

- Jones, Susan Mann, "Finance in Ningbo: The 'Ch'ien Chuang', 1750-1880", pp.47-78, in *Economic Organization in Chinese Society*.
- Andrea L. McElderry, "Guarantors and Guarantees in Qing Government-Business relations", pp. 119-138, *ibid*.
- He, Wenkai, "Economic Disruption and the Failure of Paper Money in China, 1851-1864" in *Paths towards the Modern Fiscal State: England, Japan, and China*, chapter 5.
- Von Glahn, Richard, "Foreign Silver Coins in the Market Culture of Nineteenth Century China", in *The International Journal of Asian Studies*, vol. 4/1, Jan. 2007, pp. 51-78.
- Kaske, Elisabeth, "Fund-Raising Wars: Office Selling and Interprovincial Finance in Nineteenth Century China", *Harvard Journal of Asiatic Studies*, 71.1 (2011), pp.69-141.

Week 6, March 4: China as Emerging Market in the 19th Century
Sino-Western Trade in the Treaty Ports and Its Impact on Business

- Sherman Cochran, *Encountering Chinese Networks: Western, Japanese, and Chinese Corporations in China, 1880-193*, chapters 2 (pp. 12-43) and 3 (pp. 44-69).
- Yen-p'ing Hao, *The Commercial Revolution in 19th Century China: The Rise of Sino-Western Mercantile Capitalism*, pp. 1-162.
- Takeshi Hamashita, "Foreign Trade Finance in China: Silver, Opium, and World Market Incorporation, 1820s to 1850s", pp. 114-44, in *China, East Asia and the Global Economy*.
- Carol Matheson Connell, "Jardine Matheson & Company: The Role of External Organization in a Nineteenth-Century Trading Firm", *Enterprise & Society*, 2003, pp. 99-138.

Week 7, March 11: Overseas Chinese Businesses and Global Networks
The Role of Overseas Chinese in China's and Asia's Economic
Development

- Chan, Wellington K.K., "The Origins and Early Years of the Wing On Company Group in Australia, Fiji, Hong Kong and Shanghai: Organisation and Strategy of a New Enterprise", pp. 80-95, in *Chinese Business Enterprise in Asia*.
- Leo Douw, "Overseas Chinese Entrepreneurship and the Chinese State: the Case of South China, 1900-1949", pp.115-135, in *ibid*.
- Michael R. Godley, *The Mandarin-Capitalists from Nanyang: Overseas Chinese Enterprise in the Modernization of China, 1893-1911*, pp. 97-184.
- Stephanie Po-Yin Chung, "Surviving Economic Crises in Southeast Asia and Southern China: The History of Eu Yan Sang Business Conglomerates in Penang, Singapore and Hong Kong", pp. 579-617 in *Modern Asian Studies*, vol. 36, July 2002.
- Sherman Cochran, *Chinese Medicine Men: Consumer Culture in China and Southeast Asia*, pp. pp. 64-117.

March 18 Spring Break – no class

Week 8, March 25: Industrialization in China: From Workshop to Factory

Technology Transfer, Industrial Workers, and Shop Floor Discipline

Elizabeth Perry, *Shanghai on Strike*, pp. 131-258.

Gail Hershatter, *The Workers of Tianjin*, pp. 25-41.

Tim Wright, *Coal Mining in China's Economy and Society, 1895-1937*, pp. 161-81.

Elisabeth Köll, *From Cotton Mill to Business Empire: The Emergence of Regional Enterprises in Modern China*, pp. 81-119.

Honig, Emily, *Sisters and Strangers: Women in the Shanghai Cotton Mills, 1919-1949*, pp.115-47.

Week 9, April 1: The Origins of the State Enterprise System

Economic centralization and the Developmental State in the Nationalist Era

Elizabeth Remick, *Building Local States: China during the Republican and Post-Mao Eras*, 29-86.

Bergere, Marie-Claire, *The Golden Age of the Chinese Bourgeoisie, 1911-1937*, pp. 242-97.

Morris Bian, *The Making of the State Enterprise System in Modern China*, pp. 127-212.

Parks Coble, *Chinese Capitalists in Japan's New Order: the Occupied Lower Yangzi, 1937-1945*, pp. 33-100.

Margherita Zanasi, *Saving the Nation: Economic Modernity in Republican China*, pp. 81-102.

Week 10, April 8: Business and Market in the Socialist Transformation

Entrepreneurs, Workers, and the State in the post-1949 Transition

Sherman Cochran, "Capitalists Choosing Communist China" in *Dilemmas of Victory: The Early Years of the People's Republic of China*, pp. 359-385.

Willy Kraus, *Private Business in China: Revival between Ideology and Pragmatism*, pp. 49-94.

Dorothy Solinger, *Chinese Business under Socialism: the Politics of Domestic Commerce, 1949-1980*, pp. 11-156.

Joshua Howard, *Workers at War*, pp. 327-56.

Week 11, April 15: Economic Reforms and State Capitalism since 2000

Historical Legacies of State, Business, and Market Structures in China

Susan Young, "Wealth but not security: attitudes towards private business in the 1980s", pp. 63-87, in *Economic Reform and Social Change in China*.

Steven S. Cheung, "Privatization vs. Special Interests: The Experience of China's Economic Reforms", pp. 21-37 in *Economic Reform in China*.

Helen F. Siu, "Socialist Peddlers and Princes in a Chinese Market Town", in *American Ethnologist* 16(2): 195-212.

Tim Wright, *The Political Economy of the Chinese Coal Economy*, pp. 91-138.

Bruce Dickson, *Red Capitalists in China: The Party, Private Entrepreneurs, and the Prospects for Political Change*, pp. 89-140.

Martin K. Whyte, "The Chinese Family and Economic Development: Obstacle or Engine?" in *Economic Development and Cultural Change*, vol. 45, 1996, pp. 1-30.

Week 12, April 22: Looking Back: Debates about ‘Sprouts of Capitalism’ and ‘The Great Divergence’ — Do They Matter?

Why the Industrial Revolution and Capitalism Didn’t Happen in China

David Faure, *China and Capitalism*, pp. 1-44.

Kenneth Pomeranz, *The Great Divergence: China, Europe, and the Making of the Modern world Economy*, pp. 114-207.

Stephen Broadberry, “The Early Modern Great Divergence: Wages, Prices, and Economic Development in Europe and Asia, 1500-1800”, *Economic History Review*, vo. 59, no.1, pp. 2-31, Feb. 2006.

Philip Huang-Kenneth Pomeranz exchanges in the *Journal of Asian Studies*, vol. 62, no. 1, Feb. 2003.

Debin Ma, “Growth, Institutions and Knowledge: A Review and Reflection on the Historiography of 18th-20th Century China”, pp. 259-77, in *Australian Economic History Review*, vol. 44, no., 2004.

R. Bin Wong, *China Transformed*, chapter 4, pp. 71-104.

Week 13, April 29: Student presentations and final discussion

May 9, 5pm Final paper due via email attachment

II. EAST ASIA (continued)

6. Lairson, Thomas

Rollins College; Winter Park, Florida, U.S.A.

SHA 315: Chinese Business and Economic Development

SHA 315

Chinese Business and
Economic Development
Rollins Shanghai Center
Fall 2010

T-Th 10:30-12:30

<http://myweb.rollins.edu/tlairson/asiabus/inb315.html>

Pictures 2010

Dr. Thomas Lairson

Gelbman Professor of International Business

Professor of Political Science

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Maps

Links

China Pictures

Even with the global economic crisis, China and its Asian neighbors remain the most dynamic and fastest growing region in the world. Further, China is a very different business environment for those accustomed to western business systems. Students of international business will need to adapt and adjust to a radically transforming world, with Asian markets and competition an unavoidable reality. This course is designed to provide students with details about the business and economic environment of China..

China remains a communist country with a significant legacy of a command economy. But it is also a market economy even as many of the most important economic actors are associated with the government. Understanding this mixture - capitalism with Chinese characters - is a major aim of this course. This requires considerable background on the operation of the Chinese economy, combined with detailed examination of Chinese and foreign firms operating in China.

We begin with several classes on the historical development of the Chinese economy. This includes the nature of the command economy developed during the Maoist era and the period of economic reform under Deng Xiaoping. There are several quite different economic regions in China which offer a variety of business environments and resources. Chinese business culture is a topic that leads us on to more specific features of the economy and business: the exceptional role of the government - national and local - in the business system; the nature of the consumer economy; and the role of foreign direct investment and international trade. The

nature and operation of firms in China includes both foreign and emerging domestic firms, high technology operations in China, and the nature and future of the Chinese auto industry. Understanding future trends involves a consideration of the eroding position of price advantages in production, including changing demands of workers, shifting bases of competitiveness and the role of energy in the Chinese economy. We conclude with a discussion of the global financial crisis and the enormous role of China in that process.

Goals of the Course:

Students will develop a detailed understanding of the evolution and development of business in China and the development of the Chinese economy after 1980

Students will develop a detailed understanding of the relationship of Chinese government and business

Students will be able to analyze the business culture of China

Students will develop a detailed understanding the auto, high technology, and energy industries in China

Students will be able to assess different economic regions in China and changing costs of doing business

Students will be able to write effectively in essay exams and in formal papers.

Required Text:

Barry Naughton, *The Chinese Economy*, MIT Press, 2007.

Ted Plafker, *Doing Business in China: How to Profit in the World's Fastest Growing Market*, Business Plus, 2008.

Course Grade:

Midterm exam

25%

Participation

25%

Final Exam

25%

Research Paper

25%

Grade for the Course: There is no curve for the grade in this course; that is, you must meet an absolute standard set by me to succeed in the course. This means everyone can obtain an "A" but everyone can also receive an "F."

There is no extra credit in this course.

Participation The participation grade for this course involves coming prepared to every class and being ready to make a contribution to the class period: asking informed questions, offering thoughtful comments, and answering questions posed to the class. You can earn a zero in participation by not participating.

You have three choices for the research paper. 1) a paper comparing two Chinese firms from a list I provide. 2) an analysis of the future of the Chinese auto industry using readings I provide; or 3) writing a paper using sources in several sections of the syllabus where additional readings are provided.

Option 1. You will need to analyze the two firms based on the following:

- Comparative financial data
- Historical background on the firm
- Products/Services
- Relationship to the government
- Ownership of the firm
- Competitive environment of the firm
- Future prospects

Option 2

In the syllabus below is a section on the Chinese auto industry with a set of additional readings. The readings focus on analyzing the industry's future based on understanding the major global forces at work. You will write a paper using these sources in making a five years forecast on the Chinese auto industry.

Option 3

There are several parts of the syllabus where additional readings are provided. You may write a paper that uses these readings intensively to define and develop a topic.

Expectations:

Attendance: You are expected to be in class for each scheduled session, and you must be on time. Class attendance will be taken every day. Anyone who misses more than three classes will be penalized by one-twelfth of their FINAL grade for each absence over three. Thus, a student who misses eight classes (equal to one-third of the classes in this course) and who otherwise earns a "C" will in fact receive an "F" for the course.

Makeup exams: No makeup exams are given "after the fact," that is, after the exam has occurred unless I have been contacted before the exam. If you miss the exam and have not contacted me before the exam, you will not be able to take a makeup.

Classroom behavior: There are several forms of inappropriate behavior in this class. You may not sleep in this class; you may not have extended private conversations in this class; you may not bring food to this class; and you may not get up and leave this class unless you are ill.

August

Week 1

31 Introduction to the course (pretest)

September

2 The Legacy of the Command Economy

Naughton, Chinese Economy, 55-83; 231-240 skim

Background material

The Economist China Survey I II

Asia's recent growth

Week 2

7 Economic Reform I

Naughton, Chinese Economy, 240-248; 85-110.

Notes

9 Economic Reform I and II: Bottom-Up Capitalism - Township and Village Enterprises

Naughton, 271-292

2008 Style Land Reform

“The long march backwards,” The Economist, October 2, 2008

Week 3

14 Economic Regions in China

Edward Tse, “The China Challenge”

Shanghai

William Overholt, “Hong Kong or Shanghai?”

Additional Material

An American Entrepreneur in Shangha

Out of Shanghai's Shadow: Why Hong Kong Is Becoming China's New Financial Services Center

Hong Kong/Guangzhou/Shenzhen/Guangdong

In Chinese Boomtown, Middle Class Pushes Back

At the Beating Heart of an Export Machine

Hong Kong map

Hong Kong Factsheet

Additional Material:

Knowledge@Wharton, “Restructuring Guangdong's Economy: Moving Up the Value Chain as Exports Go Down”

Can Huang and Naubahar Sharif, “Manufacturing Dynamics and Spillovers: The Case of Guangdong Province and Hong Kong, Macau, and Taiwan”,”

Becky P.Y. Loo, “Export Expansion in the PRC since 1978: A Case Study of the Pearl River Delta”

Acquisition of technology capability through special economic zones (SEZs): The case of Shenzhen SEZ

Fu-Lai Tony Yu, “Technological Strategies of Hong Kong Firms”

Leo Goodstadt, “Hong Kong's Long March to Democracy”

Tianjin-Binhai

Richard Silbergliitt, "Emerging Technology Opportunities for the Tianjin Binhai New Area," RAND, 2009, 1-18.

Notes

Week 4

16 Chinese Business Culture

Plafker, *Doing Business*, 78-123.

Jin Ai, "Guanxi Networks in China: Its Importance and Future Trends"

Kenneth DeWoskin and Ian Stones, "Facing the China Corruption Challenge"

Cracking the China Market

Guanxi (The Art of Relationships): Microsoft, China and Bill Gates' Plan to Win the Road Ahead (Video)

21 and 23 The Chinese Government and Chinese Capitalism

Thomas Friedman - US versus China

Plafker, *Doing Business*, 48-77; 147-178

Bruce Dickson, "Integrating Wealth and Power in China: The Communist Party's Embrace of the Private Sector"

Yang Yao and Linda Yueh, "Law, Finance, and Economic Growth in China: An Introduction,"

Linda Yueh, "China's Entrepreneurs"

Wubiao Zhou, "Bank Financing of China's Private Sector: The Payoffs of Political Capital"

The Economist, "The Art of Chinese Massage"

Mary Gallagher, *Contagious Capitalism*, Introduction

David Barboza, "State-Owned Bidders Fuel China's Land Boom"

Susan Feng Lu and Yang Yao, "The Effectiveness of Law, Financial Development, and Economic Growth in an Economy of Financial Repression"

Axlexei Shevchenko, "Bringing the Party Back In: the CCP and Market Transition in China"

Additional Material:

Margaret Pearson, "The Business of Governing Business in China," *World Politics*, 57 (January 2005) 296-322.

Shaomin Li, et al. "The Road to Capitalism: Competition and Institutional Change,"

Michael Wines, "China Fortifies State Businesses to Fuel Growth"

Minxin Pei, "China's Governance Crisis"

"The Perils and Promise of Chinese Banking," *McKinsey Quarterly*, 2006

Scott Kennedy, "The Extent of the Government's Control of China's Economy, and Implications for the United States" Testimony Before the U.S.-China Economic and Security Review Commission, May 2007.

Yasheng Huang, "Just How Capitalist is China?"

World Bank, *Doing Business in China*, 2008

Changhong Pei and Lei Peng, "Responsibilities of China After Accession to the WTO"

Week 5 1/2

28 Business in China

Plafker, *Doing Business*,; 19-47; 124-146

David Barboza, "Apple Making New Push Into China,"

Janamitra Devan, et al. "A Consumer Paradigm for China"

Knowledge@Wharton, "Sales and Distribution in Today's China"

Resource:

American Chamber of Commerce, American Business in China, 2009
China Income Premium

30

Midterm Exam

October

Week 6

5 Internationalization of Chinese Economy: Foreign Trade and TNCs in China

Naughton, Chinese Economy, 401-423; 375-398

7 Chinese Firms

Naughton, 297-328

Knowledge@Wharton, "The Emerging Chinese Company"

Andrew Grant, "How Corporate China is Evolving"

Ambition of a Wolf: Portrait of an SOE in China

Mary Teagarden and Dong Hong Cai, "China's Global Companies"

Additional Material:

Geert Duysters, et al. "Internationalization and Technological Catching up of Emerging Multinationals: A Comparative Case Study of China's Haier Group"

Up, up and Huawei

Knowledge@Wharton, "Huawei Technologies in Africa"

Peter Nolan and Godfrey Yeung, "Big Business with Chinese Characteristics,"

Questions

9 - 16

Cultural Excursion

Week 7

19 and 21 High Technology in China

Naughton, 349-374

Wei Xie and Steven White, "Sequential Learning in a Chinese Spin-off: The Case of Lenovo Group Limited"

Dieter Ernst, "Can Chinese IT Firms Develop Innovative Capabilities Within Global Knowledge Networks?"

Google in China

Google's China Strategy

Knowledge@Wharton, "Winners and Losers: Internet Search in China"

Yuval Atsmon and Max Magni, "China's Internet Obsession"

China Internet Data

China's Social Media

Notes

Week 8

28 and 28 Chinese Auto Industry

Jianxi Luo, "Chinese Independent Auto Firms"

Chery

John Moavenzadeh, "China's Impact on US Autos"

GM and Ford in China

The Economist, "Ford Sells Volvo to Geely"

Keith Bradsher, "China Vies to be the World Leader in Electric Cars"

Questions

Research Option

The Future of the Chinese Auto Industry

China, WTO and Cars

Filipe Barbosa, "A Look at China's Auto Industry"

Filipe Barbosa, "Rethinking China's Auto Industry Prospects"

Global Forces: Introduction

The Great Rebalancing

Energy and Environment

Productivity

The Global Grid

The State and Markets

Electrifying Cars

November

Week 9

2 The Changing Structure of Prices in China

Naughton, Chinese Economy, 179-208

Pfalkner, 179-200

New York Times, "What do China's Workers Want?"

Case Study: Foxconn

Questions

4 Changes in China's Competitive Environment

Christoff Bliss, et al. "China's Shifting Competitive Equation,"

Knowledge@Wharton, "Chinese Manufacturing in an Age of Resource Price Volatility"

Huawei to Enter US Market, Maybe

Jimmy Hexter and Jonathan Woetzel, "Bringing Best Practice to China

Knowledge@Wharton, "Is China Still Competitive for Global Manufacturers?"

Five Reasons Why China Will Rule Tech

Questions

Week 10

9 and 11 How China Competes on Global Energy

Naughton, Chinese Economy, 329-348

Richard Lester and Edward Steinfeld, "China's Real Energy Crisis"

Keith Bradsher, "China Takes Lead in Clean Energy, With Aggressive State Aid"

Daniel Yergin and Scott Roberts, "Riding the Tiger"

Keith Bradsher, "In Crackdown on Energy Use, China to Shut 2000 Factories"

Martin Jones, et al. "China's Green Opportunity"
Knowledge@Wharton "The Dragon Turns Green: China's Manufacturers Adapt to a New Era"
Hongyi Harry Lai, "China's Oil Diplomacy: Is it a Global Security Threat?"
Knowledge@Wharton, "Renewable Energy in China: A Necessity, Not an Alternative"
June Dreyer, "Sino-American Energy Cooperation"
Knowledge@ Wharton, "The Race for Energy: What wil it Mean for Western Firms?"
The Economist, "Melting Asia"
Sarah Wang, "The Answer to China's Energy Demands May be Blowing in the Wind"
Keith Bradsher, "China Leading Global Race to Make Clean Energy"

Notes

Reference:

Joanne Guth and Melissa Ginsberg, "Energy Use in China: Trends in Oil Demand and Imports"

Hengyun Ma, et al. "China's Energy Economy: A Survey of the Literature"

Energy Information Administration, "China: Country Analysis Brief"

Week 11

16 and 18 Trade, Finance and Economic Crisis in US-China Relations

Niall Ferguson and Moritz Schularick, "Chimerica and the Global Asset Boom"

Changing Fortunes of Financial Power and Clout?

Mark Lander, "Dollar Shift: Chinese Pockets Filled as Americans' Emptied"

Knowledge@Wharton, "Attached at the Wallet: The Delicate Financial Relationship Between the US and China"

Knowledge@Wharton, "China's Currency Policy"

Michael Wines and Keith Bradsher, "China's Leader Says He Is 'Worried' Over U.S. Treasuries,"

Keith Bradsher, "China Losing Taste for Debt From US"

Keith Bradsher, "China Grows More Picky About Debt"

Yashung Huang, "Global Imbalances and China"

Eric Altbach and Michael Cognato, "Understanding China's Sovereign Wealth Fund"

McKinsey Global Institute, "The New Power Brokers: Gaining Clout in Turbulent Markets"

Bibo Liang, "The Political Economy of US Trade Policy Toward China"

Questions

Reference

Paul Bowles and Baotai Wang, "Flowers and Criticism: The Political Economy of the Renminbi Debate"

23

Research Paper Due

25

Final Exam

II. EAST ASIA (continued)

7. 1. Schenk, Catherine

University of Glasgow; Glasgow, Scotland, UNITED KINGDOM

The Business Environment in China (2010)

MSc. in Management

Elective: The Business Environment in China

COURSE CO-ORDINATOR AND LECTURER: PROFESSOR C. SCHENK

Room 308

**Lilybank House, Bute Gardens
330-6616
c.schenk@socsci.gla.ac.uk**

Introduction:

China is one of the most rapidly growing economies in the world and it is becoming increasingly important in global business. This module will introduce the challenges and opportunities posed by the rapidly changing economic and institutional context of business in China with particular emphasis on international as well as domestic factors.

Aims:

This elective explores the institutional configurations affecting the conduct of business in the People's Republic of China with particular reference to the challenges and opportunities posed by changes in the international trade, international investment, the banking and financial system and the changing managerial and ownership structures of business in China.

Learning Objectives:

By the end of the course, students will be able to:

- describe the development of China's international trade policy and assess its impact on business activity in China.
- assess the causes and consequences of foreign investment in China.
- demonstrate understanding of the challenges facing foreign business in China.
- assess critically the development and impact of the financial and banking system and its impact on the business environment.
- analyse critically the changing structure of private and public ownership of business in China.

Method:

The course will be taught by means of mixed lecture/seminar sessions, amounting in total to approx. 20 contact hours. Students will be required to prepare for discussion at seminars by completing the prescribed reading, which will include case studies as well as secondary literature.

Assessment:

Each student will attend and contribute to group discussions. While this will not be formally assessed, it is a condition of course completion.

Each student will complete a 2500 word discursive assignment assessing one of 5 assigned cases.

Readings:

Course Texts:

- G.C. Chow, *China's Economic Transformation*, 2 ed., 2007
- B. Naughton, *The Chinese Economy: transitions and growth*, 2007

Tuesday 9 March 9am

I Introduction: Overview of China's economy

Reading: World Bank, Beijing, *China Quarterly Update*, November 2009
<http://www.worldbank.org/>

Discussion:

- Are China's international economic relations becoming more or less important to overall economic performance?
- What problems are caused by China's external imbalance?
- What is the impact of the global financial crisis for China?
- What challenges and opportunities does the business environment in China face in 2010?

Wednesday 10 March 9am

II International Trade Patterns and Policy

Reading for Lectures:

B Naughton, *The Chinese Economy*, 2007, Ch. 16
GC Chow, *China's Economic Transformation*, Ch. 16

Reading for Discussion:

Group A

US Trade Representative Report to Congress on China's WTO Compliance, 2009.

http://www.ustr.gov/webfm_send/1572

President Obama Discusses China, Trade and Jobs With Democratic Senators, 3 February 2010

Group B

USTR, US Challenges Chinese Famous Brand Programs at WTO, December 2008.

USTR, press release on Famous Brand dispute, December 2009.

Hong Kong Trade and Development Council on resolution of Famous Brand Programme, January 2010.

Group C

WTO, Complaint by USA on Chinese imports of publications and audio-visual home entertainment products, 2007

WTO, Summary of the case, 2010.

USTR Press release on China's import and distribution of publications and audiovisual home entertainment, 2010

WTO China complaint on US imports of tyres, 2009.

Questions for all Groups

- What are the main contributors to trade friction between China and the USA?
- Why have these problems proved so difficult to overcome?
- What are the prospects for China's future trade relations?

Wednesday 10 March 1pm

III International Investment – trends and prospects

Reading for the Lecture:

B. Naughton, *The Chinese Economy*, 2007, Ch. 17.

GC Chow, *China's Economic Transformation*, Ch. 18.

Discussion:

- What factors determine the direction and nature of FDI into China?
- What are the major challenges to foreign firms operating in China? How have these changed over time?

Group A

Tao Zhigang, *Shanghai General Motors: the rise of a late-comer*

- Why did GM want to enter into a joint venture with SAIC in 1997 when the automobile industry was in a slump?

- What were the benefits to GM and to SAIC from the joint venture?
- Were the benefits evenly distributed between GM and SAIC?
- What potential conflicts were there in the joint venture arrangements?

Group B

M.J. Enright, *Successful Multinationals in China*

- What challenges face MNCs in China?
- How have these challenges changed over time?
- How have these challenges been overcome, and how have these strategies differed? Use the examples in the case.
- What lessons might other companies draw from this experience?

Group C

A Farhoomand and Shigang Tao, *Shanghai Volkswagen: Time for a radical shift of gears*, 2005

- Identify the advantages and disadvantages at SVW as a pioneer in China's passenger-car industry.
- Why has SVW lost many of the advantages it once enjoyed, and what are sources of a sustainable competitive advantage in China's passenger car industry?
- What were some important challenges Volkswagen AG encountered in the Chinese market that might not have been present in its domestic market? How has it dealt with these challenges?

Thursday 11 March 1PM

IV China's financial system: banks and stock markets

Reading for Lecture:

B. Naughton, *The Chinese Economy*, 2007, Ch. 19.

GC Chow, *China's Economic Transformation*, Ch. 13 and 14.

Discussion:

- Why did China's banks accumulate large amounts of NPLs?
- What challenges face China's banking system in the future?
- Why are foreign banks interested in investing in Chinese banks?
- Why is the Chinese stock market underdeveloped?

Group A: Prosperity REIT: IPO Prospectus December 2006

Group B: FITTEC International Group Ltd.: IPO Prospectus December 2006

Group C: China CITIC Bank Corp. Ltd.: Global Offering April 2007

- What key information is provided in the prospectus?
- Identify the key features of the company structure
- Why is the company raising capital through an IPO?
- Research the outcome of the IPO

Friday 12 March 9am

V Industrial Reform and the Challenge of Private Entrepreneurship

Reading:

B. Naughton, *The Chinese Economy*, 2007, Ch. 13
 GC Chow, *China's Economic Transformation*, Ch. 15 and 16.

Questions:

- What are the challenges for China's state-owned enterprises?
- What are the obstacles to private enterprise?

Discussion:

Group A

Y. Pan, *Lenovo: Countering the Dell Challenge*

- Why was Lenovo so successful in the China market?
- What challenges did Lenovo face by 2000?
- Why did it choose to acquire IBM?
- What does this case reveal about the potential for outward Chinese FDI?

Group B

A. Grant, 'How Corporate China is Evolving', *Mckinsey Quarterly Review* 2008 (3).
 Interview with Ren Jianxin, ChemChin, *Mckinsey Quarterly Review*, July 2008.
 Interview with Mai Boliang, CIMC, *Mckinsey Quarterly Review*, May 2008.

- What are the strengths and weaknesses of State Owned Enterprises?

Group C

Y. Huang, 'Private Ownership: the real source of China's economic miracle', *Mckinsey Quarterly Review*, 2009 (1).

Wu Jinliang, 'The road ahead for capitalism in China', *Mckinsey Quarterly Review*, 2006

- What are the strengths and weaknesses of privately owned enterprises in China?

Friday 12 March 1pm

VI Discussion of Projects

DUE TUESDAY 6 APRIL 2010

Citibank's Co-Operative Strategy in China: The Renminbi Debit Card

- **Identify the key features of the retail banking market in China.**
- **What strategies has Citibank used to expand in the Chinese market?**
- **Why did Citibank adopt a cooperative management strategy for its debit card operations?**
- **What are the risks and benefits of this strategy for Citibank and for China Unionpay?**

SAP: Establishing a Research Centre in China

- **Identify the key features of the R&D environment in China, e.g. relations between business and universities.**
- **Discuss the environment for intellectual property rights in China and the impact on SAP's strategy.**
- **Is Shanghai the best location in Asia for SAP's R&D investment?**
- **What challenges will SAP face when recruiting staff from China and the rest of the world?**

PORTS: China's Walk on the Global Luxury Fashion Boulevard

- **Identify the key features of the luxury fashion goods industry in China.**
- **What have been the competitive strengths and weaknesses of PORTS in China?**
- **What challenges does the business environment in China pose for PORTS.**
- **Suggest a strategy for the company to retain and build its brand reputation.**

Carrefour China: Maintaining its Past Glory or Drowning in the Sea of Competition?

- **Identify the key features of the retail industry in China.**
- **What was Carrefour's strategy for entering China?**
- **Identify Carrefour's key competitive strengths and weaknesses.**
- **What challenges does the business environment in China pose for Carrefour?**
- **Suggest a strategy for the company to retain and build market share.**

Wumart Stores: China's Response to Wal-Mart

- **Identify the key features of the retail industry in China.**
- **What have been the sources of Wumart's success in the China market?**
- **What challenges does the business environment in China pose for Wumart?**
- **Identify Wumart's key competitive strengths and weaknesses**
- **Suggest a strategy to retain and build market share.**

Additional reading list:

CH Chen, HT Shih, *Banking and insurance in the new China : competition and the challenge of accession to the WTO, 2004*

CH Chen, *The evolution of the stock market in China's transitional economy, 2002.*

BJ Dickson, *Red Capitalists in China; the Party, Private Entrepreneurs and Prospects for Political Change, 2003*

R. Garnault et al, *China's ownership transformation: process, outcomes, prospects*, 2005

R Garnault, *China's third economic transformation: the rise of the private economy*, 2004

S. Green, *The development of China's stockmarket, 1984-2002 : equity politics and market institutions*, 2004.

P Nolan, *Transforming China; Globalisation, Transition and Development*, 2004

J. Studwell, *The China Dream; the elusive quest for the greatest untapped market on earth*, 2003

DD Tong, *The heart of economic reform: China's banking reform and state enterprise restructuring*, 2002.

X Tong et al, *Financial services in China: the past, present and future of a changing industry*, 2005.

C. Walter, G. Fraser and F. Howie, *Privatizing China: A Guide to China's Stock Markets & Their Role in Corporate Reform*, 2003

S Yusuf et al., *Under new ownership: privatizing China's state-owned enterprises*, 2006

D. Zweig, *Internationalizing China; domestic interests and global linkages*, 2002

II. EAST ASIA (continued)

7. 2. Schenk, Catherine

University of Glasgow; Glasgow, Scotland, UNITED KINGDOM

China in the International Economy (2010)

Course Co-ordinator: Professor Catherine R. Schenk

Lilybank House

Bute Gardens

Room 308

0141-330-6616

C.Schenk@socsci.gla.ac.uk

Outline

This module will investigate the changing role of China in the international economy, focusing mainly on the period after 1979, but with reference to the factors in China's earlier history which have affected its later approach to international economic relations. The framework for analysis will be based on the key relationships of International Trade, International Investment, and International Money. In addition, there will be special sections on the role of Hong Kong in China's external economic relations, and the complex political economy of China's position in the world.

Each week there will be a one hour lecture introducing the topic and then the class will discuss key questions/data/current issues related to the topic based on readings and handouts provided the previous week. In this way, students will gain familiarity with the material and explore the issues that interest them most.

Aims:

1. To investigate the changing role of China in the international economy.
2. To introduce the factors in China's earlier history which have affected its later approach to international economic relations.
3. To analyse the key relationships of international trade, international investment and international monetary relations.
4. To introduce the changing role of Hong Kong in China's external economic relations and the complex political economy of China's position in the world, as preparation for the advanced module of the Political Economy of Greater China available in the second year of the programme.

Learning Outcomes

1. To demonstrate understanding of the changing character of China's international economic relations since the late nineteenth century
2. To assess the impact of foreign investment and foreign trade on the Chinese economy
3. To analyse critically the position of China in the global economic system

4. To show knowledge of the changing international economic policy of China
5. Ability to analyse and assess data on international economic relations.
6. Ability to express views and arguments both orally and in written form.

Assessment:

Students will complete one 3000 word essay on one of the subjects of the lectures/seminars – some suggested topics can be found at the end of this handout. Essays should include a bibliography and either Harvard Style references or footnotes/endnotes.

Lecture and Seminar Reading List

Week One 11 January

Introduction: China in the International Economy (there will be a subject-specific tour of the Main Library at 12:30pm)

Week Two 18 January

China's historic role; 1840s-1949

B. Naughton, The Chinese Economy: transitions and growth, 2007. Chapter 2 [Economics B4236 NAU3 Short Loan]

G.C. Chow, China's economic transformation, 2nd ed. 2007. Chapter 1

Lu, Aiguo, China and the Global Economy since 1840, 1999. Chapters 1-4. [B4236 LU. Also available as an E-Book from Glasgow University Library]

P Richardson, Economic Change in China 1800-1950, 1999 [B4234 RIC].

YP Hao, The Commercial Revolution in 19th Century China, 1986. [R836 HAO]

D Faure, China and Capitalism; a history of business enterprise in modern China, 2006.

T Rawski, Economic Growth in Prewar China, (1989). [B4236 RAW]

Week Three 25 January

Leaving the International Economy; 1949-63

Lu, Aiguo, China and the Global Economy since 1840, 1999. Chapter 5 and 6. [B4236 LU. Also available as E-Book in GUL]

B Naughton, The Chinese Economy: Transitions and Growth, 2007. Chapter 3. [B4236 NAU3]

C Bramall, Chinese Economic Development, 2009. Chapters 3 and 4.

C. Riskin, China's Political Economy; the quest for development since 1949-1987, Ch. 9. (see also Chs 7-8 for general economic policy) [B4236 RIS]

JD Young, 'The Building Years; maintaining a China-Britain-Hong Kong equilibrium 1950-1971', in MK Chan ed., Precarious Balance; Hong Kong between China and Britain, 1842-1992, 1994, pp. 131-47.

ICY Hsu, The Rise of Modern China, 6th ed., 2000, Ch. 37.[VV460 HSU3]

A Shai, The Fate of British and French Firms in China 1949-54; imperialism imprisoned, 1996. [B4236 SHA]

H Wang, China's Exports since 1979, 1993, Chapter 1. [Q204 WAN]

A Eckstein, Communist China's Economic Growth and Foreign Trade, 1966. [B4236 ECK]

A. Eckstein, Excerpts from Economic Relations with other Communist Countries (1966) reprinted in JCH Chai, ed., **The economic development of modern China, Volume 2 (2000) [B4236 CHA2]**

T. Rawski, China's Transition to Industrialism; producer goods and economic development in the 20th century (1980) [B4234 RAW]

Week Four 1 February

The era of self-reliance; 1967-78

B. Naughton, The Chinese Economy; transitions and growth, 2007. Chapter 3.

Lu, Aiguo, China and the Global Economy since 1840, 1999. Chapter 7 and 8. [B4236 LU]

NR Lardy, Foreign trade and economic reform in China, 1978-1990, 1992. Chapter 2. [Q204 LARDY]

C. Bramall, Chinese Economic Development, 2009. Chapter 5 (mainly for background of domestic economic policy)

HN Geraedts, The People's Republic of China; foreign economic relations and technology acquisition 1972-1981, 1983. Chapter 3. [R836 GER]

A Eckstein, China's Economic Revolution, 1977. Chapter 7. [ASL B4236 ECK2]

RE Batsavage and JL Davie, 'China's International Trade and Finance' (1978) reprinted in JCH Chai, ed., **The economic development of modern China, Volume 2 (2000) [B4236 CHA2]**

CJ Mitcham, China's Economic Relations with the West and Japan, 1949-79, 2005. [B4236 MIT]

C.R. Schenk, 'Banking and exchange rate relations between Hong Kong and Mainland China in Historical Perspective 1965-75', in C.R. Schenk, Hong Kong SAR's Monetary and Exchange Rate Challenges; historical perspectives, Basingstoke: Palgrave Macmillan, 2009.

Week Five 8 February

3. Foreign exchange policy

LH. Liew and H Wu, The making of China's exchange rate policy : from plan to WTO entry, 2007 [Economics V173.C6 LIE]

M Goldstein and N Lardy, 'China's exchange rate policy dilemma', American Economic Review, 96(2), 2006.

E Prasad, 'Next Steps for China', Finance and Development, September 2005.
<http://www.imf.org/external/pubs/ft/fandd/2005/09/prasad.htm>

H Huang and S Wang, 'Exchange rate regimes: China's experience and choices', China Economic Review, 15(3), 2004.

G Lin and RM Schramm, 'China's foreign exchange policies since 1979: A review of developments and an assessment', China Economic Review, 14(3), 2003.

NR Lardy, Foreign trade and economic reform in China, 1978-1990 (1992), pp. 51-74 and pp. 113-122. [Q204 LARDY]

H Mehran et al., Monetary and exchange system reforms in China : an experiment in gradualism, 1996. [T1225 MEH]

Discussion: Current undervaluation of the Yuan, its implications for China and for the international economy

Week Six 15 February

Foreign trade

B Naughton, The Chinese Economy: Transitions and Growth, 2007. Chapter 16.
[B4236 NAU3]

Before WTO Accession

NR Lardy, Foreign trade and economic reform in China, 1978-1990 (1992) Chapters 3-4.
[Q204 LARDY]

D. Zweig, Internationalizing China (2002), Ch. 2

S. Panitchpakdi and M Clifford, China and the WTO : changing China, changing world trade, (2002), [Q204 PAN]

After WTO Accession

2009 US Trade Representative Report to Congress on China's WTO Compliance via USTR website (http://www.ustr.gov/webfm_send/1572)

Kai Guo and Papa N'Diaye, 'Is China's Export-Oriented Growth Sustainable?' IMF Working Paper, August 2009.
<http://www.imf.org/external/pubs/ft/wp/2009/wp09172.pdf>

G. Mallon, J Whalley, 'China's Post-Accession WTO Stance', NBER Working Paper 10649 (July 2004). Available at www.nber.org

T. Rumbaugh, N. Blancher, China: International Trade and WTO Accession IMF Working Paper March 2004. <http://www.imf.org/external/pubs/ft/wp/2004/wp0436.pdf>

S Bell and H. Feng, 'Made in China: IT infrastructure policy and the politics of trade opening in post-WTO China', *Review of International Political Economy*, 14(1), 2007, pp. 49-76.

Discussion: China's trade surpluses and global imbalances; US-China trade relations

Week Seven 22 February Foreign Investment

B Naughton, The Chinese Economy: Transitions and Growth, 2007. Chapter 17.
[B4236 NAU3]

C Chen and C Findlay, 'The impact of foreign direct investment on China's economy' in R. Garnault and L Song eds., China's Third Transformation: the rise of the private economy (2004) [B4236 GAR2]

**Y. Yann, Foreign investment and corporate governance in China (2005)
[WA882 YAN]**

Y Huang, 'One country, two systems: Foreign-invested enterprises and domestic firms in China', China Economic Review, 14(4), 2003.

S Bao et al., 'Geographic factors and China's regional development under market reforms, 1978-1998', China Economic Review, 13(1), 2002.

Y. Huang, Selling China: foreign direct investment during the reform era, 2003. [WA882 HUA]

Y Luo, Strategy, structure, and performance of MNCs in China, (2001) [F457.C6]

Y Wei and X Liu, Foreign Direct Investment in China; determinants and impact, 2001. [WA882 WEI]

H Sun and F Tipton, 'A comparative analysis of the characteristics of direct foreign investment in China 1979-1995', Journal of Developing Areas, 32(2), 1998, pp. 159-86.

Qi Luo, China's Industrial Reform and Open-Door Policy 1980-1997, (2001), Ch. 5 [B4236 LUO]

AA Pareira, State collaboration and development strategies in China : the case of the China-Singapore Suzhou Industrial Park (1992-2002) (2003). [B4236PER2]

ME Gallagher, Contagious Capitalism: globalization and the politics of labour in China (2005) [WA882 GAL]

Week Eight 1 March China and Hong Kong

E Prasad ed., Hong Kong SAR : meeting the challenges of integration with the mainland, IMF, 2004 [qB4600.H66 PRA]

YW Sung and KY Wong, 'Growth of Hong Kong Before and After its Reversion to China: The China Factor', Pacific Economic Review, 5(2), 2000.

DR Meyer, Hong Kong as a Global Metropolis, 2000, Chapter 9.

YC Jao, The Asian Financial Crisis and the Ordeal of Hong Kong, 2001, Part IV.

GCS Lin, 'An emerging global city region? Economic and social integration between Hong Kong and the Pearl River Delta', in AY So ed., China's Developmental Miracle; origins, transformations and challenges, 2003.

R. Horleman, Hong Kong's Transition to Chinese Rule, 2003 [VV1400 HOR]

R Ash, Hong Kong in transition; the handover years, 2000 [B4600.H66 ASH]

S. Tsang, A Modern History of Hong Kong 1841-1997, 2003.

Week Nine 8 March The Political Economy of China's international economic relations

H Gao and D Lewis eds., China's participation in the WTO (2005) [Q204 GAO]

N. Lardy, Integrating China into the Global Economy (2002) [Q204 LARDY]

WR Feeney, 'China and the Multilateral Economic Institutions', SS Kim ed., China and the World; Chinese foreign policy faces the new millennium, 4th ed., 1998, pp. 239-263. [His VV775 CHI2]

P. Nolan, China and the Global Economy (2001) Ch. 3 [B4236 NOL2 Also in ASL]

Luo Qi, 'Cross-Strait Relations since 1979; economic dynamism and political fragility', in Wang Gungwu and J Wong eds., China: Two Decades of Reform and Change, 1999.

Week Ten 15 March

6. Summary and Review

E. Prasad ed., **China's Growth and Integration into the World Economy: Prospects and Challenges**, IMF, July 2004. <http://www.imf.org/external/pubs/cat/longres.cfm?sk=17305.0>

IMF, Article IV Consultation Staff Report 2006,
<http://www.imf.org/external/pubs/ft/scr/2006/cr06394.pdf>

Suggested Essay Questions

1. How have China's international economic relations in the period 1870-1949 influenced China's international economic relations since 1978?
2. What were the most important challenges affecting the new PRC government's international economic policy in the 1950s?
3. Why did the PRC pursue policies of Self-Reliance from 1967-78? How did this affect China's economic performance in these years?
4. Why did China adopt a more flexible exchange rate regime in July 2005?
5. How has the nature of foreign investment affected the pattern of China's foreign trade?
6. Discuss the reasons for and implications of the geographical distribution of foreign investment in China.
7. Why did China want to join the WTO, and what were the main obstacles they faced?
8. Discuss the impact of WTO membership on China's international economic relations.
9. How have China's political relations with Taiwan affected their economic relationship?
10. What are the main strengths and weaknesses of Hong Kong's economic position within the PRC?

II. EAST ASIA

Japan

8. Yongue, Julia

Hosei University; Tokyo, JAPAN

Country Report: Teaching Business History in Japan

(1) *A Short History of Business History in Japan*. Business history began as a discipline in Japan in 1964, when Kei'ichirō Nakagawa returned from studying in the United States and helped found the Business History Society of Japan (BHSJ).¹ BHSJ, which will celebrate its 50th anniversary in 2014, is now comprised of over 800 members, most of whom teach or have taught business history at Japanese universities and/or business schools.² BHSJ is one of the most active societies in the world. Its members promote the study of business history via (a) international exchanges, the most notable being the Fuji Conference series launched in 1975; (b) bilateral conferences co-hosted with counterpart organizations in France, Korea, and others; and (c) the first joint conference with the European Business History Association to be held in 2012. BHSJ also organizes an annual conference in Japan and regular regional workshops in Tōhoku, Kansai, Kantō, and Hokkaidō. These gatherings provide scholars not only with an opportunity for exchange but also a means of improving the quality of business history research and education.

(2) *Surveys on the Status of Business History Instruction*. While membership has remained stable over the last two decades, BHSJ members are keenly aware of a declining interest among undergraduates in the study of business history, which has caused a

I would like to thank Professor Yuzawa Takeshi, former president of JBHS, and Professor Udagawa Masaru for their valuable comments as well as all the professors who kindly sent me their syllabi.

¹ Professor Nakagawa, the first president of JBHS, was influenced by the work of R. W. Hidy, A. H. Cole, T. C. Cochran and in later years, A. D. Chandler. Chandler had an especially profound influence on business history studies in Japan and was invited to the first Fuji Conference. (http://bhs-japan.org/bhsj-e/index_e.html). For further information on JBHS, see Takeshi Yuzawa's paper, "Recent Trends of Business History in Japan," downloaded from the following site on June 6, 2012: <http://apebhconference.wordpress.com/about/2009-conference-papers/>.

² Business schools, which are fewer in number in Japan than in the United States, do not universally offer business history courses.

subsequent decrease in the number of new scholars to the field. In response to the situation, BHSJ chose “The Current Status and Problems in Business History Teaching: America, Europe and Japan” as the theme of its plenary session at the 2000 annual meeting.

Two distinguishing features of business history as a discipline in Japan are that it is offered in large faculties of business (or commerce) and economics as opposed to history departments, and in the past it was often a requirement for graduation. Consequently, enrollment in business (and economic) history courses is high; moreover, it is not uncommon for professors to teach undergraduate classes of more than 150 students. However, with the educational reforms of the 1990s, the situation began to change. During the plenary session, the then-president of BHSJ, Yamazaki Hiroaki, voiced particular concern over the tendency for universities to “downgrade” business history from a *required* to an *elective* course.³ Given this tendency, coupled with Japan’s declining birthrate, the size and number of the business history courses offered is likely to fall in the years to come. To obtain a better grasp of problems so as to search for a remedy, BHSJ conducted a survey in 2000 to analyze course contents, teaching approaches, and syllabi, to which some 300 members responded. Some of the problems revealed in this survey of business history education in Japan will be highlighted in the following section.

(3) *The Teaching of Business History: Contents and Teaching Materials.* According to the results of the 2000 survey, the four categories of the business history courses offered to students at Japanese universities are: (a) general, (b) Japanese, (c) European/American, and (d) other. According to a follow-up survey conducted in May 2012, course contents had not markedly changed since 2000, the main foci still being general and Japanese.⁴ One can find an ample selection of excellent textbooks in addition to teaching resources such as films on the history of industries and entrepreneurs designed for use in classrooms. Examples of popular textbooks include: (a) *Japanese Business History: Basic Facts and Concepts*, (b) *Business History in the World: Basic Facts and Concepts*, and (c) a six-part business history

³ Fumikatsu Kubo, *Survey Analysis of Business History Education* (研究ノート、経営史研究をめぐるアンケート分析), *Japan Business History Review*, Vol. 36 (2001) 4, p. 76.

⁴ In the survey I conducted in May 2012 via the JBHS mailing list, I collected 26 syllabi from 14 professors. Professor Kubo’s analysis was based on a much larger sample of syllabi collected from 70 professors.

series.⁵ These textbooks contain short and concise entries all written by JBHS members on Japan's key industries (traditional and modern), time periods, entrepreneurs, etc. In addition to textbooks, all of the major works of Alfred Chandler and other prominent American/British business historians have been translated into Japanese by JBHS members and are used as teaching resources mainly in graduate courses.

The 2000 survey revealed three characteristics of undergraduate students: (a) a preference for studying cases as opposed to theories, (b) a declining interest in history in general and a preference for the study of the postwar period and current affairs, and (c) a widening gap between students who want to learn and those who do not.⁶ Efforts have been made to remedy these problems by providing undergraduates with a larger selection of case studies as well as study guides both designed to spark their interest and deepen their understanding of business history.⁶ Examples of newer case studies are Kawabe Nobuo's work on convenience stores, omnipresent in Japan's modern landscape, and Kikkawa Takeo's study of the history of professional baseball. Some BHSJ members have collected oral histories; however, they are not currently being utilized as a teaching tool.

(4) *Challenges and Opportunities.* JBHS members' initial concerns in 2000 over the future of business history studies came in the wake of a long series of educational reforms underway since the 1980s. Although some of the reforms were designed to improve students' creativity, one unintended consequence is a conspicuous decline in their scholastic aptitude. Many lament the negative effects of these reforms. However, the greatest challenge for business historians as educators in a Japan still struggling with the effects of the March 2011 disaster, mounting global competition, and diminishing employment

⁵ These works (in Japanese) are but a sampling of the many textbooks available for the teaching of business history in Japan. The six-part textbook series can be found at the following site: <http://www.minervashobo.co.jp/book/b88525.html>.

⁶ Kubo, p. 85.

⁶ Masaru Udagawa, *From the Perspective of the Raison d'Être of Business History Education: Reflecting upon the Publication of Learning about Business History from Entrepreneurs* (経営史教育のレバンデートルという視点から「起業家」学ぶ「日本経営史」お刊行を巡って) in *Shosai no Mado*, Yuhikaku, No. 613, April 2012, pp. 34-39.

opportunities will be to persuade reformers and students alike that history *does* matter—now more than ever.

II. EAST ASIA (continued)

9. Eugene K. Choi

Ritsumeikan University; Kyoto, JAPAN

Business History of Technology Management

Dr. Eugene K. Choi, Associate Professor
Graduate School of Technology Management
Ritsumeikan University, Kyoto, Japan

Business History of Technology Management (技術経営史*Gi-Jyu-Tsu Kei' Ei Shi*)
Applied Course (The 2nd Quarter, May-July 2012)
Graduate School of Technology Management

Introduction

This postgraduate course is prepared for engineers and the graduate students of engineering subjects with little experience in historical studies. The aim of this course is threefold. The first is to enrich students' interest and knowledge about the business history in global perspective. Secondly, this course provides the students with a variety of historical cases to let them reconsider the essential nature of entrepreneurial technology management. The last aim involves a methodological challenge of integrating a forecasting technique in the practice of technology management, i.e. "Technology Roadmapping", with the education of business history. This integrated teaching approach will benefit the students in the following two perspectives of learning: the one is more practical understanding of technology roadmapping in depth, and the other concerns "automatic" acquisition (or absorption) of historical knowledge through the experience of roadmapping. Alongside the provision of customized historical data sets (NOTE: these will be prepared by the lecturer), the students will be put themselves in the exact situation of the past in technology management, and asked to draw their entrepreneurial roadmaps. After comparing each student's works and sharing opinions, the lecturer will explain the detailed historical contexts of "what actually occurred in the past". The students' excitement of learning this course will reside in the final comparison of their own imagined models of technology-driven entrepreneurship with the recorded real past, i.e. the business history of technology management.

Course Title / Class

Gi-Jyu-Tsu-Ke'Ei-Shi (ML) 技術経営史ML (展開科目)

Term, Day of The Week, Period

The 2nd Quarter Friday 1800 hours – 2110 hours

Credit: 2

Instructor: Dr. Eugene K. Choi (Associate Professor, Graduate School of Technology Management, Ritsumeikan University)

Course Outline and Method

This course explores a new learning method by integrating the two subjects, Business History and Technology & Innovation Management. The techniques of Technology Roadmapping will be practiced with the historical data modules, prepared by the instructor. The data sets are “intentionally incomplete” in order to encourage students to conduct active learning in each class, i.e. planning and practicing historical data mining together with classmates (and the instructor, if needed). Unlike the common format of the 90-minute lecturing in Japan, the duration of each lecture will be doubled, viz. 180 minutes with a 10-minute recession in between. During the first half of each class, the instructor will lecture on the nature and characteristics of historical studies, a few significant business histories of innovation and technology management in the past, outstanding entrepreneurs in global perspective, and the basics of Technology Roadmapping. From the second half of each class, the students will study the provided historical data modules, conduct their own research, and make presentation of their roadmaps. In the end of the class, the instructor will lecture the recorded (actual) business history of technology in the past to let the students compare, and then learn both “similarities and differences” amongst their models and the real past.

Student Attainment Objectives

The primary objective is to study the evolutionary nature of technology management in historical perspectives. This course deals with the historical cases of Meiji Japan (1868-1912) to the present days, e.g. cotton spinning industry, automotive industry. Most course assignments demand group work with classmates, thus students will improve their skills of teamwork as well. Furthermore, students should become proficient in technology roadmapping.

Recommended Preparatory Study

The core references, specified in the reference list below, must be read beforehand. Reading of the additional references is highly recommended.

Course Schedule

8 June 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 1 (1800 – 1930)

- Guidance: Understanding Technology Management through History.
- Keywords: Course Orientation, Application of Historical Analysis.

Lecture 2 (1940 – 2110)

- Technology Management and Business History: The Concept of “Contextualization”.
- Keywords: Time Frame, Path Dependence, Innovation and Deviation.

Selected Reading List

Arthur, W. Brian (2009) *The Nature of Technology: What it is and how it evolves*, Free Press, New York.

Amatori, Franco and Andrea Colli (2011). *Business history. Complexities and Comparisons*, Abington, Routledge.

Jones G. and J. Zeitlin (eds.) (2007) *The Oxford Handbook of Business History*. Oxford, Oxford University Press.

15 June 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 3 (1800 – 1930)

- Entrepreneurs and Technology Management: The Global Perspectives
- Keywords: Entrepreneurs, Technological Development, and Innovation.

Lecture 4 (1940 – 2110)

- Entrepreneurs and Technology Management: Japanese Cases
- Keywords: Japanese Entrepreneurs (Meiji Japan ~ 1930s).

Selected Reading List

Choi, Eugene K. (2009) “Entrepreneurial Leadership in the Meiji Cotton Spinners’ Early Conceptualisation of Global Competition,” *Business History*, Vol.51, No.6, 927-958.

Choi, Eugene K. (2011) "Another Spinning Innovation: The Case of the Rattling Spindle, *Garabo*, in the Development of the Japanese Spinning Industry," *Australian Economic History Review*, Vol.51, No.1, 22-45.

Friedman, Walter A. (2010) "Leadership and History." Chapter 11 in Nitin Nohria and Rakesh Khurana (eds.) *Handbook of Leadership Theory and Practice*, Harvard Business Press.

22 June 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 5 (1800 – 1930)

- Nature of Innovation: Learning from Japanese Entrepreneurs
- Keywords: Japanese Entrepreneurs, Distinct Characters.

Lecture 6 (1940 – 2110)

- Entrepreneurs and Technology Management: Japanese Cases
- Keywords: Japanese Entrepreneurs (1950s ~ 2000s).

Selected Reading List

Baumol, William J. (1990) "Entrepreneurship: Productive, Unproductive, and Destructive", *Journal of Political Economy*, Vol.98, No.5 Part 1 (Oct. 1990), 893-921.

Bessant, John and Joe Tidd (2008) *Innovation and Entrepreneurship*, Wiley.

Casson, Mark, Bernard Yeung, Anuradha Basu, and Nigel Wadeson (eds.) (2006) *The Oxford Handbook of Entrepreneurship*, Oxford University Press, Oxford, UK.

Chandler, A. (1984) "The emergence of managerial capitalism," *Business History Review*, Vol.58 (Winter), 473-503.

Corley, T.A.B. (2006) Historical Biographies of Entrepreneurs, in Casson, Mark, Bernard Yeung, Anuradha Basu, and Nigel Wadeson (eds.). *The Oxford*

Handbook of Entrepreneurship, Oxford University Press, Oxford, UK,
138-157.

29 June 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 7 (1800 – 1930)

- Practicing the Reconstruction of the Past: Technology Management in History
- Keywords: Time Frame, Historical Cases, Technology & Innovation Management

Lecture 8 (1940 – 2110)

- Practice of Technology Management: Understanding Roadmapping & Techniques
- Keywords: Roadmapping

Selected Reading List

Lee, Sungjoo, Yongtae Park (2005) Customization of Technology Roadmaps according to Roadmapping Purposes: Overall Process and Detailed Modules, *Technological Forecasting & Social Change*, Vol.72, 567-583.

Phaal, Robert, Clare J.P. Farrukh, David R. Probert (2004) “Technology Roadmapping – A Planning Framework for Evolution and Revolution,” *Technological Forecasting & Social Change*, Vol.71, 5-26.

6 July 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 9 (1800 – 1930)

- GROUP WORK, Practice of Technology Management: Simulation Training to be an Entrepreneur in the Japanese Traditional Spinning Sector 1870-1900.
- Keywords: The Meiji Cotton Spinning Industry, Technology Management, and Roadmapping (1870-1900).

Lecture 10 (1940 – 2110)

- GROUP WORK, Presentation of Technology Management: Giving Presentation of Your Roadmap of Technology Management, c.1870-1900.
- Keywords: Group Presentation, Debates on Roadmapping and History.

Selected Reading List

- Basalla, George (1988) *The Evolution of Technology*, Cambridge University Press, Cambridge, UK.
- Choi, Eugene K. (2011) "Another Spinning Innovation: The Case of the Rattling Spindle, *Garabo*, in the Development of the Japanese Spinning Industry," *Australian Economic History Review*, Vol.51, No.1, 22-45.
- David, Paul (1975) *Technical Choice, Innovation, and Economic Growth*. Cambridge University Press, Cambridge, UK.
- Drucker, Peter (1985) *Innovation and Entrepreneurship: Practice and Principles*. Harpercollins, USA.
- Lazonick, William (1981) "Competition, Specialization, and Industrial Decline," *Journal of Economic History*, Vol.41, No.1, 31-38.
- Lee, Sungjoo, Yongtae Park (2005) Customization of Technology Roadmaps according to Roadmapping Purposes: Overall Process and Detailed Modules, *Technological Forecasting & Social Change*, Vol.72, 567-583.
- Phaal, Robert, Clare J.P. Farrukh, David R. Probert (2004) "Technology Roadmapping – A Planning Framework for Evolution and Revolution," *Technological Forecasting & Social Change*, Vol.71, 5-26.
- Saxonhouse, Gary R. and Gavin Wright (2004) Technological Evolution in Cotton Spinning, 1878-1933, in Farnie, Douglas A. and David J. Jeremy (eds.) (2004) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, 129-152.
- Saxonhouse, Gary R. and Gavin Wright (2010) "National Leadership and Competing Technological Paradigms: The Globalization of Cotton Spinning, 1878-1933," *Journal of Economic History*, Vol.70, No.3, September, 535-566.

Smith, Thomas C. (1988) *Native Sources of Japanese Industrialization 1750-1920*,
University of California Press, Berkeley, CA, USA.

13 July 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 11

- GROUP WORK, Practice of Technology Management: Simulation Training to be an Entrepreneur in the British-Style Japanese Spinning Sector c.1880-1930.
- Keywords: The British-Style Japanese Cotton Spinning Industry, Technology Management, and Roadmapping (c.1880-1930).

Lecture 12

- GROUP WORK, Presentation of Technology Management: Giving Presentation of Your Roadmap of Technology Management, c.1880-1930.
- Keywords: Group Presentation, Debates on Roadmapping and History.

Selected Reading List

Abe, Takeshi (2004) Organizational Changes in the Japanese Cotton Industry during the Inter-War Period: From Inter-Firm-Based Organization to Cross-Sector-Based Organization, in Farnie, Douglas A. and David J. Jeremy (eds.) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, 461-494.

Arthur, W. Brian (1989) "Competing Technologies, Increasing Returns, and Lock-In by Small Historical Events," *Economic Journal*, 99:116-131.

Choi, Eugene K. (2009) "Entrepreneurial Leadership in the Meiji Cotton Spinners' Early Conceptualisation of Global Competition," *Business History*, Vol.51, No.6, 927-958.

David, Jeremy J. (2004) The International Diffusion of Cotton Manufacturing Technology, 1750-1990s, in Farnie, Douglas A. and David J. Jeremy (eds.) *The Fibre that Changed the World: The Cotton Industry in International*

Perspective, 1600-1990s, Oxford University Press, Oxford, UK, 85-128.

Farnie, Douglas A. and David J. Jeremy (eds.) (2004) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK.

Farnie, Douglas A. (2004) The Role of the Cotton Industry in Economic Development, in Farnie, Douglas A. and David J. Jeremy (eds.) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, pp.557-584.

Friedman, Walter A. (2010) "Leadership and History." Chapter 11 in Nitin Nohria and Rakesh Khurana (eds.) *Handbook of Leadership Theory and Practice*, Harvard Business Press.

Kuwahara, Tetsuya (2004) The Development of Factory Management in Japan During the Early Stages of Industrialization: The Kanegafuchi Cotton-Spinning Company before the First World War, in Farnie, Douglas A. and David J. Jeremy (eds.) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, 495-520.

Lazonick, William (1981) "Factor Costs and the Diffusion of Ring Spinning in Britain prior to World War I", *Quarterly Journal of Economics*, Vol.96, No.1, 89-109.

Lazonick, William (1983) "Industrial Organization and Technological Change: The Decline of the British Cotton Industry," *Business History Review*, Vol.57, No.2, 195-236.

Lee, Sungjoo, Yongtae Park (2005) Customization of Technology Roadmaps according to Roadmapping Purposes: Overall Process and Detailed Modules, *Technological Forecasting & Social Change*, Vol.72, 567-583.

Leunig, Timothy (2001) "New Answers to Old Questions: Explaining the Slow Adoption of Ring Spinning in Lancashire, 1880-1913," *Journal of Economic History*, Vol.61, No.2, 439-466.

Marshall, Byron K. (1967) *Capitalism and Nationalism in Prewar Japan: The Ideology of the Business Elite, 1868-1941*, Stanford University Press, Stanford CA, USA.

Phaal, Robert, Clare J.P. Farrukh, David R. Probert (2004) "Technology Roadmapping – A Planning Framework for Evolution and Revolution," *Technological Forecasting & Social Change*, Vol.71, 5-26.

Saxonhouse, Gary R. and Gavin Wright (2004) Technological Evolution in Cotton Spinning, 1878-1933, in Farnie, Douglas A. and David J. Jeremy (eds.) (2004) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, 129-152.

Saxonhouse, Gary R. and Gavin Wright (2010) "National Leadership and Competing Technological Paradigms: The Globalization of Cotton Spinning, 1878-1933," *Journal of Economic History*, Vol.70, No.3, September, 535-566.

Thompson, Stuart (2004) The Russian Technical Society and British Textile Machinery Imports, Farnie, Douglas A. and David J. Jeremy (eds.) *The Fibre that Changed the World: The Cotton Industry in International Perspective, 1600-1990s*, Oxford University Press, Oxford, UK, 337-364.

20 July 2012, Friday 1800 hours – 2110 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 13

- GROUP WORK, Practice of Technology Management: Simulation Training to be an Entrepreneur in the Technological Choice and Development of the Next Generation Automotive Engines, c.1990s - 2010s.
- Keywords: The Automotive Industry, Technology Management, Next Generation Engines, and Roadmapping (c.1990s - 2010s).

Lecture 14

- GROUP WORK, Presentation of Technology Management: Giving Presentation of Your Roadmap of Technology Management, c.1990s - 2010s.

- Keywords: Group Presentation, Debates on Roadmapping and History.

Selected Reading List

Lee, Sungjoo, Yongtae Park (2005) Customization of Technology Roadmaps according to Roadmapping Purposes: Overall Process and Detailed Modules, *Technological Forecasting & Social Change*, Vol.72, 567-583.

Phaal, Robert, Clare J.P. Farrukh, David R. Probert (2004) “Technology Roadmapping – A Planning Framework for Evolution and Revolution,” *Technological Forecasting & Social Change*, Vol.71, 5-26.

27 July 2012, Friday 1800 hours – 1930 hours

@ A201, Biwako Kusatsu Campus, Ritsumeikan University

Lecture 15 (The Final Session, 1800 - 1930)

- GROUP DEBATE (30 minutes), The Continuity and Discontinuity in the Business History of Technology Management, from the 19th century to the present.
- Writing Short Essay (60 minutes, approx. 1,500 words; N.B. this should be written and submitted by the end of this lecture) on Your Findings and Thoughts through this course.
- Keywords: Continuity and Discontinuity, The Nature of Technology Management, Business History and Technology Management.

Grade Evaluation Method

1. End of Semester Examination (Written): 0%
2. Report Examination (A report to be submitted by the standard deadline): 0%
3. Exams and / or Reports other than those stated above, and Continuous Assessment (Evaluation of Everyday Performance in Class): 100%

REFERENCES (Reference Books and Academic Articles)

Core References

- Arthur, W. Brian (1989) "Competing Technologies, Increasing Returns, and Lock-In by Small Historical Events," *Economic Journal*, 99:116-131.
- Arthur, W. Brian (2009) *The Nature of Technology: What it is and how it evolves*, Free Press, New York.
- Amatori, Franco and Andrea Colli (2011). *Business history. Complexities and Comparisons*, Abington, Routledge.
- Choi, Eugene K. (2009) "Entrepreneurial Leadership in the Meiji Cotton Spinners' Early Conceptualisation of Global Competition," *Business History*, Vol.51, No.6, 927-958.
- Choi, Eugene K. (2011) "Another Spinning Innovation: The Case of the Rattling Spindle, *Garabo*, in the Development of the Japanese Spinning Industry," *Australian Economic History Review*, Vol.51, No.1, 22-45.
- David, Paul (1975) *Technical Choice, Innovation, and Economic Growth*. Cambridge University Press, Cambridge, UK.
- Drucker, Peter (1985) *Innovation and Entrepreneurship: Practice and Principles*. Harpercollins, USA.
- Friedman, Walter A. (2010) "Leadership and History." Chapter 11 in Nitin Nohria and Rakesh Khurana (eds.) *Handbook of Leadership Theory and Practice*, Harvard Business Press.
- Jones G. and J. Zeitlin (eds.) (2007) *The Oxford Handbook of Business History*. Oxford, Oxford University Press.
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- Tidd, Joe and John Bessant and Keith Pavitt (2005) *Managing Innovation: Integrating Technological, Market and Organizational Change* (3rd edition),
- Wilson, J. F. (1995) *British Business History 1720-1994*, Manchester and New York, Manchester University Press.

How to Communicate with the Instructor and Out of Class (Including Instructor Contact Information):

- 1. Communication Paper**
- 2. Interactive Sheet**
- 3. MANABA+R / Learning Management System (University Intranet)**

II. EAST ASIA (continued)

10. Kawabe, Nobuo

Waseda University; Tokyo, JAPAN

Comparative Business History: Japan and the United States (Spring Semester, 2012)

Nobuo KAWABE (Visiting Professor and Professor Emeritus)

School of Commerce, Waseda University

E-mail: kawabe@waseda.jp

Course Description:

This course examines how and why differences occurred in the development of business systems in Japan and the United States. These two nations play important roles in the world business systems as the 1st and the 3rd largest industrial nations. The United States has led the world business scene since the 1st industrial revolution in the 1800s. On the other hand, Japan started as a latecomer, but it became the first leading industrial nation outside of the Western world. Two extreme business systems give us some insight into differences in various business systems between the two nations.

In this course, the development of business systems in Japan and United States are divided into four stages; (1) preindustrial revolution; (2) the first industrial revolution; (3) the second industrial revolution; and (4) the third industrial revolution. We will discuss how and why business systems developed through these periods in the two nations.

In the pre-industrialization period we can find very different business systems in Japan and the United States. In the Edo period in Japan, merchants, particularly wholesalers, played an important role. They developed their businesses by specialized product lines and business areas. They established very sophisticated nation-wide distribution systems. On the other hand, general merchants and planters were also important business players in the United States. They handled different product lines and carried out various economic functions.

The first industrial revolution started in the late 17th century in the UK. However, the United States quickly caught up. From 1800 to 1860 the United States experienced the first industrialization. Specialization strategy must be emphasized here. Companies grew by specializing in one product line or one economic function. The American companies developed “the American way of manufacturing” and “the flow line.” As a result, they developed the basis for the mass production system.

The United States saw the second industrial revolution from the 1880s until WWI. Big businesses developed in the capital-intensive heavy and chemical industries. Big business developed by vertical integration, and internalizing purchasing, manufacturing, and sales functions within companies. We can see that this vertical integration created an economy of scale, which created a competitive advantage for American companies. The invisible hand of the market transaction was replaced by management’s visible hand.

The Japanese experience of the first and second industrial revolutions was different from the American experience. When Japan started industrialization as a latecomer, Western countries began experiencing the second industrial revolution. Therefore, Japan experienced both the first and the second industrial revolutions almost at the same time. To catch up with Western countries, the Japanese government played an important entrepreneurial role in the industrialization process, and *zaibatsu* (diversified business groups) developed. In addition, professional managers were introduced from the beginning to

fill the gap between indigenous business systems and modern ones. As a result, Japan became the first industrialized country outside the Western world.

After WWII, the United States led business systems in the world. However, by the 1970s, a new phenomenon appeared. New knowledge-intensive industries began developing. Computers, semiconductors, IT, etc. began developing new businesses such as E-commerce. Japan, the United States, and European countries are competing harshly to get leadership in the third industrial revolution. At the end of this course, we will consider the prospects regarding what business systems will develop in the third industrial revolution.

Course Content:

1. April 6: Introduction (What is Comparative Business History?)
Blackford and Kerr: introduction
2. April 10: Social Framework of Japan and United States
3. April 13: Business in the Colonial Period
Blackford and Kerr, chap. 1
4. April 17: Business in the Edo Period
Miyamoto, et., al., chap. 1
5. April 20: Business and the Construction of Modern States
Blackford and Kerr, chap. 2
Miyamoto, et., al., chap. 2
6. April 24: The 1st Industrial Revolution in the United States
Blackford and Kerr, chaps. 3 and 4
7. April 27: The 2nd Industrial Revolution and the Rise of Big Business
Blackford and Kerr, chap. 5
8. May 1: University Holiday (No Class)
9. May 8: Case of Tomioka Silk Mill (VTR)
Miyamoto, et., al., chap. 3
10. May 11: The Rise of Modern Corporation in Japan
11. May 15: Business and Government
12. May 18: Workers in the Industrial Society
Blackford and Kerr, chaps. 6 and 7
Miyamoto, et., al., chap. 4
13. May 22: The Rise of the Mass Consumption Society and the Development of Marketing
Blackford and Kerr, chaps. 8
14. May 25: The Great Depression and the New Deal
Blackford and Kerr, chap. 9
15. May 29: WWII and Business
16. June 1: Midterm Examination
17. June 5: University Holiday (No Class)
18. June 8: Japan's Economic Development after WWII (VTR)
19. June 12: The Post-War Reform and the Development of Japanese-Style Management
Miyamoto, et., al., chap 5
20. June 15: Rise and Fall of American Business
Blackford and Kerr, chap. 10
21. June 19: Business in the Sunbelt
22. June 22: The Competitive Advantage of Japanese Business and the Toyota Production System
23. June 26: Innovation in Distribution and Diversification of Consumption
24. June 29: The 3rd Industrial Revolution and the Development of the Service Industry
Kerr and Blackford, chaps. 10 and 12
25. July 3: A Case Study of 7-Eleven
26. July 6: Globalization of Business Activities

- Blackford and Kerr, chap. 11
27. July 10: Reconstruction of American Business and GE
Blackford and Kerr, chap. 12
 28. July 13: New Roles of SMEs
 29. July 17: The Bursting of the “Bubble Economy” and the Transformation of Japanese Management
 30. July 20: The Rise of E-Commerce
 31. July 24: Final Examination

Evaluation:

Midterm examination, final examination and report: one third each.

Textbooks:

Blackford, Mansel G. and Austin, Kerr G. *Business Enterprise in American History*, 2nd ed. (Houghton Mifflin, 1990).

Miyamoto, et., al., *Nihon Keieishi [Japanese Business History]*, 2nd ed. (Yuhikaku, 2007),

Reference Works:

Kawabe, Nobuo and Terushi Hara, eds., *America Keizai [American Economy]*(Waseda University Press, 1994).

Hagiwara, Susumu and Kumon Hiroshi, *America Keizai no Saikogyoka [Reindustrialization of American Economy]* (Hosei University Press, 1999).

Yasuoka, Shigeaki, et., al., eds., *Nihonn Keieisi [Japanese Business History]*, Vol. 1-5 (Iwanami Shoten, 1995).

Report:

Reading Assignment: Kawabe, Nobuo, *Seven-Eleven no Keieishi [Business History of 7-Eleven]*, 2nd ed. (Yuhikaku, 2003).

Less than 40,000 characters and three tables and charts.

Due Date: July 17, 2012.

II. EAST ASIA (continued)

11. Yongue, Julia

Hosei University: Tokyo, JAPAN

Japanese Capitalism and Entrepreneurship

Course Description:

The theme of this course is Japanese capitalism and entrepreneurship. Specifically, students will study how businesses developed in Japan and how they evolved over time. In addition to studying business (companies), students will also learn about some important entrepreneurs and their role in the growth of business.

The aim of this course will be to acquaint students with some of the major themes in Japanese business. As is clear from the course contents below, students will be able to see and hear firsthand about Japan's unique variety of capitalism and the entrepreneurs who helped in its formation by visiting a different place (museum or company) each week. By the end of the course, they should be able to see that the roots of some of the corporate strategies of today's Japanese firms can be found in historical events, leadership choices and government policies in the past.

Course Structure:

During the morning session, the professor will provide a lecture and lead a discussion based on the reading assignment. During part of the class, a case study of a specific company or industry will also be introduced. In the afternoon, both the students and the professor will visit a nearby museum or company to see and hear more about the case they studied in the morning class.

Because this course includes field trips, even students who do not have a background in Japanese business or history will be able to familiarize themselves with the development of Japanese capitalism and innovation by observing it firsthand. This class will be especially useful to students who aspire to work for or in connection with a Japanese company.

Schedule:

April 12/2nd period

Introduction to the course

What is capitalism? Why is entrepreneurship important to innovation and the development of Japanese business?

April 26/2nd period

Roots of Japanese capitalism and entrepreneurship in the Tokugawa period

Lecture and discussion on some of the major themes in Japanese business during the premodern period and beyond.

*Reading Assignment:

Tessa Morris-Suzuki, *The Technological Transformation of Japan*, Cambridge University Press, 1994. pp. 13-32. (pp. 32-54=optional)

April 26/3rd period

Themes and key words of Japanese capitalism/entrepreneurship in the Tokugawa Period and beyond

Field trip: National Museum of Emerging Science and Innovation (Miraikan), special exhibition: "The Sekaiichi" @Miraikan: <http://www.miraikan.jst.go.jp>

May 24/2nd period

Japanese capitalism/entrepreneurship during the Meiji and Taisho periods

Lecture and Discussion of the major themes in Japanese business in the era of Westernization/modernization period.

*Reading Assignment:

Jeffrey W. Alexander, *Brewed in Japan, The Evolution of the Japanese Beer Industry*, USB press, 2013 pp. 8-12 and pp. 31-54.

May 24/3rd period

Japanese capitalism/entrepreneurship during the Meiji and Taisho periods

Field trip: Museum of Yebisu Beer
<http://www.sapporoholdings.jp/english/guide/yebisu/>

May 31/2nd period

Japanese capitalism/entrepreneurship during the War Period

Lecture and Discussion of the major themes in Japanese business during the War Period

*Reading Assignment:

John W. Dower, *The Useful War*, Daedalus, vol 119, No. 3, Showa: The Japan of Hirohito (Summer 1990), pp. 49-70.

May 31/3rd period

Japanese capitalism/entrepreneurship during the War Period

Field Trip: National Showa Memorial Museum
<http://www.showakan.go.jp>

(Turn in presentation proposal)

June 7/2nd period

Japanese capitalism/entrepreneurship during the High Growth Period

Lecture and Discussion of the major themes in Japanese business during the High Growth Period

*Reading Assignment:

Andrew Gordon, *A Modern History of Japan from Tokugawa Times to the Present*, Oxford University Press, 2009, pp. 243-259 (pp. 259-267-optional)

June 7/3rd period

Japanese capitalism/entrepreneurship during the High Growth Period

Field Trip: Sony (tentative)

June 21/2nd period

Japanese capitalism/entrepreneurship during the Bubble Economy Period and beyond

Lecture and Discussion of the major themes in Japanese business during the “Bubble Economy” period and beyond

*Reading Assignment:

Hidemasa Morikawa, *A History of Top Management in Japan, Managerial Enterprises and Family Enterprises*, Oxford University Press, 2001, pp. 96-120.

June 21/3rd period

Japanese capitalism/entrepreneurship during the Bubble Economy Period and beyond

Field trip: Idemitsu Museum (tentative)

July 12/2nd period

Japanese capitalism/entrepreneurship from the post Bubble period to the present

Lecture and Discussion of post-bubble (current) Japanese business

*Reading Assignment:

Ulrike Schaede, *Choose and Focus: Japanese Business Strategies for the 21st Century*, Cornell University, 2008, pp. 1-18.

July 12/3rd period

Present day Japanese capitalism/entrepreneurship

Field Trip: Ajinomoto

<http://www.ajinomoto.co.jp/kfb/museum/index.html>

July 19 spec/2nd and 3rd periods

Student presentations

The students will be given a weekly reading assignment. Students are expected to complete their reading assignments before coming to class so that they will be able to participate actively in class discussions.

There is no specific textbook. Reading assignments will be made available online (or distributed in class.)

Supplementary reference materials will be introduced in class.

Students will be evaluated according to the following criteria.

- (1) Active participation in class discussions and field trips
- (2) Class and Field Trip Feedback Report (1 page)
- (3) Presentation Proposal (1 to 2 pages)
- (4) Final Presentation

Further information regarding evaluations will be provided on the first day of class.

This course is being offered for the first time.

DVDs

Corporate representatives and/or museum staff will be on hand to guide students and answer their questions. I hope that through these firsthand experiences that students will become more interested in learning about Japanese business and its influences on economic development, society and culture.

III. EUROPE

General

12. Beckert, Sven

Harvard University; Cambridge, Massachusetts, U.S.A.

HIST 1257: History of European Capitalism

Sven Beckert History 1257
Harvard University Thursdays, 2-4 PM
Robinson 119 Universitaet Freiburg
Phone: 617-495-0697 Raum 4429
email: beckert@fas.harvard.edu Kollegiengebäude IV
Office Hours: By appointment Rempartstrasse 15, 4. Obergeschoss

History of European Capitalism

During the past 250 years, the advent and spread of capitalism revolutionized Europe's economies. Exploring the origins and political, social as well as cultural consequences of this change, this course will deal with a wide range of issues, ranging from the transformation of the countryside in eighteenth-century England, to the emergence of heavy industry in the Ruhr Valley a hundred years later, to the history of European labor movements. We will pay special attention to the connections between Europe and the rest of the world and the varieties of capitalism as they came to characterize the European continent.

Note: This course will be taught in Freiburg, Germany, as part of the Harvard College Europe Program, and will include a number of excursions -- from the sites of the slave trade in Liverpool to the cotton mills of Lancashire, from the sites of early industrialization in Alsace to the steel works of the Ruhr. These excursions are free to enrolled Harvard University students and a required part of the course. Freiburg University students will need to pay for the excursions.

Reading Assignments

The following books should be purchased, all other readings are available on the course website and in the course reader.

- Eric Hobsbawm, *Industry and Empire: The Birth of the Industrial Revolution* (New Press, 1999).
- Robert S. Duplessis, *Transitions to Capitalism in Early Modern Europe* (Cambridge University Press, 1997).
- David S. Landes, *The Unbound Prometheus: Technological Change and Industrial Development in Western Europe from 1750 to the Present* (Cambridge University Press, 2003).
- Sidney Pollard, *Peaceful Conquest: The Industrialization of Europe, 1760-1970* (Oxford University Press, 1970).
- Friedrich Engels, *The Condition of the Working Class in England* (Penguin, 1987).

- Simon Gunn, *The Public Culture of the Victorian Middle Class: Ritual and Authority in the English Industrial City, 1840-1914* (Manchester University Press, 2007).
- Mike Savage and Andrew Miles, *The Remaking of the British Working Class, 1840-1940* (Routledge, 1994).
- David F. Crew, *Town in the Ruhr: A Social History of Bochum, 1860-1914* (Columbia University Press, 1986).

- David Blackbourn and Geoff Eley, *The Peculiarities of German History: Bourgeois Society and Politics in Nineteenth-Century Germany* David Blackbourn and Geoff Eley eds (Oxford, 1984).
- Eric Hobsbawm, *The Age of Extremes* (Abacus, 1994).
- Peter A. Hall and David Soskice eds., *Varieties of Capitalism: The Institutional Foundations of Comparative Advantage* (Oxford, 2001).

- Gøsta Esping-Andersen, *The Three Worlds of Welfare Capitalism* (Princeton, 1990).
- Gérard Duménil and Dominique Lévy, *The Crisis of Neoliberalism* (Harvard, 2011).

Course Requirements

1. Attendance and participation in classroom discussions are required. You should be prepared to discuss the reading assignments. Participation will count for **35 percent** of your final grade.

2. An oral presentation of one week's readings, no more than ten minutes long, that draws out the major arguments **and** a five page discussion paper on one of the week's readings, due the day the readings are discussed in class. (**15 percent** of grade)

3. You have two choices for your seminar paper:
 - a. Write a 20 pages research paper on some aspect of the history of European capitalism. The paper could explore the history of a particular town or industry, inquiry into the beliefs of a particular group of people, or examine the rise and fall of a social movement. The exact choice of the research topic is yours, but you need to discuss it with me no later than March 8. You must submit a short outline of the project by March 22, including a concise summary of your topic, a statement of the questions you wish to answer, and a preliminary list of the sources and secondary works you plan to use. The paper is due in my mailbox on May 2, 2012 at 5 PM. (**50 percent** of final grade.)

 - b. Write a 20 page historiographical paper that discusses and critically evaluates the literature on one of the themes of the seminar. Your tasks will include researching a bibliography, choosing five books that have crucially shaped the debated on the topic under review and writing the paper. A draft of the bibliography and a list of the books you plan to review is due on March 22, the final paper is due in my mailbox on May 2, 2012 at 5 PM. (**50 percent** of final grade)

Schedule of Topics and Readings

February 16

Origins of Capitalism in Europe

Robert S. Duplessis, *Transitions to Capitalism in Early Modern Europe* (Cambridge: Cambridge University Press, 1997), 3-48, 141-189, 259-309.

Robert Brenner, "Agrarian Class Structure and Economic Development in Pre-Industrial Europe" *Past & Present* 70 (Feb., 1976): 30-75.

Fernand Braudel, *Afterthoughts on Material Civilization and Capitalism* (Baltimore: Johns Hopkins University Press, 1979).

February 23

The British Industrial Revolution. Why then? Why there?

Eric Hobsbawm, *Industry and Empire: The Birth of the Industrial Revolution*, pp. 12-56

David S. Landes, *The Unbound Prometheus* (Cambridge, 2003) pp. 1-123

Charles Tilly, "Social Change in Modern Europe: The Big Picture," in Lenard R. Berlanstein, ed. *The Industrial Revolution and Work in Nineteenth-Century Europe*, pp. 44-60.

Joseph Inikori, *Africans and the Industrial Revolution in England: A Study in International Trade and Economic Development* (Cambridge: Cambridge University Press, 2002), pp. 89-155.

Kenneth Pomeranz, *The Great Divergence: China, Europe, and the Making of the Modern World Economy* (Princeton: Princeton University Press, 2000), pp. 1-25, 264-300.

March 8

Revolutions after the Revolution

David S. Landes, *The Unbound Prometheus* (Cambridge, 2003) pp. 124-192.

Alexander Gerschenkron, *Economic Backwardness in Historical Perspective*, pp. 5-51.

Richard Tilly, "Germany," in Richard Sylla and Gianni Toniolo, eds., *Patterns of European Industrialization: The Nineteenth Century*, pp. 175-196.

Richard Sylla and Gianni Toniolo, "Introduction: Patterns of European Industrialization During the Nineteenth Century," in Richard Sylla and Gianni Toniolo, eds., *Patterns of European Industrialization: The Nineteenth Century*, pp.1-26.

Sidney Pollard, *Peaceful Conquest: The Industrialization of Europe, 1760-1970* (Oxford: Oxford University Press, 1970), pp. 84-190.

Jeff Horn, *The Path Not Taken: French Industrialization in the Age of Revolution, 1750-1830* (Cambridge: The MIT Press, 2006), pp. 1-16, 89-126.

March 9

The Social Effects of Industrialization: The Example of the English North

EXCURSION to Liverpool and Manchester, March 9 to March 11

Friedrich Engels, *The Condition of the Working Class in England* (Penguin, 1987) pp., 68-110, 127-158, 223-246, 275-292.

Robert Roberts, *The Classic Slum: Salford Life in the First Quarter of the Century* (New York: Penguin, 1971), pp. 13-58, 75-128.

Simon Szreter and Graham Mooney, "Urbanization, Mortality, and the Standard of Living Debate: new estimates of the expectation of life at birth in nineteenth-century British cities" *Economic History Review* 51:1 (Feb., 1998): 84-112.

Itinerary Outline:

Friday

AM

10:00 Departure Basel Airport

11:00 Arrival Manchester Airport

PM

12:30 Visit to Quarry Bank Mill

4:00 Walking Tour: 'Cottonopolis'

Saturday

AM

8:12 Departure Manchester Oxford Road National Rail to Liverpool Lime Street, 8:58

9:00 Walking Tour: *Commerce in Liverpool*

11:00 Visit to International Slavery Museum/Mersey Maritime Museum

PM

3:00 Walking Tour: *Liverpool and Slavery*

8:22 Departure Liverpool Lime Street National Rail to Manchester Oxford Road, 9:06

Sunday

AM

10:00 Visit to the Manchester Museum of Science and Industry

12:00 Visit to the People's History Museum of Manchester

PM

2:00 Walking Tour: *'Slums and Squalor: Victorian Manchester'*

4:54 Depart Manchester Oxford Road for Manchester Airport, arrive 5:17

6:50 Depart Manchester Airport for Zurich, arrive 9:45

March 15

The Rise of the Bourgeoisie

Jürgen Kocka, "The European Pattern and the German Case," in Kocka, ed. *Bourgeois Society in Nineteenth-Century Europe* (Berg, 1993) pp., 3-29.

Jürgen Kocka, "The Middle Classes in Europe" *The Journal of Modern History* 67:4 (Dec., 1995): pp., 783-806.

Geoff Eley, "The British Model and the German Road: Rethinking the Course of German History before 1914" in *The Peculiarities of German History: Bourgeois Society and Politics in Nineteenth-Century Germany* David Blackbourn and Geoff Eley eds (Oxford, 1984), pp., 39-144.

Simon Gunn, *The Public Culture of the Victorian Middle Class: Ritual and Authority in the English Industrial City, 1840-1914* (Manchester: Manchester University Press, 2007) pp., 10-105, 163-197.

Hartmut Kaelble, "French bourgeoisie and German Bürgertum, 1880-1914" in *Bourgeois Society in Nineteenth-Century Europe*, ed. Jürgen Kocka (Berg, 1993) pp., 273-301.

March 22

The Second Industrial Revolution and the Rise of Corporate Capitalism [QUESTION]

Eric Hobsbawm, *Industry and Empire: The Birth of the Industrial Revolution*, pp. 87-131.

Patrick Fridenson, "France: The relatively slow development of big business in the twentieth century" in *Big Business and the Wealth of Nations* Alfred D. Chandler Jr., Franco Amatori and Takashi Hikino, eds. (Cambridge, 1997), pp., 207-245.

Richard Deeg, *Finance Capitalism Unveiled: Banks and the German Political Economy* (Ann Arbor: University of Michigan Press, 1999). [prohibitively expensive to buy, 70 euro] key chapter seems to be 2, "Origins and Evolution of the Federalist Banking System" pp., 29-72; also chap 1, "Financial Systems and Modes of Capitalism" pp., 1-28; perhaps assign 1 and 2, pp., 1-72. [PAGES? rb]

Sven Beckert, "From Tuskegee to Togo: The Problem of Freedom in the Empire of Cotton" *Journal of American History* 92:2 (Sep., 2005): pp. 498-526. [28]

Mike Savage and Andrew miles, *The Remaking of the British Working Class, 1840-1940* (New York: Routledge, 1994) pp. 41-56. [15]

Philip Manow, "Welfare State Building and Coordinated Capitalism in Japan and Germany" in *The Origins of Nonliberal Capitalism: Germany and Japan in Comparison* Wolfgang Streeck and Kozo Yamamura, eds. (Cornell, 2001) pp., 94-120. [26]

March 29

Labor, Work, Labor Movements and the Rise of Socialism in Europe

David F. Crew, *Town in the Ruhr: A Social History of Bochum, 1860-1914*, pp. 59-73, 159-194.

Charles Tilly, "Did the Cake of Custom Break?" in Merriman, ed., *Consciousness and Class Experience in Nineteenth Century Europe*, pp. 17-39.

Mike Savage and Andrew Miles, *The Remaking of the British Working Class, 1840-1940* (New York: Routledge, 1994) pp. 1-40, 57-91.

Jon Lawrence, "Class and Gender in the Making of Urban Toryism, 1880-1914" *English Historical Review* 108 No. 428 (July, 1993): pp. 629-652.

Noel Thompson, *Political Economy and the Labour Party* (New York: Routledge, 2003), pp. 1-67.

Roger Magraw, "Socialism, Syndicalism and French Labour" in *Labour and Socialist Movements in Europe Before 1914* ed. Dick Geary (Berg, 1992) pp., 48-100.

Dick Geary, "Socialism and the German Labour Movement" in *Labour and Socialist Movements in Europe Before 1914* ed. Dick Geary (Berg, 1992) pp., 101-136.

March 30-March 31

Excursion: The Ruhr Valley and German Heavy Industry

David F. Crew, *Town in the Ruhr: A Social History of Bochum, 1860-1914*, pp. 1-58. [58]

April 5

Liberalism and Capitalism in Crisis: Inter-War Europe and Fascism

Eric Hobsbawm, *The Age of Extremes* (London: Abacus, 2009) pp., 21-141.

Carl Levy, "Fascism, National Socialism and Conservatives in Europe, 1914-1945: Issues for Comparativists" *Contemporary European History* 8:1 (Mar., 1999): 97-126.

James E. Cronin, "Labor Insurgency and Class Formation: Comparative Perspectives on the Crisis of 1917-1920 in Europe" *Social Science History* 4:1 (Winter, 1980): 125-152.

Tim Mason, *Nazism, Fascism and the Working Class: Essays by Tim Mason* (Cambridge University Press, 1996) pp., 231-273.

David Abraham, "State and Classes in Weimar Germany" *Politics & Society* (Sept., 1977): 229-266.

April 12

Varieties of Capitalism in Europe

Peter A. Hall and David Soskice eds., *Varieties of Capitalism: The Institutional Foundations of Comparative Advantage* (Oxford, 2001).

Katherine Thelen, "Varieties of Labor Politics in the Developed Democracies" pp., 71-103.

Stewart Wood, "Business, Government, and Patterns of Labor Market Policy in Britain and the Federal Republic of Germany" pp., 247-274.

Bob Hancké, "Revisiting the French Model: Coordination and Restructuring in French Industry" pp., 307-336.

Peter A. Hall, "The Evolution of Varieties of Capitalism in Europe" in *Beyond Varieties of Capitalism: Conflict, Contradictions, and Complementaries in the European Economy* Bob Hancké, Martin Rhodes and Mark Thatcher eds. (Oxford, 2007) pp. 39-88.

Colin Crouch, "Typologies of Capitalism" in *Debating Varieties of Capitalism: A Reader* Bob Hancké ed. (Oxford: Oxford University Press, 2009) pp., 75-94.

Gøsta Esping-Andersen, *The Three Worlds of Welfare Capitalism* (Princeton, 1990) pp., 1-143.

April 19

The Future of Capitalism in Europe

Gérard Duménil and Dominique Lévy, *The Crisis of Neoliberalism* (Harvard, 2011) pp., 7-44, 55-72, 101-142, 207-266, 297-338. [195]

Robin Blackburn, "The Subprime Crisis" *New Left Review* 50 (Mar.-April, 2008): 63-106.

Perry Anderson, "Depicting Europe" *London Review of Books* 29:18 (Sept., 20, 2007): pp., 13-21.

Friedrich Schneider and Gebhard Kichgassner, "Financial and World Economic Crisis: What Did Economists Contribute?" *Public Choice* 3/4 (Sep., 2009): 319-327.

Charles Maier, "Demystifying Disaster: The Long-Term Origins of the Sub-prime Crisis" Lecture at the University College of London (Dec., 7, 2009).

Youtube Video: RSanimate of David Harvey's Lecture, "The Crises of Capitalism"
http://www.youtube.com/watch?v=qOP2V_np2c0&feature=relmfu

III. EUROPE

France

13. Briot, Eugénie

University Paris-Est Marne-la-Vallée; Marne la Vallée, FRANCE

History of the Luxury Business in France

This course deals with the history of every branch of the luxury business: jewelry, watch making, tableware, perfumery, cosmetics, fine-leather production, gastronomy, travels, ... that are such a great part of the French economy today. History of beauty, that structures the problem of appearances through time, is largely developed.

We intend here to link a cultural and social history of appearances and distinction to the business history of famous French luxury brands. The rise of a court society in France, the industrialization of an up-scale production, the birth of a consumer society are among the major themes of the course. A strong stress is also put on the anthropological and cultural aspects of luxury products, that are part of the building of their value, from a marketing point of view.

This course is part of the Master Innovation, Design and Luxury Management at the université Paris-Est – Marne-la-Vallée. For twenty years, this Master has trained yearly 25 students willing to become managers in the luxury sector. Until now, it remains the only university diploma dedicated to Luxury business management in France.

The course is split in two 30-hour teaching parts, one dedicated to the students of the first year of the Master, the second one to the students of the second year of the Master. Practical sessions are also spent visiting luxury brands museums or exhibitions showing about the history or heritage of the brands.

The overall aim of the course is to familiarize graduate students willing to become professionals of the luxury sector with a view of the history of the luxury business in France. Rather than with the specific methods of history, it is meant to provide them with a general knowledge and understanding of the luxury sector, in relation with the marketing strategies of the brands.

History of fashion is not included in this course, and takes up a whole separate course.

Louis Bergeron, *Les industries du luxe en France*, Paris, Odile Jacob, 1998.

Paul Freedman (ed), *Food, the history of taste*, University of California Press, 2007.

Geoffrey Jones, *Beauty Imagined: A History of the Global Beauty Industry*, Oxford, Oxford university press, 2010.

Hugh Johnson, *Une histoire mondiale du vin : De l'Antiquité à nos jours*, Paris, Hachette, 2009.

Catherine Lanoë, *La poudre et le fard, une histoire des cosmétiques de la Renaissance aux Lumières*, Seyssel, Champ Vallon, 2008.

Jacques Marseille, *Le Luxe en France du siècle des Lumières à nos jours*, Paris, ADHE, 1999.

Jacques Marseille, *France, Terre de luxe*, Paris, La Martinière, 2000.

Morag Martin, *Selling Beauty: Cosmetics, Commerce, and French Society, 1750-1830*, Johns Hopkins University Press, 2009.

Dominique Paquet, *Une histoire de la beauté*, Paris, Gallimard, 1997.

Georges Vigarello, *Le propre et le sale : l'Hygiène du corps depuis le Moyen Age*, Paris, Seuil.

Georges Vigarello, *Histoire de la beauté : le corps et l'art d'embellir*, Paris, Seuil, 2004.

III. EUROPE

Germany

14. Lubinski, Christina

Copenhagen Business School; Frederiksberg, DENMARK

Menniken, Marvin

Free University of Berlin; Berlin, GERMANY

Küntzel, Sabine

Humboldt University of Berlin; Berlin, GERMANY

Country Report: Business History in Germany A Selection of Courses and Lecturers at German Universities

Several individuals and institutions in Germany are engaged in business history studies; however the institutional framework is markedly different from the United States. The following selection of instructors and courses taught in business history shows that teaching took place primarily within departments of economic and social history. Only the universities of Bochum and Cologne have departments explicitly named “Economic and Business History.” The list includes 36 professors—8 women and 28 men—from 31 universities and provides information about their teaching and selected publications in business history. German-language titles have been translated into English. In addition to introductory courses in business history the three topics which have been taught most frequently were: (i) business and globalization, (ii) business in Nazi Germany/business during WW II, and (iii) comparisons of the German with the Anglo-American business landscape. New trends are the growing interest in theory and the increasing number of courses taught in English language. While syllabi are usually not used in German business history courses, the list includes some monographs suitable for teaching which are highlighted in bold. The compilation gives an overview of teaching business history in Germany; it does not claim to be complete.

Technical University of Aachen

**Prof. Dr. Paul Thomes, Economic and Social History [Wirtschafts- und Sozialgeschichte]
Courses**

- *Economics and Business in Historical Perspective: The Volkswagen Group between crisis and economy [Der Volkswagenkonzern zwischen Krise und Konjunktur], 2012.
- *American Businesses in the Twentieth Century [Amerikanische Unternehmen im 20. Jahrhundert], 2012.
- *The German Automobile Industry between Great Depression and Wartime Economy [Die deutsche Automobilindustrie zwischen Weltwirtschaftskrise und Kriegswirtschaft], 2011/12.
- *Manager and Management in Historical Perspective [Manager und Management in historischer Perspektive], 2011.
- *“Global Players”–Business History in Historical Perspective [“Global Players”–Unternehmensgeschichte in historischer Perspektive], 2010.
- *Comparative Research in Economics and Business in Historical Perspective: International Banking and Finance in a Historical Perspective (Strategies and Structures), 2010.
- *Value Chains in Multinational Businesses in the Twentieth Century [Wertschöpfungsketten multinationaler Unternehmen im 20. Jahrhundert], 2010.

Publications

- *“The Impact of Crises on the Savings Banks Institutions in Germany”, *Perspectives* 66 (2013): 47-61.
- **175 Years Sparkasse Aachen. Fair. Human. Close* (Monschau, 2010). [175 Jahre Sparkasse Aachen: Fair. Menschlich. Nah].

Humboldt University of Berlin

Prof. Dr. Alexander Nützenadel, Social and Economic History

Courses

- *Economy of Violence: Economic History of War and Violent Conflicts [Ökonomie der Gewalt. Wirtschaftsgeschichte kriegerischer Konflikte im 20. Jh.], 2014.
- *The Great Divergence: Europe and Asia in the Age of Industrialization [The Great Divergence. Europa und Asien im Zeitalter der Industrialisierung], 2012/13.
- *Crisis of Metropolis: Berlin and New York during the Great Depression [Krise der Metropolen. Berlin und New York während der Großen Depression], 2012.

Publications

- *“Urban Real Estate Construction and Financial Crises in the Late Nineteenth Century”, *Jahrbuch für Wirtschaftsgeschichte* 54 (2011): 97-114. [Städtischer Immobilienboom und Finanzkrisen im späten 19. Jahrhundert].

*(Ed.) *Food and Globalization. Consumption, Markets and Politics in the Modern World* (Oxford / New York, 2008).

University of Bielefeld

Prof. Dr. Jan-Otmar Hesse, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*John Maynard Keynes and Keynesian Economics [John Maynard Keynes und der Keynesianismus], 2014.

*New Scholarship on the Origins of Capitalism [Neuere Literatur zur Entstehung des Kapitalismus], 2014.

*History of Globalization since 1900 [Geschichte der Weltwirtschaft seit 1900], 2013.

Publications

*“The ‘Americanisation’ of West German Economics after the Second World War. Success, Failure, or Something Completely Different”?, *European Journal of the History of Economic Thought* 19 (2012): 67-98.

**Economy as Science. Economics in the Early Federal Republic of Germany* (Frankfurt am Main, 2010). [Wirtschaft als Wissenschaft. Die Volkswirtschaftslehre in der frühen Bundesrepublik].

Prof. Dr. Werner Abelshauser, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Economic and Business History [Wirtschafts- und Unternehmensgeschichte], 2010/11.

*Study Group Business History [Studiengruppe Unternehmensgeschichte], 2009/10.

Publications

**German Economic History. From 1945 to the Present* (München, 2011). [Deutsche Wirtschaftsgeschichte. Von 1945 bis zur Gegenwart].

**Ruhrcoal and Politics. Ernst Brandt, 1875-1937. A Biography* (Essen, 2009). [Ruhrkohle und Politik. Ernst Brandt 1875-1937. Eine Biographie].

Prof. Dr. Thomas Welskopp, History of Modern Societies [Geschichte moderner Gesellschaften]

Courses

*Theories of Consumption, 2013/14.

*Economic and Business History [Wirtschafts- und Unternehmensgeschichte], 2010.

*Study Group Business History [Studiengruppe Unternehmensgeschichte], 2009/10.

Publications

**America's Great Sobering. A Cultural History of Prohibition* (Paderborn, 2010). [Amerikas große Ernüchterung. Eine Kulturgeschichte der Prohibition].

**Work and Power in the Iron and Steel Works. Industrial and Work Relations in the German and the American Iron and Steel Industry from the 1860s to the 1930s* (Bonn, 1994). [Arbeit und Macht im Hüttenwerk. Arbeits- und industrielle Beziehungen in der deutschen und amerikanischen Eisen- und Stahlindustrie von den 1860er bis zu den 1930er Jahren].

University of Bochum

Prof. Dr. Dieter Ziegler, Economic and Business History [Wirtschafts- und Unternehmensgeschichte]

Courses

*The History of Coal in the Ruhr Region during the Nineteenth and Twentieth Century [Geschichte der Ruhrkohle im 19. und 20. Jh.], 2012/13.

*The Banking Sector in the Federal Republic of Germany [Das Bankenwesen in der Bundesrepublik Deutschland], 2011.

*Entrepreneurship in the Third Reich [Unternehmer im Dritten Reich], 2010/11.

Publications

**The Dresdner Bank in the Third Reich. Volume 2* (München, 2006). [Die Dresdner Bank im Dritten Reich].

**Bourgeois and Entrepreneur. The Elite Entrepreneurial Class in Twentieth Century Germany* (Göttingen, 2000). [Großbürger und Unternehmer. Die wirtschaftsbürgerliche Elite in Deutschland im 20. Jahrhundert].

**Central Bank, Peripheral Industry. The Bank of England in the Provinces, 1826-1913* (Leicester, 1990).

University of Bonn

Prof. Dr. Günther Schulz, Constitutional, Social and Economic History [Verfassungs-, Sozial- und Wirtschaftsgeschichte]

Courses

*Entrepreneurship and Business History since Industrialization [Unternehmens- und Unternehmensgeschichte seit der Industrialisierung], 2011/12.

*Business in the Twentieth Century [Unternehmen im 20. Jahrhundert], 2008/09.

Publication

**White-Collar Employees since the Nineteenth Century* (München, 2000). [Die Angestellten seit dem 19. Jahrhundert].

Dr. Boris Gehlen, Constitutional, Social and Economic History [Verfassungs-, Sozial- und Wirtschaftsgeschichte]

Courses

*The Stock Market as Enemy? Cultural- and Economic History of a Key Capitalist Institution (1870-1936). [Die Börse als Feindbild? Zur Kultur- und Wirtschaftsgeschichte einer kapitalistischen Schlüsselinstution (1870-1936)], 2014.

Publications

**The German 'Handelstag' and the Regulation of the German Economy, 1861-1914* (Bonn, 2013). [Der Deutsche Handelstag und die Regulierung der deutschen Wirtschaft 1861-1914].

**Paul Silverberg (1876-1959). An Entrepreneur* (Stuttgart, 2007). [Paul Silverberg (1876-1959). Ein Unternehmer].

Technical University of Chemnitz

Prof. Dr. Rudolf Boch, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Car Industry and Mass Motorization in the Twentieth Century [Automobilindustrie und Massenmotorisierung im 20. Jahrhundert], 2011/12.

Publication

**Craftsmen–Socialists against the 'Factory Society'. Local Clubs, Mass Unions and Industrial Rationalization in Solingen, 1870-1914* (Göttingen, 1985). [Handwerker–Sozialisten gegen Fabrikgesellschaft. Lokale Fachvereine, Massengewerkschaft und industrielle Rationalisierung in Solingen 1870-1914].

University of Duisburg-Essen

Prof. Dr. Ute Schneider, Social and Economic History [Sozial- und Wirtschaftsgeschichte]

Course

*Science and Economy: The *Stifterverband* (Business Community's Innovation Agency) [Wissenschaft und Wirtschaft: Der Stifterverband für die deutsche Wissenschaft], 2013.

*Business History [Unternehmensgeschichte], 2012.

Publication

**Patriarchic Idyll or Socialist Utopia? Family in the Legislation of the German Democratic Republic* (Köln, 2004). [Hausväteridylle oder sozialistische Utopie? Die Familie im Recht der DDR].

University of Düsseldorf

Prof. Dr. Michael C. Schneider, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Between World War and Great Depression: The Economic and Social History of the Weimar Republic [Zwischen Weltkrieg und Wirtschaftskrise: Die Wirtschafts- und Sozialgeschichte der Weimarer Republik], 2014.

*Introduction to Economic History: Themes and Methods [Einführung in die Wirtschaftsgeschichte: Themen und Methoden], 2014.

*Business in German Industrialization [Unternehmen in der deutschen Industrialisierung], 2013/14.

Publications

* *Knowledge Production in the State. The Royal Prussian Statistical Bureau, 1860-1914* (Frankfurt am Main, 2013). [Wissensproduktion im Staat. Das königlich preußische statistische Bureau 1860-1914].

**Business Strategy between World Economic Crisis and Wartime Economy. The Mechanical Engineering Industry of Chemnitz during National Socialism 1933-1945* (Essen, 2005). [Unternehmensstrategien zwischen Weltwirtschaftskrise und Kriegswirtschaft. Chemnitzer Maschinenbauindustrie während der NS-Zeit 1933-1945].

University of Frankfurt Main

Prof. Dr. Werner Plumpe, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

Entrepreneurs: Economic, Sociological and Historical Perspectives [Die Gestalt des Unternehmers: Ökonomische, soziologische und wirtschaftshistorische Perspektiven– Einzelansicht], 2014.

*Business Careers–Business Personalities [Unternehmerkarrieren– Unternehmerpersönlichkeiten], 2010.

*History of Management [Geschichte der Unternehmensführung], 2005.

Publications

**Economic Crises. History and Present* (München, 2010). [Wirtschaftskrisen. Geschichte und Gegenwart].

**Economic History: Basic Texts* (Stuttgart, 2010) [Wirtschaftsgeschichte Basistexte].

**Modern Economic History. An Introduction for Historians and Economists* (Co-edited with Gerold Ambrosius und Dietmar Petzina) (München, 2006, 2nd edition). [Moderne Wirtschaftsgeschichte. Eine Einführung für Historiker und Ökonomen].

**Businesses between Market and Power. Aspects of German Business- and Industrial History in the Twentieth Century* (co-edited with Christian Kleinschmidt) (Essen, 1992).

[Unternehmen zwischen Markt und Macht. Aspekte deutscher Unternehmens- und Industriegeschichte im 20. Jahrhundert].

University of Frankfurt Oder

Prof. Dr. Klaus Weber, Comparative European Economic and Social History [Vergleichende Europaeische Wirtschafts- und Sozialgeschichte]

Courses

* European Expansion, Atlantic Slave Trade and the Economy of Plantation in the Americas [Die europäische Expansion, der atlantische Sklavenhandel und die Plantagenökonomien in den Amerikas: Wirtschaft - Politik - Kultur (15.-19. Jahrhundert)], 2014.

Publication

**German Merchants in the Atlantic Trade, 1680-1830. Businesses and Family in Hamburg, Cadiz and Bordeaux* (München, 2004). [Deutsche Kaufleute im Atlantikhandel 1680-1830: Unternehmen und Familien in Hamburg, Cadiz und Bordeaux].

University of Freiburg

Prof. Dr. Dr. Franz-Josef Brüggemeier, Economic, Social and Environmental History [Wirtschafts-, Sozial- und Umweltgeschichte]

Courses

*Industrialization, Nature and Sustainability in Europe, ca. 1750-2000, 2011/12.

*Global Environmental History, 2011/12.

Publications

*(with Mark Cioc, Thomas Zeller) *How Green Were the Nazis?: Nature, Environment, and Nation in the Third Reich* (Athens, Ohio, 2006).

**Tschernobyl, April 26, 2014. The Ecological Challenge* (München, 1998). [Tschernobyl, 26. April 1986. Die ökologische Herausforderung].

**The Endless Sea of Air. Air Pollution, Industrialization and Risk Debates in the Nineteenth Century* (Essen, 1996). [Das unendliche Meer der Lüfte. Luftverschmutzung, Industrialisierung und Risikodebatten im 19. Jahrhundert].

University of Göttingen

Prof. Dr. Hartmut Berghoff, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Economic and Social History in the Nazi Era [Wirtschafts- und Sozialgeschichte des Nationalsozialismus], 2007/08.

*Consumption and Consumption Policy in the Nazi Era [Konsum und Konsumpolitik im Nationalsozialismus], 2007/08.

*Introduction to Modern Business History [Einführung in die moderne Unternehmensgeschichte], 2007.

*Core Questions of Business History [Grundfragen der Unternehmensgeschichte], 2007.

Publications

****Modern Business History: A Topic and Theory-Oriented Introduction* (Paderborn, 2004). [Moderne Unternehmensgeschichte: Eine themen- und theorieorientierte Einführung].**

**Between Small Town and World Market. Hohner and the Harmonica, 1857-1961: Business History as the History of Society* (Paderborn, 2006, 2nd edition). [Zwischen Kleinstadt und

Weltmarkt. Hohner und die Harmonika 1857 bis 1961: Unternehmensgeschichte als Gesellschaftsgeschichte].

PD Dr. Ingo Koehler, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Business History of the Nineteenth and Twentieth Century [Unternehmensgeschichte des 19. und 20. Jahrhunderts], 2013/14.

*Introduction to Economic and Social History [Einführung in die Wirtschafts- und Sozialgeschichte], 2013/14.

*Entrepreneurs and Consumers: Theoretical History of Economic Actors [Unternehmer und Konsumenten: Theoriegeschichte wirtschaftlicher Akteure], 2013/14.

Publications

*“Marketing Management as a Structural Modell. The Organizational Change in the German Car Industry from the 1960s to the 1980s”, *Zeitschrift für Unternehmensgeschichte* 53 (2008): 216-39. [Marketingmanagement als Strukturmodell. Der organisatorische Wandel in der deutschen Automobilindustrie der 1960er bis 1980er Jahre].

**The ‘Aryanization’ of Private Banks in the Third Reich* (München, 2008, 2nd edition). [Die ‘Arisierung’ der Privatbanken im Dritten Reich].

University of Halle-Wittenberg

Prof. Dr. Peter Hertner, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Big Business in Germany, Great Britain and the U.S. before World War II in a Comparative Perspective [Großunternehmen in Deutschland, Großbritannien und den USA vor dem Zweiten Weltkrieg im Vergleich], 2007/08.

Publication

*(with William J. Hausman and Mira Wilkins) *Global Electrification. Multinational Enterprise and International Finance in the History of Light and Power, 1878-2007* (Cambridge, UK, 2008).

University of Hamburg

Prof. Dr. Franklin Kopitzsch, Social and Economic History [Sozial- und Wirtschaftsgeschichte]

Courses

- *History of Automation after 1945 [Geschichte der Automatisierung nach 1945], 2014.
- *Cultural History of Technology [Kulturgeschichte der Technik], 2014.

Publication

- **Basic Features of a Social History of Enlightenment in Hamburg and Altona* (Hamburg, 1990, 2nd edition). [Grundzüge einer Sozialgeschichte der Aufklärung in Hamburg und Altona].

University of Hamburg (Universität der Bundeswehr)

Prof. Dr. Martina Heßler, New Social, Economic and Technological History [Neuere Sozial-, Wirtschafts- und Technikgeschichte]

Course

- *Von der Hammaburg zur Metropolregion [From Hammaburg to Metropol Region], 2014.

Publications

- *"The Engineered World. Perspectives for the History of Technology", *Zeitschrift Geschichte in Wissenschaft und Unterricht*, 64/5,6 (2013): 270-283. [Die technisierte Lebenswelt. Perspektiven für die Technikgeschichte].
- **Cultural History of Technology* (Frankfurt/New York, 2012). [Kulturgeschichte der Technik].
- *(with Miriam Levin et al.) *Urban Modernity. Cultural Innovation in the Second Industrial Revolution* (Cambridge, Mass., 2010).

University of Hannover

Prof. Dr. Cornelia Rauh, German and European Contemporary History [Deutsche und Europäische Zeitgeschichte]

Course

- *Producers, Goods and Consumers in the Global Economy [Produzenten, Waren und Konsumenten in der globalen Wirtschaft (1870-1970)], 2014.

Publications

- **Swiss Aluminium for Hitler's War? The History of Alusuisse 1918-1950* (München, 2009). [Schweizer Aluminium für Hitlers Krieg? Zur Geschichte der Alusuisse 1918-1950].

*Fritz K. *A German Life in the Twentieth Century* (with Hartmut Berghoff)
(Stuttgart/München, 2000). [Fritz K. Ein deutsches Leben im 20. Jahrhundert].

University of Heidelberg

Prof. Dr. Katja Patzel-Mattern, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Time and Work: Historical and Scholarly Perspectives on a Societal Conflict [Zeit und Arbeit. Historische und bildungswissenschaftliche Perspektiven eines gesellschaftlichen Konfliktfeldes], 2013/14.

*Economic History: The (New) Institutionalism and his theoretical [Grundlagen der Wirtschaftsgeschichte. Der (Neo-)Institutionalismus und seine theoretischen Erweiterungen], 2013/14.

Publications

**Histories of Crises. Crisis as Concept and Narrative in the Perspective of Cultural Studies* (Co-edited with Carla Meyer and Gerrit Jasper Schenk) (Stuttgart, 2013).

[Krisengeschichte(n): „Krise“ als Leitbegriff und Erzählmuster in kulturwissenschaftlicher Perspektive].

**Economic Efficiency and Social Balance. Industrial Psychomechanics during the Weimar Republic* (Stuttgart, 2010). [Ökonomische Effizienz und gesellschaftlicher Ausgleich. Die industrielle Psychotechnik in der Weimarer Republik].

University of Hohenheim

Prof. Sibylle Lehmann-Hasemeyer, Ph.D., Economic and Social History with Agrarian History [Wirtschafts- und Sozialgeschichte mit Agrargeschichte]

Courses

*Introduction to European Economic History [Einführung in die europäische Wirtschaftsgeschichte], 2014.

*Globalization in Long-Term Perspective, 2014.

Publications

**Opportunities and Risks of International Integration. Micro and Macroeconomic Consequences of Internationalization* (Co-edited with Gert Kollmer-von Oheimb-Loup and

Jochen Streb) (Ostfildern, forthcoming). [Chancen und Risiken internationaler Integration. Mikro- und makroökonomische Folgen der Internationalisierung].

*“Taking Firms to the Stock Market: IPOs and the Importance of Large Banks in Imperial Germany 1896-1913”, *Economic History Review* 67/1 (2014): 92–122.

*“The Structure of Protection and Growth in the Late Nineteenth Century”, *Review of Economics and Statistics* 93/2 (2011): 606–616.

University of Jena

Prof. Dr. Rolf Walter, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Economy, Society and Business 1945–Present [Wirtschaft, Gesellschaft und Unternehmen 1945–Gegenwart], 2012.

*Economy, Society and Business of Germany 1933-1945 [Wirtschaft, Gesellschaft und Unternehmen Deutschlands 1933-1945], 2013/14.

*Economy, Society and Business of Germany 1918-1933 [Wirtschaft, Gesellschaft und Unternehmen Deutschlands 1918-1933], 2011/12.

Publications

**Economic History. From Mercantilism to the Present* (Köln/Weimar/Wien, 2011, 5th edition). [Wirtschaftsgeschichte. Vom Merkantilismus bis zur Gegenwart].

**Introduction to Economic and Social History* (Köln/Weimar/Wien, 2008). [Einführung in die Wirtschafts- und Sozialgeschichte].

**History of the Global Economy. An Introduction* (Köln/Weimar/Wien, 2006). [Geschichte der Weltwirtschaft. Eine Einführung].

University of Konstanz

Prof. Dr. Clemens Wischermann, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*History of Economic Thought [Geschichte des ökonomischen Denkens], 2013/14.

*Modern Business History [Moderne Unternehmensgeschichte], 2008.

Publications

**Entrepreneurial Successions in History and Present* (Co-edited with Gert Kollmer-von Oheimb-Loup) (Ostfildern, 2008). [Unternehmernachfolge in Geschichte und Gegenwart].

**The Institutional Revolution. An Introduction to German Economic History of the Nineteenth and Early Twentieth Century* (Co-authored with Anne Nieberding) (Stuttgart, 2004). [Die Institutionelle Revolution. Eine Einführung in die deutsche Wirtschaftsgeschichte des 19. und frühen 20. Jahrhunderts].

**Prussian State and Westphalian Entrepreneurs between Late Mercantilism and Liberalism* (Köln/Weimar/Wien, 1992). [Preußischer Staat und westfälische Unternehmer zwischen Spätmerkantilismus und Liberalismus].

University of Köln

Dr. Stephanie Tilly, Economic and Business History [Wirtschafts- und Unternehmensgeschichte]

Courses

*After the Boom: The Economic History of the 1970s ["Nach dem Boom?" - Die 1970er Jahre in wirtschaftshistorischer Perspektive], 2014.

**Wirtschaftswunder*-Industries: The West German Economy from the 1950s to the 1970s ["Wirtschaftswunderindustrien". Die westdeutsche Wirtschaft von den 1950er bis zu den 1970er Jahren], 2014.

Publications

**Automotive Industry 1945-2000. A Key Industry between Boom and Crisis* (Co-edited with Florian Triebel) (Munich, 2013). [Automobilindustrie 1945-2000. Eine Schlüsselindustrie zwischen Boom und Krise].

**Work – Power – Market. Industrial Labor Markets, 1900 – 1929. A Comparison of Germany and Italy* (Berlin, 2006). [Arbeit – Macht – Markt. Industrieller Arbeitsmarkt 1900-1929. Deutschland und Italien im Vergleich].

Prof. Dr. em. Toni Pierenkemper, Economic and Business History [Wirtschafts- und Unternehmensgeschichte]

Courses

*Japanese Business: Prototype or Discontinued Model [Das japanische Unternehmen: Prototyp oder Auslaufmodell], 2009/10.

*Seminar for Advanced Students in Economics and Social History: History of Corporate Brands in the Twentieth Century [Geschichte von Markenunternehmen im 20. Jahrhundert], 2008/09.

*Topics in Economic History III (Business History) [Spezielle Wirtschaftsgeschichte III (Unternehmensgeschichte)], 2008/09.

Publications

**History of the Modern Economical Thought. Great Economists and their Ideas* (Göttingen, 2012). [Geschichte des modernen ökonomischen Denkens. Große Ökonomen und ihre Ideen].

**Business History: Basic Texts* (Stuttgart, 2011) [Unternehmensgeschichte – Basistexte].

**Economic History. An Introduction–Or: How We Became Wealthy* (Munich/Vienna, 2005). [Wirtschaftsgeschichte. Eine Einführung–oder: wie wir reich wurden].

**Business History. An Introduction to its Methods and Results* (Stuttgart, 2000). [Unternehmensgeschichte. Eine Einführung in ihre Methoden und Ergebnisse].

University of Leipzig

Prof. Dr. Markus A. Denzel, Social and Economic History [Sozial- und Wirtschaftsgeschichte]

Courses

*History of Society and Economy in the Era of World Trade and Globalization (Eighteenth to Twentieth Century) [Geschichte von Gesellschaft und Wirtschaft im Zeitalter von Welthandel, Weltwirtschaft und Globalisierung (18.-20. Jahrhundert)], 2014.

*Research and Debates in Economic and Social History [Forschungsprobleme der Sozial- und Wirtschaftsgeschichte], 2013.

Publication

*The Hamburg Marine Insurance from 1736 to 1858 (Stuttgart 2015, forthcoming). [Die Hamburger Seeversicherung von 1736 bis 1858].

*Handbook of World Exchange Rates, 1590 to 1914 (Farnham – Burlington, 2010).

**The European System of Cashless Payment from the Middle Ages until 1914* (Stuttgart, 2008). [Das System des bargeldlosen Zahlungsverkehrs europäischer Prägung vom Mittelalter bis 1914].

University of Mannheim

Dr. Stefanie van de Kerkhof, Applied Economy [Angewandte Ökonomik]

Courses

*The Economics of the Cold War, 2013.

*Introduction to the History of Female Entrepreneurship [Einführung in die Unternehmerinnengeschichte], 2013.

*Economic and Business History of the Wilhelmine German Empire [Wirtschafts- und Unternehmensgeschichte des Wilhelminischen Kaiserreichs], 2012.

*Current Issues of Modern Business History [Aktuelle Fragen der modernen Unternehmensgeschichte], 2012.

Publications

**'We produce safety!' European Armaments-Marketing during the Cold War* (Düsseldorf, 2010). [„Wir produzieren Sicherheit!“ Europäisches Rüstungsmarketing im Kalten Krieg].

**From Peacetime Economy to Wartime Economy. Business Strategies of the German Iron- and Steel Industry from the German Empire until the End of the First World War* (Essen, 2004). [Von der Friedens- zur Kriegswirtschaft. Unternehmensstrategien der deutschen Eisen- und Stahlindustrie vom Kaiserreich bis zum Ende des Ersten Weltkrieges].

University of Marburg

Prof. Dr. Christian Kleinschmidt, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*The Age of Synthetics and Plastics [Das Zeitalter der Kunststoffe], 2014.

*History of the International Car Industry: Business Strategies, Management, Markets [Geschichte der internationalen Automobilindustrie: Unternehmensstrategien, Management, Märkte], 2011.

*International Business Management: The Historical Dimension of Production and Management during the Twentieth Century [International Business Management: Historische Dimensionen von Produktion und Management im 20. Jahrhundert], 2010.

Publications

****Consumer Society (Göttingen, 2008).* [Konsumgesellschaft].**

**Technology and Business in the Nineteenth and Twentieth Centuries* (Munich, 2006). [Technik und Wirtschaft im 19. und 20. Jahrhundert].

**Productive Vision. German Entrepreneurs' Perception of American and Japanese Management- and Production Methods, 1950-1985* (Berlin, 2002). [Der produktive Blick. Wahrnehmung amerikanischer und japanischer Management- und Produktionsmethoden durch deutsche Unternehmer 1950-1985].

University of München (Ludwig Maximilian University)

Prof. Davide Cantoni, Ph.D. Economic History [Wirtschaftsgeschichte]

Courses

*Culture and Institutions in Economic History, 2013.

*Geography and Technology in Economic History [Geographie und Technologie in Wirtschaftsgeschichte], 2012/13

Publications

*“Medieval Universities, Legal Institutions, and the Commercial Revolution” (with Noam Yuchtman), *Quarterly Journal of Economics* (forthcoming).

*“The Political Economy of Educational Content and Development: Lessons from History” (with Noam Yuchtman), *Journal of Development Economics* 104 (2013): 233–244.

University of München (Universität der Bundeswehr)

Prof. Dr. Stephan H. Lindner, Economic, Social and Technological History [Wirtschafts-, Sozial- und Technikgeschichte]

Courses

*Economic, Social and Technological History [Wirtschafts-, Sozial- und Technikgeschichte], 2012.

*Government and Society in History [Staat und Gesellschaft in der Geschichte], 2012.

Publications

**Inside IG Farben: Hoechst During the Third Reich* (New York, 2008, English translation).

**The West German and French Textile Industry in Crisis* (Munich, 2001). [Den Faden verloren. Die westdeutsche und die französische Textilindustrie auf dem Rückzug].

University of Münster

Prof. Dr. Ulrich Pfister, Social and Economic History [Sozial- und Wirtschaftsgeschichte]

Course

*The Economic Miracle, 1948 – 1973: The Federal Republic of Germany and Japan in Comparative Perspective [Das Wirtschaftswunder, 1948-1973: BRD und Japan im Vergleich], 2010/11.

Publications

*“Rural Land and Credit Markets, the Permanent Income Hypothesis, and Proto-Industry: Evidence from Early Modern Zurich”, *Continuity and Change* 22 (2007): 489-518.

**Industry in Münster 1870-1970: Local Conditions–Business Strategies–Regional Context* (edited with Helene Albers) (Dortmund, 2001). [*Industrie in Münster 1870-1970: Lokale Rahmenbedingungen–Unternehmensstrategien–regionaler Kontext*].

*The ‘Zürcher Fabriques’. Protoindustrial Growth from the Sixteenth to the Eighteenth Century (Zürich, 1992). [*Die Zürcher Fabriques: Protoindustrielles Wachstum vom 16. zum 18. Jahrhundert*].

University of Regensburg

Prof. Dr. Mark Spoerer, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Course

*Business History (Nineteenth/Twentieth Century) [*Unternehmensgeschichte (19./20. Jh.)*], 2012.

Publication

**New German Economic History of the Twentieth Century*, (with Jochen Streb) (Munich, 2013). [*Neue deutsche Wirtschaftsgeschichte des 20. Jahrhunderts*].

*“Inequality, subjective well-being and happiness” (with Jan-Otmar Hesse), *Jahrbuch für Wirtschaftsgeschichte* 1 (2013): 9-13.

**Forced Labor at Daimler-Benz* (with Barbara Hopmann, Birgit Weitz, Beate Brüninghaus) (Stuttgart, 1994). [*Zwangsarbeit bei Daimler-Benz*].

University of Saarland

Prof. Dr. Margrit Grabas, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Courses

*Industrial Revolution in Europe [*Industrielle Revolution in Europa*], 2014.

*History of Business and Trade Cycles during the Nineteenth Century [*Konjunkturgeschichte des 19. Jahrhunderts*], 2014.

Publication

*“The *Gründerkrise* of 1873/79–Fiction or Reality? Some Reflections in the Context of the Global Financial and Economic Crisis of 2008/9”, *Jahrbuch für Wirtschaftsgeschichte* 11

(2001): 69-96. [Die Gründerkrise von 1873/79–Fiktion oder Realität? Einige Überlegungen im Kontext der Weltfinanz- und Wirtschaftskrise von 2008/9].

**Varied Landscape of Commerce along the Saar. A Statistic of Small and Medium Scale Businesses (1873-1895)* (with Antje Fuchs und Christian Mathieu) (Saarbrücken, 2004).

[Vielgestaltige Gewerbelandschaft an der Saar. Eine Statistik kleiner und mittlerer Unternehmen (1873-1895)].

University of Siegen

Prof. Dr. Gerold Ambrosius, Economic and Social History [Wirtschafts- und Sozialgeschichte]

Course

*Economy and Society in the Age of Mercantilism [Wirtschaft und Gesellschaft im Zeitalter des Merkantilismus], 2010.

Publications

**Hybrid Property- and Disposition Right. Public-Private Cooperations in Systematic-Theoretical and Historic-Empirical Perspective* (Berlin, 2012). [Hybride Eigentums- und Verfügungsrechte – Öffentlich-private Kooperationen in systematisch-theoretischer und historisch-empirischer Perspektive].

**Modern Economic History. An Introduction for Historians and Economists* (with Dietmar Petzina and Werner Plumpe) (Munich, 2006). [Moderne Wirtschaftsgeschichte. Eine Einführung für Historiker und Ökonomen].

University of Tübingen

Prof. Dr. Jörg Baten, Economic History [Wirtschaftsgeschichte]

Courses

*World Economic History in the Nineteenth and Twentieth Century: New Research [Wirtschaftsgeschichte der Welt im 19. und 20. Jahrhundert: neue Forschungsansätze], 2014/15.

Publications

*“Numeracy and the Impact of High Food Prices in Industrializing Britain, 1780-1850” (with Dorothee Crayen and Hans-Joachim Voth), *Review of Economics and Statistics* (forthcoming, 2014).

**Nutrition and Economic Development in Bavaria, 1730-1880*, (Stuttgart, 1999). [Ernährung und wirtschaftliche Entwicklung in Bayern, 1730-1880].

III. EUROPE (continued)

15. Stokes, Ray

University of Glasgow; Glasgow, Scotland, UNITED KINGDOM

German Big Business in the Twentieth Century (2007-2008)

**SCHOOL OF HISTORICAL STUDIES
DEPARTMENT OF ECONOMIC AND SOCIAL HISTORY
HONOURS 2007/2008**

GERMAN BIG BUSINESS IN THE TWENTIETH CENTURY

20 credits

Module code: 88MW

Semester 1, 2007

Lectures: Mondays 1-2 pm

Seminars: Thursdays, 10-11 am (depending on numbers, an additional hour may be arranged)

Course organiser: Professor Ray Stokes

Telephone: 330 5186; 330 6890 (Christine Leslie, secretary)

Email: R.Stokes@socsci.gla.ac.uk

Office Hours: Mondays 11 am-noon, and by appointment, in Room 301, Lilybank House

Enrollment

Formal enrollment will take place on Monday, 1 October 2007, at 1 pm in the Seminar Room (201) in Lilybank House. The module's first lecture will follow immediately after the short organisational meeting.

Class hour

Lectures take place on Mondays from 1-2 pm in the Seminar Room (201) in Lilybank House. Seminars will be held on Thursdays from 10-11 am in the Seminar Room. An additional seminar time may be arranged depending on the number of students enrolled. If arranged, the additional seminar will be held in a room to be arranged. Please note that one lecture (on 4 October) is scheduled at the usual seminar time.

I expect you to attend all lectures. Certainly, it is in your interest to do so since they provide a framework within which to reflect further on the subject matter and reading in your assignments and examination. **You are, in any case, required to attend all meetings of your seminar group, and I reserve the right to require you to make a brief seminar presentation once during the term.** I also expect you to participate actively and

knowledgeably in all seminar discussions. This is only possible if you have done the reading in advance.

In the event of necessary absence, please notify me, if possible in advance. Medical certificates must be submitted to cover any extended absence. This may be a self-certification if the absence is five working days or less. Self-certification forms are available in the Social Science Faculty Office or electronically or in hard copy from the Registry. The web site for the electronic version of the form (in PDF and in RTF formats) is: <http://www.gla.ac.uk/registry/students/forms/>.

Course content

Two things are striking about the history of German big business in the twentieth century: first, the massive dislocations that it faced in the first half of the century; and, second, in spite of this, the remarkable consistency of its performance throughout the twentieth century, both before and after 1945, in terms of economic growth, technology, and export success. How was the second possible in light of the first? This is the main question explored in this module, which deals with several themes, including evolving relationships between industry and society; changes in industrial relations and organisation; the role of the individual in a company's performance; and historiographical controversies on the role of business in twentieth-century Germany. The recent spate of historical writing on the role of big business in the National Socialist period will represent a particular focus of inquiry.

Aims

Our aim in this module is to understand: 1) the ways in which business leaders in the German area reached (or did not reach) accommodation with a variety of political, social, and economic crises during the twentieth century; and, 2) the interactions between such accommodation (or lack thereof) on the one hand and business and industrial structures, practices, and competitiveness on the other.

Intended learning outcomes

Upon completion of this module, your coursework and examination performance will indicate the extent to which you are able to:

1. read, analyse, and reflect critically and contextually upon historical texts, both primary and secondary;
2. show an informed awareness of changes through time in the political, social, and economic environment within which German big business operated during the 20th century and to evaluate the response of business to this changing environment;
3. demonstrate a critical awareness of historiographical controversies on the role of big business in German society during the 20th century;
4. assess continuity and change in structures and practices within specific German firms and industrial sectors.

A note on reading materials

Each lecture and seminar has a short list of recommended reading, while the seminar lists are complemented by detailed reading for the particular topic. A list of more general works for background reading is available just before the guidance on project assignments at the end of this brochure. Doing the recommended reading in advance of the lecture will help you get more out of it; doing the reading in advance of the seminar is **essential** for informed discussion.

The reading lists, especially for the seminars, are meant to be indicative rather than exhaustive: there is much more written about each of the topics, and I explicitly encourage you to explore additional and alternative materials.

Unless otherwise noted, most of the material listed as “common” or “key” reading in the lists below is available in the Short Loan Collection in Glasgow University Library, with some of the texts in multiple copies. If it is not there, and/or if you have trouble getting hold of the key or common reading, please let Professor Stokes know as he can make available personal copies of many items to be used in the library of the Centre for Business History in Scotland in Lilybank House. Some materials are also available electronically via the GUL website. You will need to have an ATHENS user id and password to use some of these materials. Application for this can be made using the instructions on the GUL website.

You may also purchase a relatively inexpensive paperback copies of one of the most heavily used books in the module, Peter Hayes’s *Industry and Ideology* (2nd edition, 2001) at a bookstore of your choice or directly from Cambridge University Press (<http://uk.cambridge.org/>). Similarly, relatively inexpensive paperback copies are available of Gary Herrigel, *Industrial constructions* (CUP, 1996) and Adam Tooze, *The Wages of destruction* (Penguin, 2006). These and some of the other materials may be available from the publishers, second-hand booksellers, or from vendors on the internet.

Lecture schedule:

NOTE: It is in your interest to attend all lectures offered in this module, and you should come to lectures having done at least some of the recommended reading. The reading and lectures provide both a framework within which to understand the major issues examined in the module and an opportunity to probe the material more deeply through questions and occasional informal discussion.

1 October

Enrolment and

Introductory lecture: Business organisation, industrial relations, and industry-state relations on the eve of the Great War

Key reading: Ulrich Wengenroth, “Germany: Competition abroad—cooperation at home, 1870-1990,” pp. 139-151 in Alfred D. Chandler, Jr, Franco Amatori, and Takshi Hikino, eds., *Big Business and the Wealth of Nations* (CUP, 1997).

Additional reading: James Brophy, *Capitalism, Politics, and Railroads in Prussia, 1830-1870* (Columbus, OH: Ohio State University Press, 1998), pp. 1-21; Elaine Glovka Spencer, "Rulers of the Ruhr: Leadership and Authority in German Big Business before 1914," *Business History Review* 53 (1979): 40-64; Gary Herrigel, *Industrial Constructions: The sources of German economic power* (CUP, 1996), chapters 1-4.

4 October [PLEASE NOTE: THIS LECTURE IS AT 10 AM IN THE TIMESLOT NORMALLY RESERVED FOR SEMINARS.]

Business and the Great War

Key reading: Jeffrey Alan Johnson, "The Power of Synthesis (1900-1925)," pp. 160-177, in Werner Abelshauser et. al., *German Industry and Global Enterprise: BASF: The History of a Company* (CUP, 2004).

Additional reading: Gerald Feldman, *Army, Industry and Labor in Germany, 1914-1916* (Princeton: Princeton University Press, 1966); Gerd Hardach, *The First World War, 1914-1918* (Harmondsworth: Penguin, 1987), chapter 2 and chapter 4 (esp. pp. 53-73); Christopher Kobrak, *National Cultures and International Competition: The Experience of Schering AG, 1851-1950* (CUP, 2002), pp. 51-80.

**8 October
NO LECTURE.**

15 October

Inflation, political unrest, rationalisation

Key reading: Wengenroth, "Germany," pp. 151-155; Peter Hayes, *Industry and Ideology: I.G. Farben in the Nazi Era*, (CUP, 1987; 2nd edition, 2001), chapters 1-2

Additional reading: J. Ronald Shearer, "Talking about Efficiency: Politics and the Industrial Rationalization Movement in the Weimar Republic," *Central European History* 28 (1995): 483-506; Harold James, *The German Slump* (Oxford: Clarendon Press, 1986), chapter 4; Alfred D. Chandler, Jr., *Scale and Scope: The Dynamics of Industrial Capitalism* (Cambridge, MA: Harvard University Press, 1990), chapters 13-14; Mary Nolan, *Visions of Modernity: American Business and the Modernization of Germany* (OUP, 1994), pp. 30-57.

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22 October

The Depression and the rise of National Socialism

Reading: Henry A. Turner, *German Big Business and the Rise of Hitler*, (OUP, 1985), Introduction and conclusion.

29 October

Big business in the Third Reich in peacetime

Key reading: Peter Hayes, *Industry and Ideology*, chapters 3-5.

Additional reading: Neil Gregor, *Daimler-Benz in the Third Reich* (New Haven: Yale University Press, 1998), introduction and chapter 3; Richard Overy, *The Nazi Economic Recovery*, 2nd edition (CUP, 1996).

5 November

Big business, WW II and Holocaust

Key reading: Peter Hayes, *Industry and Ideology*, chapters 6-8 and epilogue.

Additional reading: Gregor, *Daimler-Benz in the Third Reich*, chapter 6-7; Raymond G. Stokes, "From the IG Farben Fusion to the Founding of BASF AG, 1925-1952," esp. pp. 293-306 and pp. 328-332, in Abelshauser et. al., *German Industry and Global Enterprise*.

12 November

German Big Business under Allied occupation

Reading: Raymond G. Stokes, *Divide and Prosper: The Heirs of IG Farben under Allied Authority, 1945-1951* (Berkeley: University of California Press, 1988), esp. chapter 8; Raymond G. Stokes, *Constructing Socialism: Technology and Change in East Germany* (Baltimore: Johns Hopkins University Press, 2000), chapter 1.

19 November

Big business and the "Economic Miracle"

Reading: Volker Berghahn, *The Americanisation of West German Industry* (Leamington Spa: Berg, 1986); Stokes, *Constructing Socialism*, chapters 2-5.

26 November

Business and society in the two Germanies during the 1960s

Reading: Gary Herrigel, *Industrial Constructions* (Cambridge: Cambridge University Press, 1996), chapters 1 and 7; Stokes, *Constructing Socialism*, chapter 6.

3 December

The oil crises and the "Standort Deutschland" debate

Key reading: Herbert Giersch and others, *The Fading Miracle: Four decades of market economy in Germany* (Cambridge: Cambridge University Press, 1992), chapters 5-7.

Additional reading: Rainer Karlsch and Raymond Stokes, *Faktor Öl* (Munich: Beck, 2003), chapter 11 and conclusion (English version: in typescript, available from Professor Stokes); Abelshauser, "Introduction," pp. 1-4, in Abelshauser et. al., *German Industry and Global Enterprise*.

Seminar schedule and reading list:

Note: Active and informed participation in seminar discussions is vital for the success of this course. Please come to class prepared to talk about the material at hand! You will also have to make a brief seminar presentation once during the term.

Please note also that the common and detailed readings are indicative rather than exhaustive: there is every possibility of substituting alternative sources. Although you should always read at least the common reading, the list here should not prevent you from reading more widely, especially for the essay.

4 October

NO SEMINAR: LECTURE TO BE GIVEN INSTEAD IN THIS TIMESLOT ON THIS DATE ONLY—SEE ABOVE.

11 October

Exploration of definitions, concepts and historiography.

Common reading: Herrigel, *Industrial Constructions*, chapter 1; Jeffrey R. Fear, *Organizing Control: August Thyssen and the Construction of German Corporate Management* (Cambridge, MA: Harvard University Press, 2005), “Introduction.”

18 October

Why did German big business tend to embrace cartels, and what was the impact of cartelisation on economic growth?

Common reading: Wengenroth, “Germany,” pp. 139-151; Alfred D. Chandler, Jr., *Scale and Scope: The Dynamics of Industrial Capitalism* (Cambridge, MA: Harvard University Press, 1990), chapters 10-14.

Detailed reading:

Bernard Bellon, *Mercedes in Peace and War: German Automobile Workers, 1903-1945* (New York: Columbia University Press, 1990).

Hans-Joachim Braun, *The German Economy in the Twentieth Century* (London: Routledge, 1990), chapters 1-4.

Volker Berghahn, *Modern Germany*, 2nd edition (CUP, 1987), pp. 1-9, 29-37, 44-51, 102-115.

Fear, *Organizing Control*.

Gerald Feldman, *The Great Disorder: Politics, Economics, and Society in the German Inflation*, (OUP, 1997).

Hayes, *Industry and Ideology*, pp. 1-68.

Herrigel, *Industrial constructions*, chapters 1-4.

Eckart Kehr, *Economic Interest, Militarism, and Foreign Policy* (Berkeley: University of California Press, 1977).

Jürgen Kocka, “Big business and the rise of managerial capitalism: Germany in international comparison,” pp. 156-173 in Kocka, *Industrial Culture & Bourgeois Society* (New York/Oxford: Berghahn Books, 1999).

David Landes, *The Unbound Prometheus* (CUP, 1969; new edition, 2003), chapter five, especially pp. 327-358.

Robert Lee, “The Paradigm of German Industrialisation: Some recent issues and debates in the modern historiography of German industrial development,” pp. 1-46 of W. R. Lee, ed., *German Industry and German Industrialisation: Essays in German Economic and Business History in the Nineteenth and Twentieth Centuries* (London: Routledge, 1991).

Charles S. Maier, "Coal and Economic Power in the Weimar Republic," pp. 530-542 of Hans Mommsen and others, eds., *Industrielles System und politische Entwicklung in der Weimarer Republic* (Düsseldorf: Droste, 1974).

Elaine Glovka Spencer, *Management and labor in Imperial Germany: Ruhr industrialists as employers, 1896-1914* (New Brunswick, NJ: Rutgers University Press, 1984).

Bernd Weisbrod, "Economic Power and Political Stability Reconsidered: Heavy Industry in Weimar Germany," *Social History* 4 (1979): 241-263.

25 October

What were the major challenges faced by German big business between 1914 and 1929, and what strategies did businessmen adopt to deal with them?

Common reading: Theo Balderston, *Economics and Politics in the Weimar Republic* (CUP, 2002).

Detailed reading:

Volker Berghahn, *Quest for economic empire* (Providence: Berghahn Books, 1996).

Braun, *The German Economy in the Twentieth Century*, chapter 6.

Niall Ferguson, "The German inter-war economy: political choice versus economic determinism," pp. 258-278 in Mary Fulbrook, ed., *German History Since 1800* (London: Arnold, 1997). [Not available in GUL. Copy available in Centre for Business History library.]

Hayes, *Industry and Ideology*, chapters 1-5.

Herrigel, *Industrial constructions*, chapter 4.

Kehr, *Economic Interest, Militarism and Foreign Policy*, chapter 2.

Charles S. Maier, "Coal and Economic Power in the Weimar Republic," pp. 530-542 of Hans Mommsen and others, eds., *Industrielles System und politische Entwicklung in der Weimarer Republic* (Düsseldorf: Droste, 1974).

A.J. Nicholls, *Weimar and the Rise of Hitler*, 4th edition (Basingstoke: Macmillan, 2000).

Nolan, *Visions of Modernity*, pp. 30-57.

Overy, *The Nazi Economic Recovery, 1932-1938*.

Richard Overy, *War and Economy in the Third Reich* (Oxford: Clarendon Press, 1994).

Turner, *German Big Business and the Rise of Hitler*.

Shearer, "Talking about Efficiency".

Thorstein Veblen, *Imperial Germany and the Industrial Revolution* (London: Secker and Warburg, 1939), chapters 6-8.

Bernd Weisbrod, "Economic Power and Political Stability Reconsidered: Heavy Industry in Weimar Germany," *Social History* 4 (1979): 241-263.

1 November

To what extent did German big business become more politicised during the period 1929-1939? How did this politicisation manifest itself, and what was its impact on business performance?

Common reading: Adam Tooze, *The wages of destruction: The making and breaking of the Nazi economy* (London: Allen Lane, 2006), introduction.

Detailed reading:

- Werner Abelshauser, "Germany: Guns, butter and economic miracles," pp. 122-176 in Mark Harrison, ed., *The Economics of World War II* (CUP, 1998).
- Berghahn, *Modern Germany*, chapters 2-3 and pp.129-149.
- Bellon, *Mercedes in Peace and War*.
- Braun, *The German Economy in the Twentieth Century*, chapters 2-6.
- William Carr, *Arms, Autarky, and Aggression* (London: Edward Arnold, 1972).
- John Gillingham, *Industry and Politics in the Third Reich: Ruhr Coal, Hitler, and Europe* (London: Methuen, 1985).
- Neil Gregor, *Daimler-Benz in the Third Reich* (New Haven: Yale University Press, 1998), chapters 2-3.
- Hayes, *Industry and Ideology*, chapters 2-5.
- Tim Mason, "The Primacy of Politics," in S.J. Woolf, ed. *The Nature of Fascism* (London: Weidenfeld and Nicolson, 1968); also available in Timothy Mason, *Nazism, fascism, and the working class* (Cambridge/NY: Cambridge University Press, 1995).
- Overy, *The Nazi Economic Recovery, 1932-1938*.
- David Schoenbaum, *Hitler's social revolution* (London: Norton, 1980), chapter 4.
- Arthur Schweitzer, *Big Business in the Third Reich* (Bloomington: Indiana University Press, 1964).
- Raymond G. Stokes, "The Oil Industry in Nazi Germany," *Business History Review* 59 (1985): 254-277.
- Turner, *German Big Business and the rise of Hitler*.
- Weisbrod, "Economic Power and Political Stability Reconsidered".

8 November

To what extent, by what means, and to what ends did German big business support the National Socialists between 1933 and 1945?

Common reading: Hayes, *Industry and Ideology*, chapter 8. S. Jonathan Wiesen, *West German Industry and the Challenge of the Nazi Past* (Chapel Hill: University of North Carolina Press, 2001), introduction, especially pp. 11-16.

Detailed reading:

- Abelshauser, "Germany," pp. 122-170.
- Michael Allen, *The Business of Genocide: The SS, slave labor and the concentration camps* (Chapel Hill, NC: University of North Carolina Press, 2003).
- Bernard Bellon, *Mercedes in Peace and War*, chapter 7 and conclusions.
- Reinhold Billstein and others, *Working for the Enemy: Ford, General Motors, and Forced Labour in Germany during the Second World War* (Oxford/NY: Berghahn Books, 2000).
- Edwin Black, *IBM and the Holocaust* (London: Little, Brown, 2001).
- Braun, *The German Economy in the Twentieth Century*, chapter 7.
- Gerald Feldman, *Allianz and the German Insurance Business, 1933-1945* (Cambridge: Cambridge University Press, 2001), especially chapter 8.

John Gillingham, *Coal, Steel, and the Rebirth of Europe, 1945-1955* (Cambridge: Cambridge University Press, 1991), chapter 2.

Gillingham, *Industry and Politics in the Third Reich*, chapters 6-7.

Gregor, *Daimler-Benz in the Third Reich*, chapters 6-7.

Raul Hilberg, *The Destruction of the European Jews*, revised edition (New York: Holmes & Meier, 1985), vol. 3, pp. 917-936.

Martin Kitchen, *Nazi Germany at War* (London: Longman, 1995), chapter 2.

Overy, *War and Economy in the Third Reich*.

“Research Findings about Ford Werke under the Nazi Regime,” Ford Motor Company Archive, 2001 (available on web in PDF format:
http://media.ford.com/events/pdf/0_Research_Finding_Complete.pdf
 [seen 25 Aug. 03])

Michael Schneider, **“Business Decision Making in National Socialist Germany: Machine Tools, Business Machines, and Punch Cards at the Wanderer-Werke AG,”** *Enterprise and Society* 3 (2002): 396-428. (Available on campus as e-journal.)

Jonathan Steinberg, *The Deutsche Bank and its Gold Transactions during the Second World War* (Munich: Beck, 1999).

Raymond Stokes, “From the I.G. Farben Fusion to the Establishment of BASF AG, 1925-1952,” in Abelshauser et.al., *German Industry and Global Enterprise*, especially chapter 7.

Henry Ashby Turner, Jr., *General Motors and the Nazis: The Struggle for Control of Opel, Europe’s Biggest Carmaker* (New Haven: Yale University Press, 2005).

Tooze, *Wages of Destruction*.

Turner, *German Big Business and the Rise of Hitler*.

Wiesen, *West German Industry and the Challenge of the Nazi Past*.

15 November

How convincing is Werner Abelshauser’s argument that the “economic miracle” in West Germany after World War II was at least in part the result of changes in business and the economy during the war itself?

Common reading: Abelshauser, “Germany,” pp. 122-177; Berghahn, *The Americanisation of West German Industry*, especially chapters 1-2.

Detailed reading:

Abelshauser, “BASF since the Refounding in 1952,” in Abelshauser et.al., *German Industry and Global Enterprise*.

Burghard Ciesla and Matthias Judd, eds., *Technology Transfer out of Germany after 1945* (Amsterdam: Harwood Academic Publishers, 1996), esp. chapters 6, 7, 10.

Paul Erker, “The long shadow of Americanization: The German Rubber Industry and the Radial Tyre Revolution,” chapter 10 in Jonathan Zeitlin and Gary Herrigel, eds., *Americanization and its limits* (OUP, 2000).

Giersch and others, *The Fading miracle*.

Gary Herrigel, “American Occupation, Market Order, and Democracy: Reconfiguring the Steel Industry in Japan and Germany after the Second World War”, chapter 12 in Zeitlin and Herrigel, eds., *Americanization and its limits*.

Herrigel, *Industrial Constructions*, pp. 146-177, 210-235, and 255-275.

Jeffrey Kopstein, *The Politics of Economic Decline in East Germany, 1945-1989* (Chapel Hill, NC: University of North Carolina Press, 1997).

Charles Maier, *Dissolution: The crisis of communism and the end of East Germany* (Princeton: Princeton University Press, 1997).

Charles Maier, *The Marshall Plan and Germany* (New York: Berg, 1991).

Simon Reich, *The Fruits of Fascism. Postwar Prosperity in Historical Perspective* (Ithaca, NY: Cornell University Press, 1990).

Mark Roseman, *Recasting the Ruhr, 1945-1958* (New York/Oxford: Berg, 1992).

Raymond G. Stokes, *Opting for Oil: The Political Economy of Technological Change in the West German Chemical Industry, 1945-1961* (Cambridge: Cambridge University Press, 1994), especially chapters 3-4.

Raymond G. Stokes, "Technology and the West German *Wirtschaftswunder*," *Technology and Culture* 32 (1991): 1-32.

Stephen Tolliday, "Enterprise and the State in the West German *Wirtschaftswunder*: Volkswagen and the Automobile Industry, 1939-1962," *Business History Review* 69 (1995): 273-350.

Henry Burke Wend, *Recovery and restoration: U.S. foreign policy and the politics of reconstruction of West Germany's shipbuilding industry, 1945-1955* (Westport, CT: Praeger, 2001).

Wiesen, *West German Industry and the Challenge of the Nazi Past*.

22 November

When and why did the West German "economic miracle" end, and what was the impact of this on West German big business?

Common reading: Giersch and others, *The Fading Miracle*, esp. chapter on "Stylized facts."

Detailed reading:

Abelshauer, "BASF since its Refounding in 1952," in Abelshauer et.al., *German Industry and Global Enterprise*.

Berghahn, *The Americanisation of West German Industry*.

Braun, *The German Economy in the Twentieth Century*, chapters 9-14, especially 13-14.

Rüdiger Dornbusch, "The End of the German Miracle," *Journal of Economic Literature* 31 (June 1993): 881-885. [Available electronically through JSTOR.]

Gillingham, *Coal, steel and the rebirth of Europe, 1945-1955*.

Herrigel, *Industrial Constructions*, chapters 5-7.

Ferenc Jánosy, *The End of the Economic Miracle: Appearance and Reality in Economic Development* (White Plains, NY: International Arts and Sciences Press, 1971).

Katzenstein, *Industry and Politics in West Germany*, chapters 5-10.

Reich, *The Fruits of Fascism*.

Roseman, *Recasting the Ruhr*.

Charles Sabel and Jonathan Zeitlin, *World of Possibilities: Flexibility and mass production in western industrialization* (Cambridge/NY: Cambridge University Press, 1997).

Jean Servan-Schreiber, *The American Challenge* (London: H. Hamilton, 1968).

Hiruhito Shiomu and Kazuo Wada, *Fordism Transformed* (Oxford/NY: Oxford University Press, 1995), chapter 5.

Stokes, *Opting for Oil*.

Stokes, "Technology and the West German *Wirtschaftswunder*."

Tolliday, "Enterprise and the State in the West German *Wirtschaftswunder*: Volkswagen and the Automobile Industry, 1939-1962."

Zeitlin and Herrigel, eds., *Americanization and its limits*.

29 November

To what extent did the division of Germany lead to Americanisation/Sovietisation of German big business?

Common reading: Katzenstein, ed., *Industry and Politics in West Germany*, especially introduction; Stokes, *Constructing Socialism*.

Detailed reading:

Abelshauser, "BASF since its Refounding in 1952," in Abelshauser et.al., *German Industry and Global Enterprise*.

Norman Altmann, Christoph Köhler, Pamela Meil, eds., *Technology and work in German industry (London: Routledge, 1990)*.

Berghahn, *The Americanisation of West German Industry*.

Braun, *The German Economy in the Twentieth Century*, chapters 9-14, especially 13-14.

Herrigel, *Industrial Constructions*, chapters 1 and 7.

Karlsch and Stokes, *Faktor Öl*, chapters 6-11 [English typescript version, available from Professor Stokes.]

Katzenstein, ed., *Industry and Politics in West Germany*, chapters 5-10.

Kopstein, *The Politics of Economic Decline in East Germany*.

Stokes, *Opting for oil*.

Zeitlin and Herrigel, eds., *Americanization and its limits*.

6 December

Wrap up and review.

No specific reading assigned: review all reading to date.

CLASSWORK AND ASSESSMENT

Your mark for this course depends upon the assessment of your completed course work and examinations, which are weighted as follows:

One two-hour examination from which two questions must be answered	70%
One essay (2,500-3,000 words)	20%
One report project (1,000-1,500 words)	10%

All classwork will be assessed on the approved University Code of Assessment. The marking scheme is outlined in detail below under the section "Honours classification descriptors." All classwork will be returned to the student with appropriate comment and advice.

Examination

You must take one degree examination, which will be scheduled by the Registry later in the session to take place during the examination period, which starts immediately after the Easter break. The examination counts for 70 percent of your final mark for this module.

The examination lasts for two hours, and you must answer two questions from a range of questions covering aspects of the module. The degree examination gives you the opportunity to demonstrate under exam conditions the extent to which you have grasped the intended learning outcomes of the module based on material presented in its seminars and lectures.

Essay

You must write ONE essay during the term. It should explore in detail one of the questions posed for the seminars, although you may also consult Professor Stokes about alternative essay topics. Please note that alternative topics **MUST** be approved explicitly and in advance by Professor Stokes.

The essay counts for 20 percent of the final degree mark for this module and gives you the opportunity to demonstrate your grasp of historiography and historiographical interpretation, your ability to make a coherent historical argument, and your writing skills. It should be no shorter than 2,500 words and no longer than 3,000 words. Penalties will be assessed for essays outside of these word limits. **Please turn in two copies of your essay by 5 p.m. on 13 December 2007 in the essay depository in Lilybank House. Please ensure that your matriculation number is on the first page, but do NOT include your name.**

In completing your assignment, please note the University policy on **plagiarism** and the Department policy on late classwork, which are outlined below. If you have questions about this, please consult the instructor.

Please word process your essay, and ensure that it is double-spaced.

Project

You must complete ONE project during the term, which will count for 10 per cent of your mark for the course. This assignment gives you the opportunity to examine a primary source critically in light of other material presented in the module. The project consists of a brief essay of 1,000-1,500 words based on one of the following:

- a critical assessment of a primary historical document from one of the microform/microfilm collections held in the Glasgow University Library or from another suitable source;
- an analysis of statistical trends of German industrial production and/or economic performance in the twentieth century, with the aim of demonstrating both understanding of statistical material and competence in computing packages needed for its analysis.

Both types of projects require engagement with primary sources, and this can only be done in combination with some additional reading in secondary sources. Expect therefore to have to

read a minimum of one document and the equivalent of two or three articles/book chapters to complete the project satisfactorily.

Additional guidance on the project assignment (including suggested sources) is available on the last two pages of this module documentation.

Whichever sort of project you wish to do, please discuss your interests and choice with Professor Stokes before starting your project. **Please turn in two copies of your project in the Departmental essay depository in Lilybank House 1 p.m. (i.e. just before lecture) on 29 October 2007. Be sure that the first page includes your matriculation number, but NOT your name.**

As with the essay assignment, you should carefully read the policy statements below on plagiarism and late submission of classwork. Like the essay, the project assignment should also be word processed and double spaced.

Departmental policy on late submission of classwork

All written work should be submitted to the Departmental essay depository provided in Lilybank House on or before the due date. It will be date stamped by one of the Departmental administrators when the depository is emptied on that day. All coursework should be submitted with a cover page which details: the name of module; your tutor's name; the title of your essay; and your matriculation number. **DO NOT PUT YOUR NAME ON YOUR WORK.** Coursework is marked anonymously.

Module tutors may allow extensions for up to three days beyond the original due date. Thereafter, any extensions must be approved by the Honours Coordinator, Dr Annmarie Hughes.

Work which is submitted late – i.e. after the due date, **without prior approval having been gained**, or after the date of any agreed extension - will be penalised at the rate of one mark per day on the 0 – 22 scale under the University Code of Assessment Scheme, up to a maximum of five days. Work more than five days late will be awarded a mark of zero. Retrospective extensions will not be allowed.

Returning written classwork

The essays and the projects will be marked and returned within two weeks of submission. You will each have the opportunity of an individual meeting with Professor Stokes lasting about 15 minutes to discuss your performance on each of the essay and project assignments.

Honours Classification Descriptors

B.

C. The qualities which are considered most important when students are assessed for an honours classification are summarised below. They are applied both in examination marking,

and in other types of written coursework. Marking cannot be done to a precise formula, in that weakness in some criteria may be compensated by strength in others. Work that begins well may also be marked down because it is rushed, unfinished, or too short in relation to the task set.

Qualities	Keywords
1. Sticking to the point when tackling a specific question.	Relevance
2. Using an argumentative approach, rather than relying on description or narrative.	Analysis
3. A discriminating use of evidence to support the argument. In most history modules, this will also involve reference to contemporary sources.	Evidence
4. Organising the material in a logical order.	Structure
5. Accurate information, which avoids vague generalisations.	Accuracy
6. Willingness to explore beyond the range of ideas and information offered in lectures and basic textbooks.	Independent Reading
7. Clear, concise expression and correct English.	Style
8. Willingness to understand and explain the attitudes and motives of past societies.	Understanding
9. Awareness that historical argument has changes over time, and that economic and social historians do not always agree with one another.	Historiography
10. Offering ideas which are the student's own, and well supported by evidence and reading.	Originality

General background reading:

For those requiring or wishing additional background reading, the following list is provided.

Volker Berghahn. *Modern Germany*. 2d ed. Cambridge: Cambridge University Press, 1987.

Hans-Joachim Braun. *The German Economy in the Twentieth Century*. London: Routledge, 1990.

Alfred D. Chandler, Jr. *Scale and Scope: The Dynamics of Industrial Capitalism*. Cambridge, MA: Harvard University Press, 1990.

Mary Fulbrook, *A Concise History of Germany* (updated edition) (Cambridge: Cambridge University Press, 1995).

Karl Hardach. *The Political Economy of Germany in the Twentieth Century*. Berkeley: University of California Press, 1976.

W.O Henderson. *The Rise of German Industrial Power, 1834-1914*. Berkeley: Campus, 1975.

Martin Kitchen. *The Political economy of Germany*. London: Croom Helm, 1978.

Jürgen Kocka. "The Rise of the Modern Industrial Enterprise in Germany". In Alfred D. Chandler, Jr, and Hermann Daems, eds. *Managerial Heirarchies*. Cambridge, MA: Harvard University Press, 1980.

David Landes. *The Unbound Prometheus*. Cambridge: Cambridge University Press, 1969.

Ulrich Wengenroth, "Germany: Competition abroad – cooperation at home, 1870-1990," pp. 139-175, in Alfred D. Chandler, Jr., Franco Amatori, and Takashi Hikino, eds. *Big business and the wealth of nations*. Cambridge: Cambridge University Press, 1997.

↓
Additional guidance on project report

The primary purpose of the project report in this module is to allow you to demonstrate ability to comprehend and critically analyse primary source material related to the module's content. The source material may be either a relevant historical document from one of the microfilm collections held in the GUL or collections of statistics on aspects of industrial development.

The final project should be 1,000-1,500 words long (a bit shorter if you choose the statistical option); two copies of it are due in the Departmental essay depository by 1 p.m. (i.e. just before the lecture) on 29 October 2007. Remember to keep in mind the statement on plagiarism noted earlier in the module documentation.

If you choose to analyse a historical document, your main task is to assess critically its value as a historical document. Put more concretely, you should be able to tell me how and why it helps us understand issues related to the development of German big business during the 20th century. To this end, you will want to think about when and why it was prepared, by whom and for which audience, and for what purpose(s). Your analysis should also make reference to secondary literature on the subject addressed by the document.

Steps:

1. Look at the finding aid to one of the microfilm collections held in the library. Some possibilities include:

OSS/State Department Intelligence and Research Reports, "Europe, 1950-61" (History CR20 Suppl. 1950-1961);

OSS/State Department Intelligence and Research Reports, "Germany and its occupied territories during World War II," (Ref Microform A1058-A1079, Level three GUL);

"Reports of the military government for Germany, U.S. Zone, 1945-1953" (Ref Microform A1345-A1350, Level three GUL);

"World War II Crime Records, RG 238 - US v. Carl Krauch et al (Nuremberg Trials, Case VI), 14 August 1947 - 30 July 1948," (Ref Microform: A1232-A1344, Level three GUL);

“Records of U.S. Chief of Counsel for War Crimes, Nuremberg Military Tribunals, re Nazi industrialists [microform] / National Archives, World War II Records Division” (Ref Microform: A2298-2461, Level three GUL).

The last two of these collections are somewhat difficult to use. Please seek advice from Professor Stokes.

2. Choose a document that has some relevance to issues relating to the history of German big business and/or the economy in the twentieth century. It may deal with a firm or industrial sector directly, with general economic issues affecting big business, and/or with political issues of direct relevance to the structure and practice of big business.
3. Copy down the title, date, microfilm reel number, and frame numbers for the document.
4. Email or stop by to see Professor Stokes to check about the document’s suitability and for suggestions on secondary literature to provide context for understanding and analysing the document.
5. Read the document carefully as well as some secondary sources of relevance to it.
6. Prepare your report.

If you choose to do a statistical analysis, your main task is to demonstrate skills in collecting, analysing, and presenting statistical data on a particular subject of relevance to the module using a suitable spreadsheet or statistical package (e.g. Excel or SPSS). You will have to devise a question to explore (e.g. “What factors explain changes in the main types and destinations of German exports between 1918 and 1939?”), collect the statistics with which to do it, enter the data into a statistical/spreadsheet package, and present and analyse the findings on the basis of some secondary literature.

Steps:

1. Look at some of the statistical sources available in the GUL. The library holds extensive statistical collections, including data on Germany (Imperial Germany, Weimar, the Federal Republic, and the German Democratic Republic) for the twentieth century. Please consult Professor Stokes on the sources and the best ways of using them.
2. Choose a set of statistics that seems to have some relevance to issues relating to the history of German big business and/or the economy in the twentieth century. They may deal with a firm or industrial sector directly, or with general economic issues affecting big business.
3. Email or stop by to see Professor Stokes to check about the suitability of your statistical set and the question you wish to explore and for suggestions on some initial bits of secondary literature to provide context for analysing your data.
4. Enter the data and produce the tables/graphs necessary to making your argument, which should be developed based in part on secondary sources.

5. Prepare your report.

If you have any further queries about this assignment, please do not hesitate to get in touch with Professor Stokes.

III. EUROPE

Italy

16. Amatori, Franco & Edoardo Borruso

Università Commerciale Luigi Bocconi; Milan, ITALY

L'impresa italiana nel XX secolo [Italian Enterprise in the 20th Century]

L'impresa italiana nel XX secolo (cod. 30198)

Prof. Franco Amatori franco.amatori@unibocconi.it

Prof. Edoardo Borruso edoardo.borruso@unibocconi.it

Tutor Alan Mantoan alan.mantoan@phd.unibocconi.it

Lunedì ore 8.45-10.15 AULA 201 Venerdì ore 8.45-10.15 AULA 201 Martedì 05/06 ore 14.30-16.00 AULA

Course Description:

The course will introduce students to how Italy tried to enter into the Chandlerian model based on big business. Unfortunately, at a point something went wrong. So we will discover how big business failed in Italy. Though the country remained an advanced player thanks to its small and medium sized enterprises, Italy never makes it to the frontier as regards the most significant protagonists of the international economy.

MODALITA' D'ESAME

Per gli studenti frequentanti l'esame prevede l'elaborazione di un paper (individuale o in gruppi di non più di 4 persone) e un colloquio orale sui contenuti del corso, basato sul testo seguente: - Amatori, Franco e Colli, Andrea (2003), *Impresa e industria in Italia dall'Unità a oggi*, Venezia, Marsilio. Gli studenti non frequentanti sosterranno una prova orale sul volume Amatori e Colli (2003) e uno a scelta tra i testi seguenti:

1. Colitti, Marcello (2008), *Eni: cronache dall'interno di un'azienda*, Milano, Egea.
2. Favero, Giovanni (2005), *Benetton: i colori del successo*, Milano, Egea.
3. Piluso, Giandomenico (2005), *Mediobanca: tra regole e mercato*, Milano, Egea.
4. Sinisi, Agnese (2008), *Natuzzi: un divano a Wall Street*, Milano, Egea.
5. Sori, Ercole (2005), *Merloni: da Fabriano al mondo*, Milano, Egea.

Borruso		
1	13/02/ 12	Una fotografia al momento dell'Unità
2	17/02/ 12	Un precoce capitalismo di Stato
3	20/02/ 12	La nascita della Terni: un episodio strategico
4	24/02/ 12	Il salvataggio siderurgico e la meccanica pesante
5	27/02/ 12	La prima rivoluzione industriale ed i suoi limiti
6	02/03/ 12	Il conflitto sociale nell'età giolittiana
7	05/03/ 12	Il punto di non ritorno: la prima guerra mondiale
8	09/03/ 12	Fare come in Russia: il biennio rosso
9	12/03/ 12	Miti e realtà dell'economia fascista
1 0	16/03/ 12	Un colosso dai piedi d'argilla: la Montecatini
1 1	19/03/ 12	L'IRI: un salvataggio che viene da lontano
1 2	23/03/ 12	Le difficoltà del consumo di massa: la Rinascente
Amatori		
1 3	23/04/ 12	Ricostruire l'Italia: il secondo dopoguerra dalla Costituente al piano Marshall
1 4	27/04/ 12	Il miracolo: quando grande era bello
1 5	04/05/ 12	La pressione del cambiamento: il caso Lancia
1 6	07/05/ 12	L'approdo mancato
1 7	11/05/ 12	La crisi dello Stato imprenditore
1 8	14/05/ 12	Il lungo autunno
1 9	18/05/ 12	Piccolo è bello
2 0	21/05/ 12	Da condottieri a capitani di sventura
2 1	25/05/ 12	Verso un capitalismo aperto?
2 2	28/06/ 12	La più grande impresa italiana: la Fiat

2	04/06/	Fra declino e cambiamento
3	12	
2	05/06/	Sintesi dei temi del corso
4	12	

III. EUROPE

Netherlands

17. Wubs, Ben, F. de Goey, & J. Schenk

Erasmus Universiteit Rotterdam; Rotterdam, NETHERLANDS

CH2055: Business History (2011-2012)

*ERASMUS SCHOOL OF HISTORY, CULTURE
AND COMMUNICATION*

Course Guide

Business History

Course code: CH2055

Academic Year 2011-2012, Term 4

BA-2 (History)

Lecturer(s):

Dr. B. Wubs

Prof.dr. H.A.M. Klemann

Business History

CH2055

5 ECTS

Course Description:

This course introduces students to the “new and scientific business history” developed originally by Alfred Chandler. “Nowadays, business historians analyze for example a company’s behavior, its financial policy, compare this with theoretical notions and analyze the success or failure of mergers...Considering the political, cultural and social surroundings business historians investigate why companies do not behave the way economists think they should.” The first few weeks of class introduce major themes and topics within Business History: “The Managerial Revolution,” “International Business,” and “Business History” itself. The rest of the course is a more-or-less chronological analysis of Dutch business history from 1914 to present.

1. Practical Information

Business History

CH2055-10

Academic year 2011-2012

Lecturers: Dr. Ben Wubs, Dr.F.de Goey, Drs.J. Schenk
Dr. Ben Wubs

Contact: Erasmus University Rotterdam Faculty of History and Arts P.O. Box 1738
Room L 3-018 3000 DR Rotterdam Telephone: +31 10 408 2516 or +31
645556522

wubs@eshcc.eur.nl

Structure: Lecture, 2 hours a week

Assessment: Written test, essay

Period: 4th term

Exam
period: 4th term

ECTS: 5

Secretary: Education Office ESHCC

Compulsory literature

- Keetie E. Sluyterman. *Dutch Enterprise in the Twentieth Century: Business strategies in a Small Open Economy*. London and New York: Routledge, 2005. xii € 110,- (ISBN: 0-415-35027-1). E-book version available via Erasmus library.
- Or the Dutch version: Keetie Sluyterman, *Kerende Kansen. Het Nederlandse bedrijfsleven in de twintigste eeuw*, € 35,- (ISBN: 90 5352 890 3).
- Selected articles from journals which you can download yourself via the links of this manual.

1. Overview of classes.

Time	Location	Code	Lecturer	Subject
Week 14				
Thursday 5 April 2012				
11:00-12:45	L1-110	CH2055-11	Dr.B.Wubs	Introduction Business History
Week 15				
Thursday 12 April 2012				
11:00-12:45	L1-110	CH2055-11	Dr.F.de Goey	The Managerial Revolution
Week 16				
Thursday 19 April 2012				
11:00-12:45	L1-110	CH2055-11	Dr.B.Wubs	International Business
Week 17				
Thursday 26 April 2012				
11:00-12:45	L1-110	CH2055-11	Dr.B.Wubs	Dutch business 1914-1945
Week 18				
Thursday 3 May 2012				
11:00-12:45	L1-110	CH2055-11	Drs.J. Schenk	Dutch business 1914-1945
Week 19				
Thursday 10 May 2012				
11:00-12:45	VB-21	CH2055-11	Dr.B.Wubs	Alfred D. Chandler
Week 21				
Thursday 24 May 2012				
11:00-12:45	L1-110	CH2055-11	Dr.B.Wubs	Dutch business 1945-1975
Week 22				
Thursday 31 May 2012				
11:00-12:45	L1-110	CH2055-11	Dr.B.Wubs	Dutch business 1975-2000
Week 23				
Tuesday 5 June 2012				
13:30-15:30		CH2055-11	Exam	Business History
Week 26				
Wednesday 27 June 2012				
13:30-15:30		CH2055-11	Re-sit exam	Business History

The students will have to read papers, which you can find on the web if you have an ERNA account. Every student of the Erasmus University is entitled to an ERNA account. It makes it possible to enter the electronic journals and digital sources of the library. Keetie Sluyterman's book is available in Dutch and English (also available digitally in English via the library). The re-sit for the exam will be on Wednesday 29 June 2011, from 13.30 until 15.30, at a location that will be announced (TBA) later. As these times and locations might change, be sure to check <http://eshcc.sin-online.nl/studiegids/index.html> for possible changes to this schedule.

3. The course: orientation

Since the 1960s a new and scientific business history developed under influence of Alfred D. Chandler Jr. In his now famous work *Scale and Scope* (1990), Chandler compared developments of companies in the USA, Britain and Germany between 1880 and 1940. According to him the roots of the decline of British capitalism after the Second World War is found in the fact that in Britain ‘personal capitalism’ and family companies remained dominant, while in the USA ‘competitive managerial capitalism’, composed of professionally managed companies, took over. Chandler’s work resulted in the development of business history into a serious historical discipline. Nowadays, business historians analyze for example a company’s behavior, its financial policy, compare this with theoretical notions and analyze the success or failure of mergers. Multinational companies and their role in the process of globalization have also attracted a great deal of attention. Considering the political, cultural and social surroundings business historians investigate why companies do not behave the way economists think they should. This course is an introduction to this versatile and topical discipline. Its target is to learn about recent discussions in business history and the importance of these for economists, social scientists, and historians.

4. Aims

- Introducing the subject and various aspects of business history.
- Obtaining insight in the development of companies in their social and historical context.
- Exploring major developments of Dutch business in the context of the evolution of international business in the 20th century.
- Students acquire active knowledge to be able to discuss the major topics of this course with their fellow students and the professor.
- Students clearly present the compulsory literature and discuss it with their fellow students and professor, and are able to present their new insights on paper.
-

5. Organization and procedure

Nature and function of the classes

Each class is divided into two sections. The first hour is devoted to the literature which has been studied by all students during that week. A group of students will present a critical review of these chapters or articles (duration 10 minutes per chapter or article). Then discussion regarding the same chapters will follow. The lecturer will then summarize the most important points. During the second hour, the lecturer will take an in-depth look into the week’s theme, which will then be discussed in class. Active participation is highly appreciated and rewarded.

Blackboard

All students have to read the chapters and articles, which are to be found on the web with an ERNA account. Every student of the Erasmus University is entitled to an ERNA account. It

makes it possible to enter the electronic journals and digital sources of the library. Students can find stable links to these articles via this manual.

Assignments

Each student must fulfil two assignments. The first assignment is a presentation about the compulsory literature. The group has to present a thorough critical analysis of the structure and main arguments presented in the chapters or articles, followed by a concise overview of the most important points that the author has covered. Groups will be announced before the beginning of the class via blackboard. The second assignment is to write individually a short essay about Chandler's work (2500-3000 words).

Student workload

The course yields 5 ECTS (total workload of 140 hours).

The total student workload for this course is as follows:

- Attendance of classes: 2 hours per week during 8 weeks 16
- Preparation for classes: 3 hours per class during 8 weeks 24
- Studying compulsory literature: 81
- Preparing assignment 1 8
- Preparing assignment 2 8
- Exam 3
- Total: **140**

Rules relating to attendance

As stated in the Education and Exam Regulations:

‘For the Bachelor’s phase, attendance is compulsory for all tutorial meetings, seminars, research workshops and practicals. For Master’s courses attendance is compulsory for all classes. Of course, students may occasionally be unable to attend because of circumstances beyond their control such as illness or other emergencies. In such cases, they should inform the lecturer by telephone or email, in advance, explaining their reasons. Any missed assignments must be completed. The lecturer will decide if the reason of absence is acceptable. The lecturer is entitled to issue a replacement assignment, which the student must pass before being able to complete the course and being awarded credits. In principle, students may not be absent more than twice for valid reasons (reported in advance). Students who fail to attend more than two classes will be excluded from the course in the current academic year and have to take the course again in the next academic year. This rule always

applies, regardless of the reason for absence. Before excluding the student, the lecturer will consult with the student advisor.’

6. Assessment

The final grade for this course is based on several grades that are given for different aspects of the course. These consist of:

Written exam 60%

Presentation 15%

Paper 15%

Active participation and adequate preparation 10%

Verbal feedback will be given at the end of each presentation.

7. Description of each week’s classes and assignments

Week 1 _____

An introduction to business history

Date: 5-4-2012

General description:

This week’s class addresses the question what business history is. Business history is often defined a sub-set of economic history, and as the history of capitalist enterprises, although many of business historians would want it to be more than that. Since the 1960s a new and scientific business history developed under influence of Alfred Chandler. His work resulted in the development of business history into a historical discipline. Nowadays, business historians analyze for example a company’s behaviour under certain conditions, its financial policy, compare this with theoretical notions and analyze the success or failure of mergers. Considering the political, cultural and social surroundings business historians also investigate why companies do not behave the way economists think they should. However, John Walton argues in his critical article in *Business History* (2010) that business history’s “dominant remit is unnecessarily narrow; that its central focus on the entrepreneur, the family firm and the limited company marginalises alternatives to an increasingly exclusive, monocultural version of economic activity; and that this removes ostensible legitimacy from the historical study of other ways of organising the provision and consumption of goods and services.”

Aims:

- To learn about recent discussions in business history and the importance of these for economists, social scientists, and historians.

- Showing that business history is not just the study of single company histories, but it also addresses key questions, often in comparative perspective, of the social sciences.

Literature:

***Hannah, Leslie**, “Survival and Size Mobility among the World's Largest 100 Industrial Corporations, 1912-1995”, in, *American Economic Review*, May, 1998, p. 62-65

<http://links.jstor.org/sici?sici=0002-8282%28199805%2988%3A2%3C62%3ASASMAT%3E2.0.CO%3B2-8>

Supple, Barry, “Essays in Bibliography and Criticism. Scale and Scope: Alfred Chandler and the Dynamics of Industrial Capitalism”, in, *Economic History Review*, Aug., 1991, p.500-514

<http://links.jstor.org/sici?sici=0013-0117%28199108%292%3A44%3A3%3C500%3ASASACA%3E2.0.CO%3B2-G>

John K. Walton, ‘New directions in business history: Themes, approaches and opportunities’ in: *Business History* , Volume 52 , Issue 1 February 2010 , pages 1 - 16

<http://www.informaworld.com/smpp/title~db=all~content=g919464670~tab=toc>

Week 2 ████████████████████

The managerial revolution

Date 12-4-2012

General description:

In 1941, James Burnham published a book called *The Managerial Revolution*. This idea, although adapted and modified from Burnham’s original work, was subsequently used by management theorist and business historians to investigate the development of industrial capitalism since the late nineteenth century. Alfred D. Chandler argued for the central importance of the managerial revolution for the changes in capitalism, in particular the rise of Big Business or Managerial Capitalism, during the nineteenth and twentieth century. According to him the divorce of ownership and management explains the relative success of American firms compared to firms in Europe. Chandler’s analysis covers the period c. 1880-1970, but what happened thereafter? This question is addressed by Richard Langlois. Although he uses the Chandler thesis, he makes some suggestions for adapting it to the last decades of the twentieth century: the idea of a ‘New Economy’ based on ICT. More recently, the theory on the Managerial Revolution has been criticized in a number of contributions in the journal *Business History* (2007)

According to Whittington it does not mean that we should disregard the theory on the Managerial Revolution, because Managerial Capitalism has proven to be highly adaptable.

Aims:

- To learn the theory on the Managerial Revolution;
- To apply the theory on the Managerial Revolution in empirical research.
- To get an overview of the debate on the Managerial Revolution.

Literature:

Patricia Genoe McLaren , 'James Burnham, The Managerial Revolution, and the development of management theory in post-war America', *Management & Organizational History* Volume 6, Number 4 (2011) 411-423.

<http://moh.sagepub.com/content/6/4/411>

Alfred D. Chandler Jr., 'The Enduring Logic of Industrial Success', *Harvard Business Review* (March-April 1990) pp. 130-141.

<http://web.ebscohost.com/ehost/detail?sid=31218ae2-f1b4-4231-bf51-92be3c9930e1%40sessionmgr15&vid=1&hid=119&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#db=buh&AN=9005210824>

Richard N. Langlois, 'The vanishing hand: the changing dynamics of industrial capitalism', *Industrial and Corporate Change* Volume 12, Number 2 (2003) pp. 351-385.

<http://icc.oxfordjournals.org/content/12/2/351.short>

Whittington, Richard, 'Introduction: Comparative perspectives on the managerial revolution' *Business History*, Volume 49, Issue 4 2007, 399 - 403

<http://www.informaworld.com/smpp/title~db=all~content=g780599510>

Week 3 _____

Business History and International Business

Date: 19-4-2012

General description:

Multinational companies and their role in the process of globalization have also attracted a great deal of attention from business historians. The origins of modern multinationals, and consequently foreign direct investment (FDI), lay in the second half of the nineteenth century. The growth of large scale mainly industrial companies concurred with the emergence of the first global economy. Most governments treated foreign companies like domestic firms as liberal economic policies took hold in the most import industrial nations. At the same time, trade protectionism, which represented a

partial departure from liberalism, served to stimulate multinational manufacturing as well, because companies opened factories in protected markets. World War I was a turning point in the development of a global economy. Yet multinationals continued to operate and their FDI even expanded during the 1920s and 1930s. After the Second World War multinational companies, in particular coming from the US, began to play a key role in the world economy.

Aims:

- To learn about the origins of multinational and the role these companies have played in the process of globalization.
- To learn a few concepts in relation to multinationals, like foreign direct investments, home and host countries.

Literature:

Buckley, Peter J., 'Business history and international business' in: *Business History*, 51: 3, 307 — 333

<http://www.informaworld.com/smpp/title~db=all~content=g912286984>

Pavlos Dimitratos, Ionna Liouka, Duncan Ross and Stephen Young, 'The multinational enterprise and subsidiary evolution: Schotland since 1945', *Business History*, Volume 51, Issue 3 May 2009, 401-425.

<http://www.informaworld.com/smpp/title~db=all~content=g912286984>

Week 4 _____

Dutch business in the 20th century

Date: 26-4-2012

General description:

The last part of the nineteenth and first years of twentieth centuries until the outbreak of the First World war have been described by historians as the era of the first global economy. It was a period of world wide expansion of trade, accelerated growth of national incomes, and integration trough massive flows of capital around the global. Western imperialism was at its highest point and multinational activities developed rapidly. In this context, business in the relative small Dutch and open economy expanded its international activities. Although some big multinational firms like the oil company Royal Dutch were established, family based firms remained an important feature of the Dutch economy in this period.

Aims:

- To learn about the development of business in a small and open economy during the period of the first global economy.

- To learn about the general and the particular features of Dutch business in this period.

Literature:

Keetie E. Sluyterman. *Dutch Enterprise in the Twentieth Century: Business strategies in a Small Open Economy* (London and New York: Routledge, 2005) pp. 1-67.

or

Kerende Kansen. Het Nederlandse bedrijfsleven in de twintigste eeuw.

Inleiding en hoofdstuk 1.

Media:

Documentary on Royal Dutch Shell in the Dutch East Indies.

Week 5 

Dutch business 1914-1945: from war to war.

Date: 3-5-2012

General description:

This class addresses the development of Dutch business in the 1914-45 period. World War I was a turning point in the development of a global economy, which then came to an end. Nationalist and protectionist economic policy began to dominate the world. Yet Dutch multinationals continued to operate and their cross border investments even expanded these during the 1920s. In fact, during the 1920s the Dutch multinationals began to play an important role in Germany, Britain, France and the United States. Simultaneously, in the interwar years the Netherlands became an important host country for foreign firms, in particular coming from Germany. However, during the 1930s and 1940s economic nationalism, autarky and eventually war created tremendous problems for firms coming from an open economy like the Netherlands.

Aims:

- To learn about the development of Dutch business during the interwar period.
- Showing that this period offered challenges as well as opportunities on world markets for companies coming from a neutral country like the Netherlands.

Literature:

Keetie E. Sluyterman. *Dutch Enterprise in the Twentieth Century: Business strategies in a Small Open Economy* (London/New York: Routledge) pp. 68-125.

or

Kerende Kansen. Het Nederlandse bedrijfsleven in de twintigste eeuw.

Hoofdstuk 2.

Week 6 _____

Alfred D. Chandler

Date: 10-5-2012

General description:

Since the 1960s Alfred Chandler has extensively analysed the rise of big business and the managerial firm in various publications. According to him the rise of big business had been essential in the economic transformation of the Western economies. He argued for the central importance of the managerial revolution for the changes in capitalism during the nineteenth and twentieth century. According to him the divorce of ownership and management explains the relative success of American firms compared to firms in Europe. Although Chandler has been of invaluable importance for the development of business history over the last fifty years this class will also explore some major shortcomings of his work.

Aims:

- To introduce the most important concepts of Chandler's work.
- To show the merits as well as major shortcomings in his work.

Literature:

Charles S. Maier, "Accounting for the Achievements of Capitalism: Alfred Chandler's Business History," in: *The Journal of Modern History*, Dec., 1993, pp. 771-782

<http://links.jstor.org/sici?sici=0022-2801%28199312%2965%3A4%3C771%3AAFTAOC%3E2.0.CO%3B2-J>

Hannah, Leslie 'The 'Divorce' of ownership from control from 1900 onwards: Re-calibrating imagined global trends', *Business History*, Volume 49, Issue 4 2007, pp. 404 - 438

Link:

<http://www.informaworld.com/smpp/title~db=all~content=g780599510>

Assignment:

Write a short paper/essay (2500-3000 words) about Alfred D. Chandler's work. Discuss his major theories, and the role he has played in the development of business history over the last fifty years. Address the merits as well as the shortcomings of Chandler's work.

Week 7 _____

Dutch business 1945-1975

Date: 24-5-2012

General description:

The 1945-73 period was one of unprecedented and continued economic growth and has often been labelled as the 'golden years'. Although, the immediate post-war years showed many economic and social problems in the ruined economies, the United States' economy flourished and was able to help the main industrial countries in the world to recover rapidly. American capital, companies and technology took the lead in the longest upswing in economic history so far. The American dollar and Bretton Woods created stable conditions for international trade and investments. At the same time, the old colonial powers like Britain, France and the Netherlands lost most of their overseas possessions. As a result, Dutch multinational companies had partly to redirect their overseas investments. The United States became a favourable destiny. Simultaneously, the Netherlands evolved into an important host country for US companies.

Aims:

- To learn about new developments in Dutch business after the Second World War.
- To show how the Netherlands partly redirected its focus towards the American economy.
- To learn about the American influence in Dutch business after the Second World War.

Literature:

K.E. Sluyterman, *Dutch Enterprise in the Twentieth Century: Business strategies in a Small Open Economy* (London/New York: Routledge) pp. 126-182.

or

Kerende Kansen. Het Nederlandse bedrijfsleven in de twintigste eeuw.

Hoofdstuk 3.

Media:

Documentary on Royal Dutch Shell during the Golden Years.

Week 8 ---

Dutch business 1975-2000

Date: 31-5-2012

General description:

During the 1970s the period of unprecedented growth came to a halt. In 1971, the Bretton Woods system crashed, which meant an end of a stable currency system which had been so favourable to the world economy for more than twenty years. Two years later, the first oil crisis broke out when the OPEC decided to massively increase their oil

prices. It led to an increase of commodity prices and thus high levels of inflation and a slowdown of economic growth in the major industrial nations. In 1979, the second oil crisis, even created a deeper slump. Companies had to rethink their strategies as profits were constantly under pressure. However, also governments began to change their economic policy –first in the United States and Britain and later in all major industrial countries. It was the end of Keynesian macroeconomics and the beginning of deregulation and liberalisation. Also the Dutch government privatised the state owned companies like DSM, KLM and PTT. Since 1980s, to be continued during the 1990s and the 2000s until the banking crisis, ‘less government, more market’ had become a mantra to solve most economic problems. While the creation of shareholders value mattered more and more Dutch companies had to compete on global markets and could easily become prey for foreign (investment) companies.

Aims:

- To learn about the major changes that took place during the 1970s until the 2000s in the world economy.
- To learn how Dutch business reacted to these major shifts.
- To learn how Dutch business, as part of world wide developments, has changed in the last thirty years

Literature:

Keetie E. Sluyterman, *Dutch Enterprise in the Twentieth Century: Business strategies in a Small Open Economy* (London and New York: Routledge, 2005) pp. 183-242.

or

Kerende Kansen. Het Nederlandse bedrijfsleven in de twintigste eeuw,

Hoofdstuk 4.

Shleifer, Andrei; Vishny, Robert W., “Takeovers in the '60s and the '80s: Evidence and Implications,” in, *Strategic Management Journal, Special Issue: Fundamental Research Issues in Strategy and Economics*, Winter 1991, 51-59

<http://links.jstor.org/sici?sici=0143-2095%28199124%2912%3C51%3ATIT%27AT%3E2.0.CO%3B2-1>

Media:

Documentary on Royal Dutch Shell at the end of twentieth century

III. EUROPE

Spain

18. Puig, Nuria

Universidad Complutense Madrid; Madrid, SPAIN

Country Report: In the Shadow of Economic History: Business History in Spain

In Spain, business history emerged as a subfield of economic history in the 1990s. Economic history (or more accurately “economic history and institutions,” which includes both economic history and the history of economic thought) has been anchored in the undergraduate programs of Spanish schools of economics and business since the 1960s.

The proliferation of such schools in the late 1980s and 1990s, a period of rapid economic growth and social spending in Spain, increased the number of academic positions for economic historians, most but not all of them trained as economists. This expansion also contributed to the institutionalization and to a remarkable internationalization of Spanish economic history, at a time of the declining influence of the French Annales School and growing acceptance of the New Economic History. On the whole, the rise of cliometrics was a smooth process, consistent with the background of younger generations of economic historians and the worldwide transformation of economics along the lines of experimental sciences. Although the cliometric approach and methodology was more problematic for historians, as well as for economists lacking strong mathematical training or those critical of the direction their field was taking, it did not stop them from filling new positions or pursuing their careers within the schools of economics and business. Given the fact that economic history was absent from history departments, and that the expansion of economics and business provided new job opportunities, cliometrics did not have the same destructive effects as in the United States.

This situation has changed radically over the past five years, as a consequence of Spain’s financial crisis and demographics, on the one hand, and the full implementation of the European Union (EU) higher education system known as Bologna, on the other. Less public resources, less students, and less history courses threaten the relatively comfortable status quo achieved by economic history and its subfields. Just in terms of employment, the number of retiring scholars is clearly outpacing that of new hires, and tenured positions tend to be replaced by temporary appointments. According to a recent survey conducted by the Spanish Association of Economic History (AEHE), <http://www.aehe.net/newsletter/1mayo2014.html>, there are currently 348 economic historians with permanent positions in the Spanish university system, which is basically public. Almost half of these scholars are 50+. The universities with the largest groups of economic historians are Barcelona (40),

Complutense de Madrid (22), Alicante (19), País Vasco (17), Carlos III in Madrid (16), Zaragoza (15), and Valencia (14), out of 40 universities teaching economic history. Most of the mandatory or optional courses of economic history are offered in the undergraduate degrees of economics, management, finance, marketing, and industrial relations. Economic history is not present in the humanities or in other social sciences, but has set foot in new degrees such as international business or management and finance. As in most European countries, the Bologna reform has fuelled bilingual Spanish-English programs and a focus on global issues, a fact that opens new venues for the most outward-looking scholars.

The emergence of business history occurred in the expansive context of the 1990s, in association with three interrelated phenomena. First, the international dissemination of Alfred Chandler's work. Although never translated into Spanish, *Strategy and Structure* has been popular among management scholars since the 1980s, and *The Visible Hand* and *Scale and Scope* were translated in 1987 and 1996 respectively. Second, in tune with the neo-liberal revolution, there has been a rise in the social standing of entrepreneurs and managers, in the academic prestige of business education, and in the public and private research funding for business historical studies. Third, the academic advances of cliometrics, which made Chandlerian and post-Chandlerian business history an attractive specialization for many economic historians.

My own estimate of the number of Spanish economic historians with a strong interest in business history, based on attendance and papers delivered at the last three AEHE conferences (2008, 2011, and 2014), lies somewhere between 25 and 50. However, few of these scholars see themselves exclusively as business historians. Because of the dominance of economic history in Spain, the collective identity of Spanish business history seems to have been forged abroad, mainly through the annual conferences of the European Business History Association (EBHA) and various Iberian-American initiatives. The spillovers of these gatherings in terms of joint projects and publications are usually greater than attendance numbers. Just as an illustration, the number of Spanish historians attending EBHA conferences ranges from 5 to 15 (with the exception of the 2004 conference that took place in Barcelona), and only eight attended the 2014 World Business History Conference in Frankfurt. In contrast, Spanish scholars usually constitute one of the largest national groups at the meetings of the International Economic History Association and are highly visible at other international gatherings of economic historians, in particular those with a strong cliometric profile.

There are no chairs or positions of business history in the Spanish university system. And there are no clusters of business historians, but there are individual scholars that work in an economic history environment, apply for grants, and cooperate with each other in formal or informal ways. Stable research groups (such as the Madrid-based GICHE, Grupo de Investigación Complutense de Historia Empresarial/Complutense Research Group on Business History) and publicly or privately

sponsored research projects (mainly the Spanish Science Foundation and a few corporate foundations, sometimes also the European Union) are the most effective collaborative vehicles. Again, research funding has been severely affected by the financial crisis, casting some shadows on the research, internationalization, and next generation of Spanish business historians.

With regard to publications, there are currently four Spain-based JCR-indexed journals in the field of economic history: *Revista de Historia Económica: Journal of Spanish and Latin-American Economic History* [since 1983]; *Revista de Historia Agraria* [since 1990]; *Revista de Historia Industrial: Economía y Empresa* [since 1992]; and *Investigaciones de Historia Económica: Economic History Research* [since 2005]). Although *Revista de Historia Industrial* is the only journal explicitly concerned with business history, the four of them publish business history research, not just by Spanish scholars, but increasingly by scholars from southern-European and Latin-American universities. Additionally, the historical archives of the BBVA Bank, one of the best of its kind in Spain, sponsors the *Revista de Historia Económica y de la Empresa* [since 2007], a business history yearbook edited by guest editors.

At present, all Spanish universities have adapted to the Bologna system. Unlike most EU countries, which chose the 3 + 2 scheme (3 years of undergraduate plus 2 years of master studies), Spain opted for the 4 + 1 scheme. This allows more room for the traditionally mandatory economic history at the undergraduate level, but limits the space at the graduate level, where business history could expand. According to my own inquiries, between 10 and 20 universities offer mandatory or elective courses of business history at the undergraduate level. Some universities have also managed to introduce elective courses in their masters programs, but it is too early to assess the acceptance of the field within these programs, which are considerably more market-oriented and expensive than undergraduate programs. A number of scholars are teaching elective business history courses within MBA and more focused masters programs. Spain's top business schools, IESE, IE and ESADE (the three of them private and highly internationalized) do not offer business history courses.

As for doctoral programs, business history was offered as an optional course within the two doctoral programs in economic history that existed before Bologna: Barcelona (joint program of the universities of Barcelona and Autónoma Barcelona) and Madrid (joint program of the universities of Madrid Complutense, Salamanca, and Valladolid). Both programs included some business history courses and produced several business history Ph.D. theses. Whereas Barcelona has chosen to adapt its doctoral program in economic history to the masters structure, launching a successful masters degree in association with the university of Zaragoza, the Madrid Ph.D. program has disappeared. As the result of a recent Spanish-wide reform, the number of Ph.D. programs has been dramatically reduced, applications are more selective, and students are expected to be fully funded and complete their dissertations within three years. At Madrid Complutense, Spain's largest university, for example,

Ph.D. students with an interest in economic and business history now must apply to either the economics or the management doctoral programs, both of which might be very challenging for students with a background in humanities or some social sciences. Over the past decade, the yearly rate of Ph.D. theses in economic history has been 3 to 4 (including Ph.D. theses by Spanish scholars defended at foreign universities such as the London School of Economics), 1 to 2 of which fall into the category of business history.

The attached table shows ten public universities offering business history courses in 2013–2014 under the Bologna system (ask contact persons for syllabi). The number of credits of each course ranges from 3 to 6 (1 credit = 10 hours). Generally, these courses deal with the evolution of business institutions and ideas since the Industrial Revolution. Their theoretical framework, geographical scope, and overall conceptual ambition vary considerably. So does the required reading. The path-breaking book authored by Jesùs M. Valdaliso and Santiago M. López, *Historia económica de la empresa* (2000), continues to stand out among the Spanish-language textbooks published ever since, even if it might be too demanding for undergraduate students and thus more appropriate as a reference book. Many of the new courses offered within the new, bilingual degrees, rely on the international literature and a selection of electronic resources.

It should be noted that many universities not listed here include some business history units in their economic history syllabi and that faculty with a special interest in the field tend to adapt the economic history syllabi to include more concepts and examples drawn from business history. Interestingly, the thriving Spanish association of economic historians AEHE, founded in 1972, has sponsored a “Teaching Economic History Workshop” every other year since 1990. Business history has become increasingly visible in these gatherings, with some sessions devoted to the case study method or audiovisual resources for teaching business history. The AEHE’s e-newsletter also includes a teaching section in which business history is present.

The take-off of business history in Spain took place with the international testing of Chandler’s paradigm in the background. The Spanish test was conducted by Albert Carreras, Xavier Tafunell and Eugenio Torres in the mid 1990s and coordinated with other national studies. Meanwhile, a number of scholars conducted case studies and industrial studies inspired by Chandler’s historical model. Certainly, the conservative revolution was impacting historians across the world and creating a favorable environment for business history, but in Spain this ideological shift coincided with a rare period of political and economic success, marked by the consolidation of democracy and integration in the EU and the world markets. Economic historians, traditionally concerned with Spain’s backwardness and failure, started to look with new eyes at the international integration of the Spanish economy and the new Spanish-based multinational companies that were successfully competing in the world markets, particularly in Latin America. As the “normality thesis” (according

to which contemporary Spain would not be a failed nation, but a late industrial economy) gained ground among general historians and the media, Spanish enterprises and entrepreneurs moved into the research agendas and publications of economic historians. Moreover, the quasi-federal administrative structure of democratic Spain encouraged commissioned or subsidized business history studies at the regional and local level. Corporate history also experienced a surge, in some cases fuelling cooperation or competition between academic historians and journalists. Quite understandably, the Great Recession is also influencing the choice of topics. Globalization-related issues, which are helping to look at Spain's imperial past with new eyes, are here to stay. At the same time, classical issues such as the role of banks and foreign capital, or the relationship between business and politics, and newer topics such as human capital are on the rise. It seems safe to predict that the recent development of Spanish business will be examined in a more critical manner.

How influential has been Chandler in Spain? Chandler's theory of industrial capitalism indisputably helped the emerging community of Spanish business historians to raise their theoretical level, improve their methodology, and think in international terms. Moreover, Spanish economic history's institutional tradition makes Chandler's paradigm particularly attractive. However, Spain's recent business history also has been mobilized by new economic approaches stemming from evolutionary economics, economic sociology, and organizational studies, as well as a growing interest in organizational forms other than the M-firm, the need to assess the impact of foreign companies in Spain's business ideas and institutions, and the internationalization of Spanish firms. Moreover, Spanish historians continue to pay considerable attention to the political context, the role of financial institutions, or the relationship between business and politics.

Is Spanish business history going to embrace the new U.S. approach known as the History of Capitalism? Their advocates define it as a methodology built on the traditions, topics, and research methods of economic, labor, and business history (www.historyofcapitalism.net). They have rediscovered Karl Polanyi. Yet the *Great Transformation* (1944) has never abandoned the reading lists of economic history syllabi in Spain, actually in most of continental Europe. The History of Capitalism might help economics and business history return to U.S. history departments, but a worldwide comeback/conquest of history departments and return to economics departments and business schools could prove impossible without mastering some of the tools of economics and management studies and adapting to the requirements of their high impact journals. In my view Spanish business historians, like many of their European colleagues, are far more concerned with the self-examination of economics unleashed by the Great Recession or with the fast development of management studies than with what still looks like a U.S.-centric phenomenon. The fact that Spanish business history is relatively well anchored in schools of economics and business and absent from history departments is more likely to impel the younger section of this academic community to adapt

to the ecosystem of business schools and management journals rather than to embrace the History of Capitalism, which could be interpreted as just a revival of traditional economic and social history. Spanish business historians anyway will continue to deal with the hybrid nature of our field and the dilemma between writing journal articles that are taken seriously by their colleagues in economics and management and books that are more enjoyable and enduring.

Universities Offering Business History at Undergraduate or Graduate Level in the Academic Year 2013-2014

University and type of courses offered (Contact and email)

Barcelona UB, Undergrad and graduate, mandatory and optional (Paloma Fernández, palomafernandez@ub.edu)

Madrid Autónoma UAM, Undergraduate, optional (Patricio Saiz, patricio.saiz@uam.es)

Alicante UA, Graduate, optional (Javier Vidal, JVidal@ua.es)

Salamanca USAL, Undergraduate, optional (Santiago Lopez, slopez@usal.es)

Coruna UDC, Undergrad, mandatory & optional (Margarita Vilar, mvilar@udc.es)

Navarra, Undergrad, mandatory & optional, in English (Joseba de la Torre, jdelatorre@unavarra.es)

Valencia UV, Undergrad, mandatory (Econ and Bus Hist 75/25) (Joaquim Cuevas, Joaquim.cuevas@uv.es)

País Vasco UPV/EHU, Undergrad, mandatory & optional, in English (Jesús M. Valdaliso, Jm.valdaliso@ehu.es)

Pompeu Fabra (Barcelona) UPF, Undergrad, mandatory & optional, in English (Xavier Tafunell, Xavier.tafunell@upf.edu)

Granada UGR, Undergraduate, optional (Josean Garrués, jgarrues@ugr.es)

III. EUROPE (continued)

19. Miranda Encarnacion, Jose Antonio & Pablo Díaz
Universitat d'Alacant; San Vicente del Raspeig, SPAIN

Factores De Competitividad En El Largo Plazo **[Factors in Long-Term Competitiveness]**

Course Description [google translate]:

“[This course] analyzes the causes of the competitiveness of companies from a historical point of view and giving preference to the Spanish case. We study the position of Spanish companies and the overall economy of the country to foreign markets, their capacity for innovation, the relationship between political power and corporate power and the importance of lobbying and networking.

Within it, is given special importance to the problems of the family business as a hegemonic model in Spain and districts and industrial clusters, analyzing the connection of these phenomena with international competition and technological change. A significant part of the course is the presentation of specific cases of companies and Spanish businessmen who have a history of competitive success in the long run.”

FACTORES DE COMPETITIVIDAD EN EL LARGO PLAZO

Código:	40614
Crds. Europ.	5

Departamentos y Áreas	
Departamento	Área
ANALISIS ECONOMICO APLICADO	HISTORIA E INSTITUCIONES ECONOMICAS

Estudios en los que se imparte:

MÁSTER UNIVERSITARIO EN ECONOMÍA APLICADA

Contexto de la asignatura (2011-12):

La asignatura *Factores de competitividad en el largo plazo* analiza las causas de la competitividad de las empresas desde un punto de vista histórico y atendiendo preferentemente al caso español. Se estudia la posición de las empresas españolas y del conjunto de la economía del país frente a los mercados extranjeros, su capacidad para la innovación, las relaciones entre el poder político y el poder empresarial y la importancia de las actividades de *lobbying* y de *networking*.

Dentro de ella, se otorga una importancia especial a los problemas de la empresa familiar como modelo hegemónico en España y a los distritos y las aglomeraciones industriales, analizando la conexión de estos fenómenos con la competitividad internacional y el cambio tecnológico. Una parte relevante de la asignatura es la

presentación de casos concretos de empresas y empresarios españoles que cuentan con una historia de éxito competitivo en el largo plazo.

Profesor/a responsable:

MIRANDA ENCARNACION , JOSE ANTONIO

Competencias Generales:

- **CG1:** Capacidad para la búsqueda de información necesaria para la investigación avanzada.
- **CG4:** Compromiso ético y responsabilidad social en el trabajo, respetando el medio ambiente, conociendo y comprendiendo la importancia del respeto a los derechos fundamentales, a la igualdad de oportunidades entre hombres y mujeres, a la accesibilidad universal para las personas con discapacidad y al respeto a los valores propios de una cultura de paz y valores democráticos.
- **CG6:** Adquirir los conocimientos, habilidades y aptitudes necesarios para la investigación académica especializada.
- **CG7:** Capacidad de presentar los resultados de la investigación ante un tribunal universitario o reunión académica, congreso científico o revista especializada.

Competencias Específicas:

- **CE1:** Capacidad para buscar, revisar, seleccionar y utilizar bibliografía académica y bases de datos especializadas correspondientes a un tema determinado.
- **CE2:** Capacidad para seleccionar, diseñar y justificar un proyecto de investigación y llevarlo a cabo con la metodología científica adecuada.
- **CE3:** Aportar racionalidad al análisis económico especializado y a la descripción de aspectos complejos de la realidad económica, prestando atención a la inercia histórica.
- **CE5:** Elaborar trabajos académicos que cumplan con los requisitos exigibles en revistas científicas internacionales de elevado índice de impacto.
- **CE6:** Emitir informes especializados de asesoramiento sobre situaciones concretas de la economía (internacional, nacional o regional) o de sectores de la misma.

Objetivos formativos:

- Adquirir habilidad para buscar y seleccionar bibliografía relacionada con el contenido de la asignatura.
- Defensa de una idea en público.
- Presentación de un proyecto de investigación.
- Redacción de un trabajo de investigación equiparable a un artículo que pueda ser presentado en una revista internacional de impacto.
- Comprensión de los principales conceptos de la economía espacial, los clusters y los distritos industriales.
- Análisis de los efectos que tiene la intervención pública sobre la competitividad empresarial.

Objetivos específicos aportados por el profesorado:

- Adquirir habilidad para buscar y seleccionar bibliografía relacionada con el contenido de la asignatura.
- Defensa de una idea en público.
- Presentación de un proyecto de investigación.
- Redacción de un trabajo de investigación equiparable a un artículo que pueda ser presentado en una revista internacional de impacto.
- Comprensión de los principales conceptos de la economía espacial, los clusters y los distritos industriales.
- Análisis de los efectos que tiene la intervención pública sobre la competitividad empresarial.

Contenidos teóricos y prácticos (2011-12):**Tema 1.** Concepto y medida de la competitividad

1.1.- El concepto de competitividad

1.2.- La competitividad de las economías y su medida

1.3.- La competitividad sectorial y su medida

1.4.- La competitividad empresarial y su medida

Tema 2.- La competitividad de la economía española y sus factores condicionantes

2.1.- La competitividad vía precios

2.2.- La competitividad a través de la especialización y la diferenciación del producto

2.3.- La influencia de la orientación comercial en la competitividad

Tema 3.- La evolución histórica de la competitividad internacional de las empresas españolas

3.1.- La evolución de costes y precios

3.2.- La iniciativa empresarial

3.3.- El atraso tecnológico

3.4.- La falta de capital humano

3.5.- El tamaño del mercado

3.6.- La estrategia competitiva

3.7.- El marco institucional

Tema 4.- La influencia de las economías de aglomeración en la competitividad

4.1.- Las economías de aglomeración. Sus tipos

4.2.- Clusters y distritos industriales

4.3.- Clusters y distritos industriales en España

Tema 5.- Casos históricos de competitividad empresarial en España

5.1.- El cluster del cava

5.2.- Una multinacional de bolsillo: Germaine de Capuccini

5.3.- Agroalimen

5.4.- Campofrío

5.5.- Inditex

5.6.- Banco de Valencia

5.7.- Majorica

5.8.- La industria editorial española

5.9.- SEAT

5.10.- CEPSA

Tipos de actividades:

Actividad docente	Metodología	Horas presenciales	Horas no presenciales
CLASE TEÓRICA		25	0
SEMINARIO / TEÓRICO-PRÁCTICO		25	0
TOTAL		50	0

Sistema general de evaluación:

Esta asignatura se evaluarán a partir de la consideración de los siguientes aspectos:

- Examen escrito que evalúe el nivel de los resultados del aprendizaje, en especial los centrados en las competencias específicas de la asignatura con respecto a los contenidos y su aplicación. Supondrá el 50% de la calificación total.
- Evaluación continua del estudiante. La evaluación continua podrá realizarse sobre la base de la resolución de casos prácticos y problemas; la realización de debates y/o exposiciones orales (de forma individual y, en su caso, en grupo); la realización de pruebas objetivas, así como la implicación general en el proceso de enseñanza-aprendizaje, de forma tanto presencial como no presencial. Supondrá el 50% de la calificación total.

Bibliografía:

BAUMOL, W. J. (1990): “Entrepreneurship: Productive, Unproductive, and Destructive”, *Journal of Political Economy*, 98/5, pp. 893-921.

CABRERA, M.y DEL REY, F. (2002): *El poder de los empresarios. Política y economía en la España contemporánea 1875-2000*, Madrid, Taurus.

CARRERAS, A.; TAFUNELL, X. y TORRES, E. (2003): “Business History in Spain”, en F. AMATORI y G. JONES (eds.), *Business History around the World*, Cambridge, Cambridge University Press, pp. 232-254.

CASSON, M. y GODLEY, A. (2005): “Entrepreneurship and historical explanation”, en Cassis, Youssef, and Minoglou, Ioanna Pepelasis (eds.), *Entrepreneurship in Theory and History*, New York, Palgrave, pp. 25-60.

CATALAN, J.; MIRANDA, J. A. y RAMON-MUÑOZ, R. (eds.) (2011): *Distritos y clusters en la Europa del sur*, Madrid, LID.

COLLI, A. (2003): *The History of Family Business 1850-2000*, Cambridge, Cambridge University Press.

DÍAZ MORLÁN, P. (2007): “Teoría e historia empresarial: un estado de la cuestión”, en J. BASAVE y HERNÁNDEZ, M. (eds.), *Los estudios de empresarios y empresas. Una perspectiva internacional*, México, Plaza y Valdés, pp. 13-38.

GARCÍA-RUIZ, J. L. y TONINELLI, P. A. (eds.) (2010): *The determinants of entrepreneurship*, London, Pickering & Chatto.

JONES, G. y ZEITLIN, J. (eds.) (2007): *The Oxford Handbook of Business History*, Oxford, Oxford University Press.

PUIG, N. y FERNÁNDEZ, P. (2009): “La internacionalización de la gran empresa familiar española: una perspectiva histórica”, *Información Comercial Española*, 849, pp. 27-38.

VALDALISO, J. M. (2004): “La competitividad internacional de las empresas españolas y sus factores condicionantes. Algunas reflexiones desde la historia empresarial”, *Revista de Historia Industrial*, 26, pp. 13-54.

VALDALISO, J. M. (2005): “El espíritu emprendedor en España: un análisis histórico”, en *La empresa y el espíritu emprendedor de los jóvenes*, Madrid, MEC, pp. 115-145.

VALDALISO, J. M. y LÓPEZ, S. (2007): *Historia económica de la empresa*, Barcelona, Crítica.

III. EUROPE

United Kingdom

20. Batiz-Lazo, Bernardo

Bangor Business School, Bangor University; Bangor, Wales, UNITED KINGDOM

Britain at Work

ASB-3117: BRITAIN AT WORK

Module organiser: Bernardo Bátiz-Lazo

Aims: To describe and assess the emergence and evolution of the modern day multinational, multidivisional business enterprise in Britain in the context of globalisation, its relation with the

state and its interaction with other organisational forms (namely family firms and mutuals).

To

examine and reflect upon multiple points of view regarding diverse topics.

Learning Outcomes: On completing the module, students are expected to be able to:

- Ascertain why there are no easy answers to many of the difficult issues that accompany business and management today;
- Recognise the large number of cultural, political, social, and economic factors relevant to explaining how business organisations have evolved;
- Apply concepts, theories, tool and frameworks of business history to other studies within management;
- Know significant facts, events and developments relevant to business and managers who work in an international setting;
- Understand the complexity that is involved in longitudinal studies of business organisations.

Module Content:

- Globalisation and its discontent;
- Engines of growth;
- Business and the state;
- Big Business;
- The Chandlerian firm;
- Business groups, mutuals and co-operatives;
- Technology and the digital economy;
- Business and business schools;
- Excellent firms – a longitudinal analysis (Presentations).

Teaching Format:

- One 2-hour lecture per week.

Assessment:

- Presentation (25%);
- Individual written report (75%).

Main Texts:

Jones, G. (2005) *Multinationals and Global Capitalism* Oxford University Press

Wilson, J. F. (1995). *British Business History, 1720-1994*. Manchester University Press.

(Individual articles as described in module outline and blackboard)

The secondary texts:

Amatori, F. and Jones, G. (2003) *Business History Around the World*, Cambridge University Press

Jones, G. and Zeitling, J. (2009) *The Oxford Handbook of Business History*, Oxford University Press.

Jones, G. (1986) *British Multinationals*, Aldershot.

III. EUROPE (continued)

21. Cirenza, Peter

London School of Economics; London, England, UNITED KINGDOM

EH240 - Business and Economic Performance since 1945: Britain in International Context

Course Description:

“This course looks at the history of British business and industry, with an emphasis on the post-war period. It examines some of the hypotheses on why the UK economy grew more slowly than other OECD nations with particular reference to the decades after the Second World War. Explanations of relative economic decline are examined in the context of comparisons with other European nations and with the US and Japan. The main attention is on recent decades, including current changes in performance, but the historical roots of Britain's poor performance are also considered. The focus is on business performance in the public and private sectors, including scale effects, multinationals' comparative performance, technology, labour management and management quality. Other factors alleged to have contributed to Britain's poor performance, ranging from 'culture' through government policy to education and trade unions, are also discussed.”

EH240 Reading Information

General reading

Books that will be used regularly (referred to in the reading list by author only)

Students are strongly advised to buy the course text:

Geoffrey Owen From Empire to Europe: The Decline and Revival of British Industry since the Second World War (available on Amazon). A small number of copies are also available in Course Collection in the library.

Just as good as Owen, and complementary in style, but costs £55.

S N Broadberry The Productivity Race: British manufacturing in international perspective, 1997. A key chapter of this text will be available electronically on Moodle.

This book covers all aspects of post war British economic history and is very up to date. We will use it seven times over the course of the year. You may well find that other economic history courses also use it.

R Floud and P Johnson (eds) The Cambridge Economic History of Modern Britain Vol. III, 2004 (£25)

Electronic articles

The reading list highlights items that are available electronically.

Other reading

If an item is not available electronically, you have to go to the library. Not everything can be available electronically because of copyright rules. As a rule of thumb we can only include one chapter of a book, so if I want to recommend two chapters from a book, there is nothing for it except to send you to the library. Sorry!

Supplementary reading

The following are good books if you are interested in a topic and want to expand your knowledge, or if can't find the reading, or want to read something different when revising:

Mansel G. Blackford *The rise of modern business in Great Britain, US, and Japan*

Youssef Cassis *Big business: the European experience in the twentieth century*

M Dintenfass, *The Decline of Industrial Britain 1870-1980*, 1992

B Elbaum & W Lazonick, *The Decline of the British Economy*, 1986

M Kirby and M Rose, *Business Enterprise in Modern Britain*, 1994

Manufacturing: a cut too far?

C Bean, '[The impact of North Sea Oil](#)' in Dornbusch and Layard, 1987

*Michael Dintenfass, *The decline of industrial Britain, 1870-1980*, HC255 D58

N.F.R. Crafts, 'Can De-Industrialisation Seriously Damage Your Wealth?' IEA, Hobart Paper no 120, January 1993

*Economic Journal, [Jan. 1996. Special Issue on deindustrialisation debate](#) ONLINE

K Williams, et al, *Why are the British Bad at Manufacturing?*, 1983

Leunig, Tim, '[Deindustrialisation in Britain under Labour](#)', Publisher, La Vie des Ideas, Paris 2010, forthcoming.

N.F.R. Crafts, '[The last thing industry needs is the failed policy of the past](#)' *Parliamentary Brief*, October 2010

I Brinkley, '[Remaking Britain](#)' *Parliamentary Brief*, August 2010

Questions

1. How and why has manufacturing's share of output and employment changed since 1945? How does this compare with other countries?
2. Are there any good arguments for promoting manufacturing-led growth over alternatives?

The motor industry: why did Britain do worse than Germany or France?

*G Owen , chapter 9 (in what is effectively the course text book)

*S Broadberry, pp 230-235, [316-325](#) (this should be clickable)

*R Church, *The Rise and Decline of the British Motor Industry*, 1994 (HD9710. G7 C56 Course Collection)

P Dunnett, *The Decline of the British Motor Industry: the Effects of Government Policy, 1945-1979*, 1980 (HD9710. G7 D92 Course Collection)

J Foreman-Peck et al, *The British Motor Industry*, 1995 chs 6,7, and 8 (HD9710. G7 P36 Course Collection)

W Lewchuk, 'The Motor Vehicle Industry' in Elbaum and Lazonick, 1986 (HC255 D29 Course Collection)

K Williams et al, *Cars*, 1994 ch.8

Bowden, Millward and Singleton chapter 5

Questions

1. How important to the British motor industry 1945-95 was government policy?
2. How far, if at all, does 'trade union intransigence' explain the decline of the British motor industry from 1970 to 1990?
3. Why is there now no major British-owned car company?

The Textile Industry

*Douglas Hague, 'The economics of man-made fibres', read the first two chapters (Course Collection) HD9929.2 H14

*Geoffrey Owen, *From empire to Europe : the decline and revival of British industry since the Second World War*, chapter 4 (Course Collection) HD2329 O91

Stephen Broadberry, pp 183-193, 248-264 (on line), [345-356](#)

J Singleton, *Lancashire on the Scrapheap*, 1991

*J Singleton, '[Planning for cotton 1945-51](#)', EHR, 1990

*J Singleton, '[The crisis in post-war Lancashire: a rejoinder](#)', EHR, 1991

J Singleton , [in R Milward & J Singleton \(eds\) The Political Economy of Nationalisation in Britain 1920-50, 1995](#)

*J Tomlinson, '[Planning for cotton 1945-51](#)', EHR, 1991

W Hall, [Birthplace of spinning jenny weaves its way into decline](#), *Financial Times*, 20/Aug/2004.

Leunig, T and Tennent, K, [Decline and fall: A history of UK post-war textile production](#), *BIS Working Papers*, 2009.

Leunig, T , "[A British industrial success: productivity in the Lancashire and New England cotton spinning industries a century ago](#)," *Economic History Review*, Economic History Society, vol. 56(1), 2003, pages 90-117, 02.

Questions

1. Why was cotton not nationalised? Would it have survived better if it had been?
2. Was the decline of the British cotton industry an inevitable result of foreign competition from low-wage countries?

Nationalisation: Cause and Effect

*Floud and Johnson, *The Cambridge Economic History of Modern Britain*, Volume 3, Chapter 4, '[A failed experiment: the state ownership of industry](#)' by Leslie Hannah

J Foreman-Peck & R Millward, *Public and Private Ownership of British Industry, 1820-1990*, 1994, chs. 8, 9, 10

*R Millward and J Singleton (eds.), [The Political Economy of Nationalisation in Britain 1920-50, \(1995\)](#), chapter 14

R Pryke, [The Nationalised Industries: Policies and Performance since 1968, 1981 esp ch. 13](#)

Geoffrey Owen, 'Steel: The Thatcher Effect', Ch 6

GERMÀ BEL, '[Against the mainstream: Nazi privatization in 1930s Germany](#) (pages 34–55)' *Economic History Review* Feb 2010

Massimo Florio, '[Does Privatisation Matter? The Long-Term Performance of British Telecom over 40 Years](#)' pp 197–234, *Fiscal Studies*, June 2003

Questions

1. What have been the aims of nationalisation since 1945?
2. What could be the problems of comparing productivity increases in privately owned and nationalised corporations?
3. Why were some sectors of British industry nationalised in 1945 and not others?

The privatisation of British industry

M Bishop, J Kay & C Mayer (eds.), *Privatisation and Economic Performance*, 1993

J Kay, C Mayer & D Thompson (eds.), *Privatisation and Regulation*, 1986, chapters 1 & 2.

*S Martin and D Parker, [The Impact of Privatisation. Ownership and corporate performance in the UK](#), 1997, all but esp. ch.10

J Vickers & G Yarrow, *Privatisation: an economic analysis*, 1993.

*J Vickers & V Wright (eds.), [The Politics of Privatisation in Western Europe](#), 1989, esp. 'Overview'.

Geoffrey Owen, 'Steel: The Thatcher Effect', Ch 6

GERMÀ BEL, '[Against the mainstream: Nazi privatization in 1930s Germany](#)', pp 34–55, *Economic History Review* Feb 2010

Massimo Florio, '[Does Privatisation Matter? The Long-Term Performance of British Telecom over 40 Years](#)' pp 197–234, *Fiscal Studies*, June 2003

Questions

1. 'A policy in search of a rationale'. Does the performance of the privatised industries support this judgement of privatisation? You should concentrate on two sectors.
2. Why was steel nationalized twice and privatized twice?

Mergers & Big Business

*Owen, chapter 17

*J Fairburn, '[The evolution of merger policy in Britain](#)' in J Fairburn and J Kay (eds.) *Mergers and Merger Policy*

S Broadberry and N, '[Competition and innovation in 1950s Britain](#)' *Business History* 2001 vol 43 97-118

L Hannah, *The Rise of the Corporate Economy*, 1983

A Hughes, '[Mergers and economic performance in the UK: A survey of the empirical evidence](#)' in Fairburn and Kay, 1989

*J G Walshe, 'Industrial Organisation and Competition Policy' in Crafts and Woodward, 1991

John Wilson, [British business history chapter 6.2](#)

Geoffrey Jones, [Multinationals and Global Capitalism: from the nineteenth to the twenty-first century](#), Oxford University Press: Oxford, Chapters 3, 4 & 5

Questions

1. What have been the causes of 'merger manias' since the early 1960's?
2. What were the gains from merger? Did higher concentration levels stimulate improved corporate performance?
3. How effective was government policy on monopolies and mergers?
4. 'Why & when did business get so big?'

Britain and the European Union

*Owen, chapter 3

Broadberry , pp 90-98

*Floud and Johnson , chapter 11 (Neal) [Link to ebook](#)

The House of Lords Select Committee on the European Communities, *Trade Patterns: the UK's Changing Trade Patterns Subsequent to Membership of the European Community*, Seventh Report, 1983. [HL 41. 1983-84](#)

G Stephen, *An Awkward Partner: Britain in the European Community*, 1990 **HC241.25.G7 G34**

McCallum, John, "[National Borders Matter: Canada-U.S. Regional Trade Patterns](#)," *American Economic Review*, vol. 85(3), pages 615-23, June 1995.

Brian T. Hanson, '[What Happened to Fortress Europe?: External Trade Policy Liberalization in the European Union](#)' International Organization, 1998 52 : pp 55-85

Questions

1. Was Britain's loss of market share in the Commonwealth after 1950 cause or consequence of its moves towards the EEC?
2. Were there realistic alternative for Britain to EEC membership? If so, why were they not pursued?
3. Did EEC membership hasten or retard Britain's relative economic decline?

Britain and the globalisation of business

F Bostock and G Jones, '[Foreign Multinationals and British Manufacturing 1850-1962](#)' *Business History*, 1994

M Chick, *Governments, Industries and Markets* (1990) chapters 11 & 12.

R A Church, [The effects of American multinationals on the British motor industry 1911 to 1983](#) in A. Teichova (ed.) *Multinational Enterprise in Historical Perspective*, 1986
 D Fieldhouse, *Unilever Overseas, 1895-1965*, 1978
 **G Jones, [British Multinationals and British Business since 1850](#) in Kirby and Rose, 1994
 J Stopford, [The Origins of British-based and multinational manufacturing enterprises](#)
Business History Review, 1974
 *Munday et al, [The Performance of the Foreign-Owned Sector of UK Manufacturing: Some Evidence and Implications for UK Inward Investment Policy](#) , Dec 2003.
 Coopey, R. and Lyth, P. (eds.), *Business in Britain in the Twentieth Century*, Oxford, 2009.
 Chapter 6, 'From a solution to a problem? Overseas Multinationals in Britain during Economic Decline and Renaissance' Scott, P
 Geoffrey Jones, [Multinationals and Global Capitalism: from the nineteenth to the twenty-first century](#), Oxford University Press: Oxford, Chapters 3, 4 & 5

Questions

1. What have been the causes and consequences of the expansion of British business abroad?
2. Assess the impact of foreign-owned companies in Britain.
3. What light does the history of British multi-national enterprise shed on the management failure explanation of British economic decline?

Retailing: a Nation of Shopkeepers

D Powell, *Counter Revolution. The Tesco Story*, 1991 chs. 6,7,8
 L Sparks, [The Rise and Fall of Mass Marketing? Food Retailing in Great Britain since 1960](#) , in *The Rise and Fall of Mass Marketing*, ed. R.S. Tedlow and Geoffrey Jones, 1993
 *M Winstanley, [Concentration and Competition in the Retail Sector c.1800-1990](#) , in Kirby and Rose, 1994
 Morelli, [Constructing a Balance between Price and Non-Price Competition in British Multiple Food Retailing 1954-64](#). *Business History* 1998 40/2 pp 45-61
 Coopey, R. and Lyth, P. (eds.), *Business in Britain in the Twentieth Century*, Oxford, 2009.
 Chapter 14, 'Increasing Value? Modern British Retailing in the Late Twentieth Century.'
 Morelli, C

Questions

1. Is Britain a nation of successful shopkeepers?
2. What welfare gains to society from a vibrant shopping sector would not be captured by GDP statistics?

National environment and international competitiveness: the British chemical industry

*Owen, chapter 12 & 13
 Broadberry, pp 159-65, 212-22, [293-306](#)

F Aftalion, A History of the international chemical industry, esp pp.179-184 and 269-280, but also dip into the final section generally.

W Grant, 'Government-industry relations in the British chemical industry' in M Chick (ed.) Government, Industries and Markets , 1990.

W Grant, W Paterson & C Whitston, Government and the chemical industry: a comparative study of Britain and West Germany, 1988

J Kenly Smith, 'National Goals, Industry Structure and Corporate Strategies: Chemical cartels between the wars' in A Kudo and T Hara (eds.) International Cartels in Business History, 1992.

By Andrew Jack, ['The serial painkiller'](#) Financial Times, October 27, 2011

Questions

1. How important was the role of government in the rise of ICI to become and remain one of Britain's largest and most successful companies?
2. What factors have most affected the international competitiveness of the British chemical industry?

Banks and industry: the role of finance

*Owen, chapter 14

Floud and Johnson, chapter 7 (Watson)

*F. Capie & M Collins , [Have Banks failed British Industry: An Historical Survey](#), 1992, ch.7

J Edwards & K Fisher, Banks, Finance and Investment in Germany, 1993, chs. 9 & 10

*B Fine & L Harris, [The Peculiarities of the British Economy](#), 1985, ch.4

J Fforde, [The Bank of England and Public Policy](#), 1992, pp. 359-396

W Hutton, [The State we're In](#), Jonathan Cape, 1995, ch6

F Longstreth, 'The City, Industry and the State' in C Crouch (ed.) State and Economy in Contemporary Capitalism (1979)

John Wilson, [British Business History](#), chapter 6.1

Questions

1. Has the British economy suffered from a divide between the banking system and industry?
2. Does the evidence suggest that Britain should have emulate the German banking system?

Banking: An Industry in its own right

*Broadberry, Services section 10.4, **HD9982.5 B86**

Floud and Johnson, Ch 7,

Ackrill and Hannah, [Barclays 2001](#) ch 7, **HG2998.B34 A18**

Westall, 'Invisible, Visible and `Direct' Hands: An Institutional Interpretation of Organisational Structure and Change in British General Insurance.' [Business History](#) 1997 39 (4) 44-66

Carrington et al, [Banking Revolution](#) ch 1, **HG1709 C31**

Coopey, R. and Lyth, P. (eds.), 'The Decline and Renewal of British Multinational Banking,' Jones, G and Newton, L., Chapter 12 of *Business in Britain in the Twentieth Century*, Oxford, 2009, [Ebook](#)

C.A.E. Goodhart, [Investment banking](#). 31 October 2011

Questions

1. Does Britain's success in finance in recent years reflect its luck in having a reasonable financial industry at the beginning?
2. Were British banks well-run or badly-run in the post-war era?

Chandler and beyond: how business historians think

*A D Chandler, '[The Enduring Logic of Industrial Success](#)' HBR, Mar/Apr90, Vol. 68 Issue 2, pp130-140 ONLINE

*W Lazonick, 'Strategy Structure and Management Development in the United States and Britain', in K Kobayishi and H Morikawa (eds) *Development of Managerial Enterprise*, 1986

*John Wilson, [British business history chapters 6.3 & 6.4](#)

Richard Langlois, [Chandler in a larger frame: markets, transactions costs and organisational form in history](#) *Enterprise and Society* Vol 5 no 3 Sept 2004, pp. 355-375

Naomi Lamoreaux etc, [Against Whig History](#) *Enterprise and Society* Vol 5 no 3 Sept 2004, pp. 376-387

C Sabel and J Zeitlin, [Neither modularity nor relational contracting: inter-firm collaboration in the new economy](#) *Enterprise and Society* Vol 5 no 3 Sept 2004, pp. 388-403

Charles Duhigg and Keith Bradsher, [How the US lost out on iphone work](#), New York Times, 22 Jan 2012

Questions

1. Did British Business History ever fit into a Chandlerian framework?
2. Is the Chandlerian framework of any use?

Management and labour in the post-war period

*Owen, chapter 16

*Floud and Johnson, chapter 15 (Brown)

P. Blyton & P Turnbull, , *The dynamics of employee relations*, 1993 esp. Part 2 and ch. 11

T Donnelly & D Thoms, '[Trade Unions, Management and the search for production in the Coventry car industry](#)' BH 31,2 (April, 1989)

H Gospel, *Markets, Firms and the Management of Labour in Modern Britain*, 1992, Part 3

*D Metcalf, '[Industrial relations and economic performance](#)', *British Journal of Industrial Relations*, 31(2), June 1993, pp. 255-83

Questions

1. How far and for what reasons have labour-management relations in Britain changed since the 1970's?
2. Outline the various ways in which trade unions may have affected Britain's economic performance and discuss which of these you consider to be the most significant.

Transport

*Crafts and Leunig, [The Historical Significance of Transport for Economic Growth and Productivity](#), Chapter 3, pp.7-15.

*Broadberry, *Services* ch 10.2

Floud and Johnson, ch 10 pp 255-265

Gourvish, [Railways](#)

Welsby and Nichols, [The Privatisation of Britain's Railways: An Inside View](#), *Journal of Transport and Economic Policy*, 1999

Coopey, R. and Lyth, P. (eds.), [Business in Britain in the Twentieth Century](#), Oxford, 2009. Chapter 15, 'Predicting, Providing, Sustaining, Integrating?: British Transport Policy since 1945' (gives a good overview of road and rail policy since 1945)

Questions

1. Can we measure the effects of transport on other sectors, where transport is an intermediate good?
2. Has Britain's transport system been up to the job?

Education and training

*Owen, chapter 15

Broadberry, pp 104-105, 110-121

Floud and Johnson, chapter 5 (O'Mahony)

H Gospel, [The decline of apprenticeship training in Britain](#), LSE, Centre for Economic Performance, 1994, Pamphlet collection P2584

*E Keep & K Mayhew, [The Assessment: Education, Training and Economic Performance](#) *OREP*, vol 4, no 3, Autumn 1988

S J Prais & K Wagner, [Some Practical Aspects of Human Capital Investment: Training Standards in Five Occupations in Britain and Germany](#)

National Institute Economic Review, PER HB1, August 1983

Questions

1. Is there any reason to believe that the causes of market failure in the provision of training are more likely to be present in Britain than in her overseas competitors?

2. Is Britain's record in education and training a cause or an effect of her relative economic decline?

Science & technology and British decline

Floud and Johnson, chapter 12 (Von Tunzlemann)

*D Edgerton, Science, technology and the British industrial 'decline' 1870-1970, all but esp ch 1, 5, 6.

*M W Kirby, '[British culture and the development of high technology sectors](#)' in A Godley & O Westall (eds) Business History and Business Culture, 1996

*L.G. Sandberg, '[The Entrepreneur and Technological Change](#)', in Floud and McCloskey, The Economic History of Britain Since 1700. Vol.II, Cambridge, 1st edition, 1981

Barrell, Ray; Mason, Geoff and O'Mahony, Mary (editors), "Introduction" [Productivity, innovation and economic performance](#) pp.1-37, Cambridge, Cambridge : Cambridge University Press, 2000.

Owen, Chapters 8, 10 & 11

Questions

1. Have policies on science and technology since 1979 been tackling Britain's weaknesses effectively?
2. How has spending on defence-related R&D affected Britain's economic performance?

Regional Policy

Owen, Chapter 5 Steel Section on 1945-1960

Floud & Johnson, Chapter 13, Scott, Regional Policy

Leunig and Swaffield, [Cities Limited](#) Policy Exchange

*Crafts N, '[Market potential in British regions, 1871-1931](#)'

Scott, [Triumph of the South](#) ch 13

Armstrong & Taylor, "[Extract. Chapter 8](#)" from H Armstrong & J Taylor, [Regional Economics and Policy](#) pp.203-231, Blackwell Publishing Ltd.. [29]

BBC 2, [Prescott: The North South Divide](#) BBC2, 2009 (Can only be viewed on-campus.)

Questions

1. Is regional policy an attempt to push water up hill?
2. Which regions were well-placed to succeed in the post-war era?

The 1980s & 90s: a renaissance?

*K Coutts & W Godley, '[The British Economy under Mrs Thatcher](#),' The Political Quarterly, vol 60, no 2, April-June 1989

*N.F.R. Crafts The Conservative government's economic record: an end of term report, London: Institute of Economic Affairs Occasional Paper 104, 1998
N FR Crafts, [British relative economic decline revisited: The role of competition](#)
*N.F.R. Crafts [Britain's relative economic performance, 1870-1999](#), chapter 5, 2002
F Green (ed), Restructuring, 1989, chs.5,6,14
J Haskel and J A Kay, '[Productivity in British Industry under Mrs Thatcher](#)', in Graham Mather et al, The State of the Economy, IEA, 1990
R Layard and S Nickell, [The Thatcher Miracle? LSE Centre for Labour Economics Discussion Paper no 343](#), March 1989, (an abbreviated version appeared in [American Economic Review](#), vol 79, no 2, May 1989)
J Wilson, British business history chapter 6.5
Owen, chapter 6 steel 1960& 70s and 1980s & 1990s
Nicholas Oulton, [Productivity Growth in Manufacturing, 1963-85: the Roles of New Investment and Scrapping](#), *National Institute Economic Review* 1989 127: 64

Questions

1. How does Britain's growth performance in the 1979-1989 period rate a) against its own recent past and b) against other OECD countries?
2. How should we interpret the slump of 1989-1992?

IV. LATIN AMERICA & CARIBBEAN

General

22. Lluch, Andrea

Universidad de San Andrés; Victoria, Buenos Aires, ARGENTINA

Entrepreneurship and Capitalism in Latin America

Summer Internship Program (SIP)

Course title

Entrepreneurship and Capitalism in Latin America

Professor

Andrea Lluch

(alluch@udesa.edu.ar)

Meetings: 2 per week – 10 meetings

Class Length: 3 Hrs.

Career Focus:

The course employs the lessons of history to understand the dynamics of international business situations. It looks to the future of entrepreneurship and capitalist development in Latin America through an historical mirror.

Course Descriptions and Organization:

This course offers students an opportunity to explore the historical development of capitalism in Latin America. It also offers a wide-ranging framework for understanding the role of entrepreneurs in shaping capitalism in Latin America and how they created business organizations in different contexts and institutional settings.

This region offers rich, and often traumatic, historical data, especially concerning the impact of globalization and economic cycles. Latin America grew rich during the first wave of globalization, which began during the second half of the nineteenth century. However it was very adversely affected by the economic crisis of the 1930s and the collapse of primary commodity prices. This in turn prompted the growth of nationalist policies and import substitution regimes that had a profound impact on business organization and has left a legacy that remains today. From the 1980s, as globalization began again to climb to high levels, firms and entrepreneurs in the region were impacted by internal political tensions and the shocks administered by global capital flows.

The course covers the founding of the new nations at the end of nineteenth century, the integration to a global economy, the early entrepreneurial venturing, the changes in the

structure of business over the last centuries, the winners and losers from capitalist expansion. Placing business in a broad political, economic and cultural context, the course explores the challenging decisions and dilemmas entrepreneurs and firms have faced in different historical eras. By reviewing the historical evidence on Latin American entrepreneurship, it provides a unique learning opportunity for those considering careers both in entrepreneurship and general management.

Through discussions, readings, videos and slide presentations, students will encounter several different units of analysis: the individual business leader, the firm, the worker, the sector, and the country. The course is organized following the theoretical framework designed by Prof. Geoffrey Jones (Harvard Business School). At HBS Prof. Jones has developed a successful course on the history of global capitalism called Entrepreneurship and Global Capitalism that he has taught since 2004.

The course is divided into the following four modules:

Module I: Building Global Capitalism

The first examines how entrepreneurs built a global economy in the nineteenth century by creating business organizations that pursued resources and markets across borders. It shows the different impacts of this complex process in Latin America and how some entrepreneurs (many of them immigrants) identified business opportunities, organize firms and managed risks in the face of challenging circumstances.

Module II: Globalization Reversed

The second module seeks to understand the spectacular reversal of globalization from the 1920s, as wars and the Great Depression prompted Latin American governments to respond. It explores the role entrepreneurs played in causing the widespread questioning of the legitimacy of capitalism during this period, and their responses to a new challenging environment and an increasing government intervention-regulation. It also analyzes the impact of economic crises and new economic ideologies in country performances and the business opportunities posed by the resulting during the new political and regulatory environment (ISI policies).

Module III: Origins of Second Global Economy

The third module shows how entrepreneurs rebuilt global capitalism and global markets after World War 2, but with much of the world and most of the Latin America countries opting out with closed economies. It also studies the liberalization reforms and its impacts on business structures and the new role of foreign investment.

Module IV: Recreating Global Capitalism

The final module examines the creation of today's new global economy between 1979 and the present day. It discusses the opportunities in the global capitalism and how some firms from America Latina have challenged global giants from rich countries. It also discusses the crisis

of 2008 and the role of Latin America in the “new” economic order. Finally, it explores the latest trends and new paradigms in the economic development of the region.

Reading Materials

Case studies published by the Harvard Business School Press:

- “Weetman Pearson and the Mexican Oil Industry (A and B).” (Jones, Geoffrey G., and Lisa Bud-Freirman). Harvard Business School Case 804-086.
- “Ernesto Tornquist: Making a Fortune on the Pampas.” (Jones, Geoffrey G., and Andrea Lluch). Harvard Business School Case 807-155.
- “[The Guggenheims and Chilean Nitrates.](#)” (Jones, Geoffrey G., and Felipe Tamega Fernandes). Harvard Business School Case 810-141.
- “The Octopus and the Generals: The United Fruit Company in Guatemala.” (Jones, Geoffrey G., and Marcelo Bucheli). Harvard Business School Case 805-146.
- “Brazil at the Wheel.” (Jones, Geoffrey G.). Harvard Business School Case 804-080.
- “McKinsey and the Globalization of Consultancy.” (Jones, Geoffrey G., and Alexis Lefort). Harvard Business School Case 806-035.
- “Natura: Global Beauty Made in Brazil.” (Jones, Geoffrey G., and Ricardo Reisen de Pinho). Harvard Business School Case 807-029.
- Arcor: Global Strategy and Local Turbulence (Abridged) (Pankaj Ghemawat, Michael G. Rukstad, Jennifer L. Illes). Harvard Business School Case 710-407.
- “Debating the Expropriation of Mexican Oil”, by Geoffrey G. Jones, R. Daniel Wadhvani (Harvard Business School Publication Case 805-011.

Reading materials and textbooks:

- Bordo, M.D., Taylor, A., and Williamson J. Globalization in historical perspective. Chicago, National Bureau of Economic Research; Bristol: University Presses Marketing, 2005.
- Bulmer-Thomas, V. The economic history of Latin America since independence. Cambridge, UK; New York: Cambridge University Press, 2003.
- Jones, G. Multinationals and global capitalism: from the nineteenth to the twenty-first century. Oxford; New York: Oxford University Press, 2005.
- Kosacoff B., Forteza J., Barbero M.I. and Porta F. Going global from Latin America: the ARCOR case. Buenos Aires: McGraw-Hill Interamericana, 2002.
- Maddison, A. Growth and interaction in the world economy: the roots of modernity. Washington, D.C.: AEI Press, 2005.
- Thorp, R. Progress, poverty and exclusion: an economic history of Latin America in the 20th century. Washington, D.C.: Inter-American Development Bank; Baltimore, MD, 1998.
- Guillén Mauro and Esteban García-Canal. 2009. “The American Model of the Multinational Firm and the ‘New’ Multinationals from Emerging Economies.” *Academy of Management Perspectives* 23(2) (May 2009): 23-35.

- Ocampo José Antonio and Jaime Ross, Shifting paradigms in Latin America's economic development, The Oxford Handbook of Latin American Economics (Oxford Univ Pres, 2011).

Specific reading materials will be assigned for each class.

IV. LATIN AMERICA & CARIBBEAN

Argentina

23. Barbero, Maria Inés & Andrea Lluch

Universidad de San Andrés; Victoria, Buenos Aires, ARGENTINA

Seminario De Historia De Empresas [Seminar in Business History] (2010)

MAESTRÍA EN ADMINISTRACIÓN DE NEGOCIOS

PROGRAMA DE LA MATERIA:

SEMINARIO DE HISTORIA DE EMPRESAS

PROFESORAS:

MARIA INES BARBERO

email: mbarbero@udesa.edu.ar

ANDREA LLUCH

email: alluch@udesa.edu.ar

Course Description [translated roughly]:

“Over the past hundred years Argentine companies have gone through various critical stages, sometimes with success, other times without the ability to survive the macroeconomic instability and frequent changes in the rules of the game. The seminar intends to analyze performance and strategies of Argentine firms throughout different stages of the economic history of the 20th century, with the emphasis on the global contexts in which they operated and the specificities of the local scene. The course is organized on the basis of the three major phases of globalization identifiable between late 19th century and the beginning of the 21st century. The first corresponds to the 1850c.-1929 period, in which took place the first global economy. The second takes place between 1929 and 1979, and includes the disintegration of the first global economy (1929-1950) and the beginning of the second global economy (1950-1979). The third, in which we are immersed, is the recreation of global capitalism since the early 1980s (the second global economy). The methodology will be based on the analysis and discussion of cases that will serve as a starting point to identify both the contexts in which companies played and the strategies and organizational forms that have adopted in response to the challenges of the environment. So firms and sectors corresponding to the three above stages, have been selected to study how were changing business responses over time. ..[The proposed course is undergirded by] the belief that business history, focused within this perspective, provides tools to reflect on the problems of the present.”

AÑO 2010

Objetivos:

A lo largo de los últimos cien años las empresas argentinas han atravesado por distintas etapas críticas, a veces con éxito y otras sin poder sobrevivir a la inestabilidad macroeconómica y a los frecuentes cambios en las reglas del juego. El seminario propone analizar el desempeño y las estrategias de firmas argentinas a lo largo de distintas fases de la historia económica del siglo XX, poniendo el énfasis en los contextos globales en los que operaron y en las especificidades del escenario local.

El programa está organizado en base a las tres grandes fases de la globalización identificables entre fines del siglo XIX y principios del siglo XXI. La primera corresponde al período 1850c.-1929, en la cual tuvo lugar la Primera Economía Global. La segunda transcurre entre 1929 y 1979, e incluye la Desintegración de la Primera Economía Global (1929-1950) y el inicio de la Segunda Economía Global (1950-1979). La tercera, en la cual estamos inmersos, es la recreación del capitalismo global a partir de la década de 1980 (La Segunda Economía Global).

La metodología se basará en el análisis y discusión de casos que servirán de punto de partida para identificar tanto los contextos en los que las empresas se desempeñaron como las estrategias y formas organizacionales que adoptaron en respuesta a los desafíos del ambiente. Para ello se han seleccionado firmas y sectores correspondientes a las tres etapas mencionadas, con el fin de estudiar cómo fueron variando las respuestas empresariales a lo largo del tiempo.

El curso pondrá el énfasis en entender porqué el mundo empresario ha funcionado de determinada manera en distintas etapas históricas, poniendo en evidencia que el proceso histórico no es lineal y que muchos fenómenos a pesar de ser percibidos como nuevos en realidad no lo son. La propuesta abreva en la convicción de que la historia de empresas, enfocada desde esta perspectiva, brinda herramientas para reflexionar sobre los problemas del presente.

Estructura del curso:

El seminario se desarrollará a lo largo de tres reuniones dedicadas a analizar cada una de las etapas seleccionadas. Se propondrán lecturas obligatorias para cada clase, con la finalidad de discutir con los alumnos los casos seleccionados y las cuestiones de más largo alcance que emergen de cada uno de ellos.

Contenidos:

Unidad 1: Argentina en la Primera Economía Global (1850-1929)

El contexto internacional. La inserción de la Argentina en la primera economía global. La gran expansión económica. El marco institucional: una economía abierta y desregulada. Las empresas agropecuarias. Las actividades industriales. El rol de las empresas extranjeras. Inmigración y empresarialidad. Nacimiento y trayectoria de los grupos económicos diversificados.

Las oportunidades de negocios en una economía expansiva. La integración a los mercados financieros internacionales. La diversificación de inversiones como estrategia. El grupo

Tornquist como grupo paradigmático de la etapa agroexportadora. Sus orígenes y trayectoria hasta 1929.

Unidad 2: Desintegración de la economía mundial y su impacto sobre la economía argentina (1929-1979)

El contexto internacional: shocks globales y cuestionamientos al capitalismo liberal luego de la Gran Depresión y la Segunda Guerra Mundial. La reconstrucción de la economía internacional tras el fin de la guerra y los inicios de la segunda globalización. La hegemonía de Estados Unidos.

La sustitución de importaciones en Argentina. La pérdida de dinamismo y el paulatino cierre de la economía. El intervencionismo del Estado y las políticas de industrialización. Peronismo y postperonismo. Alianzas industrialistas, nuevos equilibrios y actores sociales. La inestabilidad macroeconómica y la incertidumbre institucional. El “capitalismo asistido”. Tipología de empresas de la etapa sustitutiva.

Nuevos actores en el mundo empresario. El rol de las empresas industriales y los límites del proceso sustitutivo. El caso SIAM-Di Tella. Modos de gestión y estrategias empresariales en un ambiente turbulento. Las relaciones empresa-Estado. Las causas de la crisis: problemas de contexto y cuestiones endógenas.

Unidad 3: La segunda globalización y la reestructuración de la economía argentina (1979-2001c.)

El contexto internacional: apertura comercial, liberalización económica y nuevo auge de la inversión extranjera en la segunda economía global.

Los cambios institucionales en la segunda mitad de la década de 1970. Los nuevos desequilibrios macroeconómicos. De la alta inflación a la hiperinflación. La crisis del Estado. Las transformaciones de la década de 1990. Hacia un nuevo modelo de organización empresarial. Los nuevos grupos económicos. Inversión extranjera y traspasos de propiedad. La adaptación de las firmas locales a los cambios en el contexto nacional e internacional. Desafíos y respuestas ante la apertura económica y el nuevo escenario competitivo. El caso Arcor y el fenómeno de las multilatinas. Competitividad, diferenciación y políticas de inversión.

Bibliografía:

Bibliografía Obligatoria:

1. Jones, Geoffrey and Lluch, Andrea, *Ernesto Tornquist: Making a Fortune on the Pampas*, Harvard Business School, 2008.
2. Gilbert, Jorge, “Entre la expansión y la crisis de la economía argentina. Ernesto Tornquist y Cia”, *Ciclos*, v.XIII, n° 25-26, 2003 (pp.65-92).

3. Cochran, Thomas y Reina, Rubén, *Espíritu de empresa en Argentina*, Buenos Aires, Emecé, 1965 (cap. 6 y 7; pp. 189 a 270).
4. Rougier, Marcelo, “Tribulaciones de una gran empresa privada. El (o) caso de SIAM (1965-1975)”, *Realidad Económica*, 201, enero-febrero 2004 (pp. 77-100).
5. Barbero, María Inés, “La formación de grupos económicos en la Argentina contemporánea. El caso Arcor”, en M.Cerutti (comp.), *Empresas y Grupos Empresariales en América Latina, España y Portugal*, Universidad Autónoma de Nuevo León / Universidad de Alicante, Monterrey-Alicante, 2006.
6. Kosacoff, Bernardo, Forteza, Jorge, Barbero, María Inés, Stengel, Alejandro y Porta, Fernando (2001) *Globalizar desde Latinoamérica. El caso Arcor*, Buenos Aires: Mc Graw Hill; capítulo 3.

Bibliografía Complementaria:

Textos generales de Historia Económica Argentina

Gerchunoff, Pablo y Llach, Lucas, *El ciclo de la ilusión y el desencanto*, Buenos Aires, Ariel, 1998; reeditada en 2003

Cortés Conde, Roberto, *Progreso y declinación de la economía argentina*, Buenos Aires, Fondo de Cultura Económica, 1998

Cortés Conde, Roberto *La economía política de la Argentina en el siglo XX*, Buenos Aires, Edhasa, 2005

Della Paolera, Gerardo y Taylor, Alan, *A New Economic History of Argentina*, Cambridge University Press, 2003

Díaz Alejandro, Carlos, *Ensayos sobre la historia económica argentina*, Buenos Aires, Amorrortu, 1975

Unidad 1

Barbero, María Inés, “Los grupos económicos en la Argentina en una perspectiva de largo plazo. Siglos XIX y XX”, en Jones, Geoffrey y Lluch, Andrea (eds), *La nueva historia de empresas en Argentina y Chile*, Buenos Aires, Temas, 2010 (en prensa).

J.Gilbert, *Empresario y empresa en la Argentina Moderna. El Grupo Tornquist, 1873-1930*, Tesis de Maestría en Historia, Universidad de San Andrés, 2001.

Gilbert, Jorge, “Declinación y muerte de una empresa familiar. Ernesto Tornquist y Cía.”, mimeo, 2004.

Guy, Donna, “La industria argentina, 1870-1940. Legislación comercial, mercado de acciones y capitalización extranjera”, en *Desarrollo Económico*, vol.22, n.87, octubre-diciembre 1982, pp. 351-374.

Guy, Donna, “Refinería Argentina. 1888-1930: límites de la tecnología azucarera en una economía periférica”, en *Desarrollo Económico*, vol.28, n.111, octubre-diciembre 1988, pp. 353-373.

Lenis, Maria, “Estrategias del asociacionismo empresarial argentino a fines del siglo XIX: el caso del Centro Azucarero Argentino”, en *Anuario del Centro de Estudios Históricos “Prof. Carlos S. A. Segreti”*, 2009.

Unidad 2

Cassese, Nicolás, *Los Di Tella. Una familia, un país*, Buenos Aires, Aguilar, 2008.

Cochran, Thomas y Reina, Rubén, *Espíritu de empresa en Argentina*, Buenos Aires, Emecé, 1965.

Di Tella, Torcuato, *Torcuato Di Tella. Industria y Política*, Buenos Aires, Tesis/Norma, 1993.

Elisalde, Roberto, “El mundo del trabajo en la Argentina: control de la producción y resistencia obrera. Estudios sobre el archivo de la empresa Siam Di Tella (1935-1955)”, *Realidad Económica*, 201, 2004, pp. 44-76.

Lewis, Paul, *La crisis del capitalismo argentino*, Buenos Aires, Fondo de Cultura Económica, 1993.

Rougier, Marcelo y Schvarzer, Jorge, *Las grandes empresas no mueren de pie. El(o) caso de SIAM*, Buenos Aires, Norma, 2006.

Unidad 3

Azpiazu, Daniel y Basualdo, Eduardo (1989) *Cara y contracara de los grupos económicos*, Buenos Aires, Cántaro.

Barbero, María Inés, “Los grupos económicos en la Argentina en una perspectiva de largo plazo. Siglos XIX y XX”, en Jones, Geoffrey y Lluch, Andrea (eds), *La nueva historia de empresas en Argentina y Chile*, Buenos Aires, Temas, 2010 (en prensa).

Bisang, Roberto, “La estructura y dinámica de los conglomerados económicos en la Argentina”, en Peres, Wilson (coord.), *Grandes empresas y grupos industriales latinoamericanos*, México: Siglo XXI/CEPAL, 1999.

Carrera, Alejandro, Mesquita, Luiz, Perkins, Guillermo y Vassolo, Roberto, “Business Groups and Their Corporate Strategies on the Argentine Roller Coaster of Competitive and Anti-Competitive Shocks”, en *The Academy of Management Executive*, vol.17, n.2, August 2003, pp.32-44.

Castro, Claudio, “Una multinacional dirigida desde Buenos Aires. La internacionalización temprana de Techint, 1946-1976” en Guajardo, Guillermo (coord.), *Innovación y empresa. Estudios históricos de México, España y América Latina*, México, UNAM/Fundación Gas Natural, 2008.

Gutiérrez, Carlos, “Atractivos y paradojas del éxito tecno-industrial en la periferia: el caso de una empresa transnacional argentina de ingeniería”, *Ciclos*, 25-26, 2003, pp. 145-75.

Ramírez, Hernán, *La Fundación Mediterránea y de cómo construir poder. La génesis de un proyecto hegemónico*, Córdoba, Ferreyra Editor, 2000, capítulo II

Schvarzer, Jorge, “Grandes grupos económicos en la Argentina. Formas de propiedad y lógicas de expansión”, in Bustos, P. (comp.), *Más allá de la estabilidad*, Buenos Aires, Fundación F.Ebert, 1995.

Método de Evaluación:

Para aprobar el seminario los alumnos deberán entregar un informe con el análisis de uno de los casos o de los temas debatidos en clase, de una longitud de alrededor de seis páginas.

Para cada una de las reuniones se les solicitará presentar un informe, individual o grupal, en un formato muy breve (de una a dos páginas) en base a los casos a ser analizados en clase.

Dichos informes servirán de base para el informe final.

Información detallada de las clases

Clase Número	Día	Tema	Bibliografía	Preparación requerida del alumno
1	9-10	Primera globalización. Caso Grupo Tornquist	- Número 1 y 2 (a dividir por grupos)	- Lectura para discutir en clase y breve informe sobre el texto
2	16-10	Desintegración y reconstrucción de la economía mundial. Caso SIAM Di Tella	- Número 3 y 4 (a dividir por grupos)	- Lectura para discutir en clase y breve informe sobre los textos
3	23-10	La segunda globalización. Caso Arcor	- Número 5 y 6 (a dividir por grupos)	- Lectura para discutir en clase y breve informe sobre el texto

IV. LATIN AMERICA & CARIBBEAN (continued)

24. 1. Barbero, Maria Inés

Universidad de San Andrés; Victoria, Buenos Aires, ARGENTINA

Casos de Empresas Argentinas: Contextos y Estrategias en el Siglo XX [Argentine Business Cases: Contexts and Strategies in the 20th Century] (2012)

Course Description:

An updated version of Barbero and Lluch's 2010 course, "Seminario De Historia De Empresas."

UNIVERSIDAD DE SAN ANDRÉS

DEPARTAMENTO DE ADMINISTRACIÓN

CURSO:

CASOS DE EMPRESAS ARGENTINAS: CONTEXTOS Y ESTRATEGIAS EN EL SIGLO XX

(Materia optativa de grado)

Docente a cargo: Prof. María Inés Barbero (mbarbero@udesa.edu.ar)

Semestre: Otoño 2012

I. OBJETIVOS Y ESTRUCTURA DE LA MATERIA

A lo largo de los últimos cien años las empresas argentinas han atravesado por distintas etapas críticas, a veces con éxito y otras sin poder sobrevivir a la inestabilidad macroeconómica y a los frecuentes cambios en las reglas del juego. La materia propone analizar el desempeño y las estrategias de firmas argentinas a lo largo de distintas fases de la historia económica del siglo XX, poniendo el énfasis en los contextos globales en los que operaron y en las especificidades del escenario local.

El programa está organizado en base a las tres grandes fases de la globalización identificables entre fines del siglo XIX y principios del siglo XXI. La primera corresponde al período 1850c.-1929, en la cual tuvo lugar la Primera Economía Global. La segunda transcurre entre 1929 y 1979, e incluye la Desintegración de la Primera Economía Global (1929-1950) y el inicio de la Segunda Economía Global (1950-1979). La tercera, en la cual estamos inmersos, es la recreación del capitalismo global a partir de la década de 1980 (La Segunda Economía Global).

La metodología se basará en el análisis y discusión de casos paradigmáticos que servirán de punto de partida para identificar tanto los contextos en los que las empresas se desempeñaron como las estrategias y formas organizacionales que adoptaron en respuesta a los desafíos del ambiente. Para ello se seleccionarán firmas y sectores correspondientes a las tres etapas mencionadas, con el fin de estudiar cómo fueron variando las respuestas empresariales a lo largo del tiempo.

Para encuadrar el análisis y la discusión de los casos, se llevará cabo una presentación del contexto internacional y nacional correspondiente cada una de las etapas, completada con por una exposición sobre los distintos tipos de empresas que actuaron en la Argentina en cada período.

El curso pondrá el énfasis en entender porqué el mundo empresario ha funcionado de determinada manera en distintas etapas históricas, poniendo en evidencia que el proceso histórico no es lineal y que muchos fenómenos a pesar de ser percibidos como nuevos en realidad no lo son. La propuesta abreva en la convicción de que la historia de empresas, enfocada desde esta perspectiva, brinda herramientas para reflexionar sobre los problemas del presente.

II. METODOLOGÍA DE ENSEÑANZA-APRENDIZAJE

El curso está estructurado de forma tal de requerir una activa participación de los alumnos, fundamentalmente en el análisis y discusión de los casos. Se considera que tratándose de alumnos de tercero o cuarto año, de la carrera de administración y otras, podrán aplicar sus conocimientos al estudio de los casos, generándose un diálogo fructífero entre ellos y entre los estudiantes y la profesora.

Las clases tendrán la modalidad teórico-práctica, adecuándose al tipo de tema que se desarrollará en cada una de ellas.

Las clases de presentación del contexto nacional e internacional y de las tipologías de empresas para cada período serán de tipo expositivo, pero se sugiere la lectura previa de la bibliografía obligatoria sobre dichos temas con el fin de generar la intervención de los alumnos. Para estos temas se procederá también al análisis de cuadros y rankings en el aula.

Para las clases de análisis y discusión de casos los estudiantes deberán haber leído los materiales obligatorios en forma previa. De acuerdo al número de alumnos se distribuirán las lecturas obligatorias para cada semana.

III. FORMAS DE EVALUACIÓN

El sistema de evaluación constará de dos ensayos: uno más breve, sobre uno de los casos analizados en las unidades 1 y 2, y uno más extenso, comparando dos casos de la unidad 3. El primero cumplirá la función de examen parcial, y el segundo la de examen final. En ambos ensayos los alumnos deberán utilizar como mínimo la bibliografía obligatoria de curso, y contextualizar los casos que analicen, o bien en el período histórico o bien en un marco conceptual a partir del cual discutan problemas teóricos a la luz de los casos analizados.

IV. REQUISITO DE ASISTENCIA

Se requiere la asistencia al 75% de las clases

V. PROGRAMA

Unidad 1:

Argentina en la Primera Economía Global (1870-1929)

El contexto internacional. La inserción de la Argentina en la primera economía global. La gran expansión económica. El marco institucional: una economía abierta y desregulada.

Las empresas agropecuarias. Las actividades industriales. El rol de las empresas extranjeras. Inmigración y empresariedad. Nacimiento y trayectoria de los grupos económicos diversificados.

Casos

Grupo Tornquist: Los grupos económicos y la diversificación de inversiones como estrategia. Sectores de actividad del grupo. Las oportunidades de negocios en una economía expansiva. Estrategias de capitalización: rol de los inversores externos. La integración a los mercados financieros internacionales. Ernesto Tornquist como empresario paradigmático de la etapa agroexportadora.

Grimoldi: Los empresarios inmigrantes en los orígenes de la industria argentina. La mecanización temprana en la industria del calzado. El rol de las empresas extranjeras productoras de bienes de capital. Desafíos de las empresas familiares: fortaleza y fragilidad de los vínculos personales. Estrategias productivas y comerciales de una PyME en la etapa agroexportadora: innovación, share de mercado, publicidad y técnicas de marketing.

Unidad 2:

Desintegración de la economía mundial y su impacto sobre la economía argentina (1929-1979)

El contexto internacional: shocks globales y cuestionamientos al capitalismo liberal luego de la Gran Depresión y la Segunda Guerra Mundial. La reconstrucción de la economía internacional tras el fin de la guerra y los inicios de la segunda globalización. La hegemonía de Estados Unidos.

La sustitución de importaciones en Argentina. La pérdida de dinamismo y el paulatino cierre de la economía. El intervencionismo del Estado y las políticas de industrialización. Peronismo y post peronismo. Alianzas industrialistas, nuevos equilibrios y actores sociales. La inestabilidad macroeconómica y la incertidumbre institucional. El “capitalismo asistido”. Tipología de empresas de la etapa sustitutiva.

Nuevos actores en el mundo empresario. El rol de las empresas industriales y los límites del proceso sustitutivo. El avance de las empresas estatales. Los nuevos grupos económicos

Casos

SIAM Di Tella. Expansión de SIAM en el contexto de la sustitución de importaciones. Inmigración y empresariedad: Torcuato di Tella. Licencias y *joint ventures* como herramienta competitiva. De la crisis de la empresa a su estatización (1960s-1970s). Las relaciones empresa-Estado. Eficiencia económica y eficiencia social en la etapa sustitutiva.

Arcor. Estrategia, estructura y trayectoria de un nuevo grupo económico. Etapas de la expansión de Arcor. Integración y diversificación: de las golosinas a los alimentos. La internacionalización temprana. Evolución de la estructura del grupo. El rol de Fulvio Pagani y la transición generacional. La Fundación Mediterránea: un *think tank* promovido por empresarios del interior.

Unidad 3:

La segunda globalización y la reestructuración de la economía argentina (1979-2001c.)

El contexto internacional: apertura comercial, liberalización económica y nuevo auge de la inversión extranjera en la segunda economía global.

Los cambios institucionales en la segunda mitad de la década de 1970. Los nuevos desequilibrios macroeconómicos. De la alta inflación a la hiperinflación. La crisis del Estado. Las transformaciones de la década de 1990. Hacia un nuevo modelo de organización empresarial. Los nuevos grupos económicos. Inversión extranjera y traspasos de propiedad.

La adaptación de las firmas locales a los cambios en el contexto nacional e internacional. Desafíos y respuestas ante la apertura económica y el nuevo escenario competitivo.

Casos

IMPSA. La constitución del grupo económico. Industria, empresas y Estado en los 1970s y los 1980s. La internacionalización de IMPSA: modalidades y alcances. El rol de los vínculos con empresas extranjeras en el proceso de aprendizaje. Adaptación de las estrategias a los cambios desde los 1990s. Estrategias de diversificación. Tecnología e innovación tecnológica como herramientas competitivas. Gestión familiar y profesionalización.

Techint. Los orígenes del grupo: transferencia de recursos tangibles e intangibles de Italia a la Argentina. La figura de Agostino Rocca: empresariedad, know how y redes. Evolución de Techint. Integración y diversificación: de la ingeniería a la siderurgia. La multinacionalización temprana y el avance de la transnacionalización desde los 1990s. La empresa red. Gestión familiar, profesionalización y traspaso generacional.

Grupo ASSA. La revolución de las TICs y el surgimiento de nuevas empresas en la Argentina. La internacionalización de una empresa mediana de servicios. Discusión del concepto de *born global*. Construcción de ventajas competitivas. Estrategias de capitalización. Entrepreneurship y liderazgo: Roberto Wagmaister. Evolución y cambios en la estructura organizacional.

Los Grobo: Cambios en la organización de la producción en el agro argentino. Nuevos actores y nuevos tipos de empresas. La construcción de una empresa red. Cambio generacional y nuevas estrategias. La internacionalización de una empresa agropecuaria.

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Unidad 3

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VI. PLAGIO Y DESHONESTIDAD INTELECTUAL

La Universidad de San Andrés exige un estricto apego a los cánones de honestidad intelectual. La existencia de plagio configura un grave deshonor, impropio en la vida universitaria. Su configuración no sólo se produce con la existencia de copia literal en los exámenes sino toda vez que se advierta un aprovechamiento abusivo del esfuerzo intelectual ajeno. El Código de Ética de la Universidad considera conducta punible la apropiación de labor intelectual ajena desmereciendo los contenidos de novedad y originalidad que es dable esperar en los trabajos requeridos, para lo cual las citas y bibliografía se deben corresponder con los formatos académicos aceptados (MLA, APA, Chicago, etc.). La presunta violación a estas normas dará lugar a la conformación de un Tribunal de Ética que, en función de la gravedad de la falta, recomendará sanciones disciplinarias que pueden incluir el apercibimiento, la suspensión o expulsión.

VII. PLAN DE CLASES

Semana		Tema	Bibliografía
1	05-mar	Presentación general de la materia- Empresas y empresarios en Argentina en el largo plazo	
2	12-mar	Argentina en la Primera economía global (1880-1929)	Gerchunoff-Llach caps. 1 y 2
3	19-mar	Caso Grupo Tornquist	Jones y Lluch /Gilbert
4	26-mar	Caso Grimoldi	Barbero
5	02-abr	Desintegración de la primera economía global y su impacto sobre la economía argentina (1929-1979)	Gerchunoff-Llach caps. 3 a 7
6	09-abr	Caso 1: SIAM Di Tella	Cochran y Reina/Rougier
7	16-abr	Caso 2: Arcor	Barbero/Kosacoff et al.
8	23-abr	REPASO Y EXAMENES	
9	30-abr	ENTREGA PRIMER TRABAJO ESCRITO (examen parcial)	
10	07-may	Segunda Globalización y reestructuración de la economía argentina (1979-2001)	Gerchunoff Llach caps. 8 a 10
11	14-may	Caso 1: IMPSA	Gutiérrez
12	21-may	Caso 3: Techint	Castro/Artopoulos
13	28-may	Caso 2: Grupo ASSA	Artopoulos y Barbero
14	04-jun	Caso 3: Los Grobo	Casos San Andrés y Harvard
15	11-jun	Cambios post 2001 y cierre	

VIII. ANEXO: BIBLIOGRAFÍA COMPLEMENTARIA

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IV. LATIN AMERICA & CARIBBEAN (continued)

24. 2. Barbero, María Inés

Universidad de San Andrés; Victoria, Buenos Aires, ARGENTINA

Seminario: La Historia de Empresas en la Argentina: Marcos Conceptuales y Líneas de Investigación

[Seminar: The History of Business in Argentina: Conceptual Frameworks and Lines of Research]

Course Description:

This short (6 class) summer seminar's main objective is "[translated roughly] to build bridges between theory and business history from the study of topics and issues relevant to the field of business history in Argentina... It is considered that the confrontation between history and theory is a key input in the formation of historians, and is also a fruitful setting for interdisciplinary debate." Topics are: "Economic groups as an organizational form of big business," "Family Business," "The Internationalization of the Firm," and "Business and the State."

UNIVERSIDAD DE SAN ANDRÉS PROGRAMA DE POSGRADO EN HISTORIA

AÑO 2011

SEMINARIO LA HISTORIA DE EMPRESAS EN LA ARGENTINA: MARCOS CONCEPTUALES Y LÍNEAS DE INVESTIGACIÓN

Profesora a cargo: María Inés Barbero (Universidad de San Andrés)

Duración del seminario: 6 clases

Horario: lunes de 18 a 21 hs.

Fechas: 27 de junio a 25 de agosto

OBJETIVOS Y FUNDAMENTACIÓN

El seminario tiene como principal objetivo establecer puentes entre la teoría y la historia de empresas a partir del estudio de temas y cuestiones relevantes en el campo de la historia de empresas en la Argentina. La perspectiva elegida articula la aproximación teórica a los temas seleccionados con la evidencia empírica que surge de investigaciones sobre trayectorias de firmas realizadas en las últimas dos décadas. Se considera que la confrontación entre historia y teoría es un insumo clave en la formación de los historiadores, constituyendo asimismo un escenario fructífero para el debate interdisciplinario.

MECANISMO DE EVALUACIÓN

Los alumnos deberán asistir al 75% de las clases y presentar un trabajo final.

En cada una de las clases se discutirán las lecturas obligatorias

CONTENIDOS

Unidad 1

Introducción (2 clases)

La historia de empresas: ascenso y crisis del paradigma chandleriano. La historia de empresas en Argentina y en América Latina. Temas y cuestiones en debate. Empresas y empresarios en perspectiva histórica.

Lecturas obligatorias:

Chandler, Alfred D. Jr (1996), *Escala y diversificación*, Zaragoza, Prensas Universitarias de la Universidad de Zaragoza, caps. 1 a 3

Zeitlin, Jonathan, “The Historical Alternatives Approach to Industrial History”, en F. Amatori and G. Jones (eds.), *Business History around the World at the End of the Twentieth Century*, Cambridge University Press, 2003

Barbero, María Inés y Rocchi, Fernando (2003), “Cultura, sociedad, economía y nuevos sujetos de la historia: empresas y consumidores”, en Beatriz Bragoni (comp.), *Microanálisis. Ensayos de historiografía argentina*, Buenos Aires, Prometeo

Unidad 2 (1 clase)

Los grupos económicos como forma de organización de la gran empresa

Aproximaciones teóricas al estudio de los grupos. Grupos económicos y contextos institucionales. Los grupos económicos en la Argentina en perspectiva histórica.

Lecturas obligatorias

Leff, Nathaniel (1978), “Industrial Organization and Entrepreneurship in the Developing Countries: The Economic Groups”, *Economic Development and Cultural Change*, 26:4

Khanna, Tarun and Palepu, Krishna (1997), “Why Focused Strategies May Be Wrong for Emerging Markets”, *Harvard Business Review*, July-August

Gilbert, Jorge (2003) “Entre la expansión y la crisis de la economía argentina. Ernesto Tornquist y Cia”, *Ciclos*, 25-26: 65-92

Barbero, María Inés (2011), “Los grupos económicos en la Argentina en una perspectiva de largo plazo. Siglos XIX y XX”, en Geoffrey Jones y Andrea Lluch (eds.), *El impacto histórico de la globalización en Argentina y Chile: empresas y empresarios*, Buenos Aires, Temas, 2010

Unidad 3 (1 clase)

La empresa familiar

La relevancia de la empresa familiar en la economía contemporánea. La empresa familiar como objeto de estudio: debates recientes. Los aportes de la historia de empresas al estudio de la empresa familiar.

Lecturas obligatorias

Colli, Andrea and Rose, Mary (2003) “Family Firms in Comparative Perspective”, en Amatori, Franco and Jones, Geoffrey (eds.), *Business History around the World at the End of the Century*, Cambridge University Press, pp.339-352

Fernández, Paloma (2003), “Reinstalando la empresa familiar en la Economía y la Historia Económica. Una aproximación a debates teóricos recientes”, *Cuadernos de Economía y Dirección de la Empresa*, 17, pp.45-66

Schvarzer, Jorge (1995), “Grandes grupos económicos en la Argentina. Formas de propiedad y lógicas de expansión”, in Bustos, P. (comp.), *Más allá de la estabilidad*, Buenos Aires: Fundación F.Ebert

Barbero, María Inés (2011), “Construyendo activos intangibles. La experiencia de una empresa fabricante de calzado en la Argentina en la primera mitad del siglo XX”, en *Revista de Historia de la Economía y de la Empresa* (en prensa)

Unidad 4 (1 clase)

La internacionalización de empresas

La internacionalización de firmas en la teoría y en la historia. La internacionalización de empresas en países emergentes. Las multilatinas. La experiencia argentina.

Lecturas obligatorias

Jones, Geoffrey (2003), “Multinationals”, in Jones, Geoffrey and Amatori, Franco (eds.), *Business History around the World*, Cambridge University Press

Mathews, John A. (2006), “Dragon multinationals: New players in 21st century globalization”, *Asia Pacific Journal of Management*, 23: 5–27

Lluch, Andrea y Lanciotti, Norma (2009), “Foreign Direct Investment in Argentina: Timing of Entry and Business Activities of Foreign Companies (1860-1950)”, *Entreprises et Histoire: Entreprises d'Amérique Latine*, n°54, Avril 2009

Castro, Claudio (2008) “Una multinacional dirigida desde Buenos Aires. La internacionalización temprana de Techint, 1946-1976”, en Guajardo, Guillermo (coord.), *Innovación y empresa. Estudios históricos de México, España y América Latina*, Mexico, UNAM/Fundación Gas Natural

Unidad 5 (1 clase)

Empresas y Estado

La relación empresas-estado en la historia de empresas. La experiencia argentina durante la etapa sustitutiva.

Lecturas obligatorias

Kipping, Mathias, “Business-Government Relations : Beyond Performance Issues”, en Amatori, Franco and Jones, Geoffrey (eds.), *Business History around the World at the End of the Century*, Cambridge University Press, 2003

Campins, Mónica y Pfeiffer, Ana (2004) “El peronismo, la producción de penicilina y los Laboratorios Massone ¿Problema tecnológico o político?”, *Ciclos*, 27:123-51

Rougier, Marcelo (2004) “Tribulaciones de una gran empresa privada. El (o)caso de Siam (1965-1975)”, *Realidad Económica*, 201: 77-100

Rougier, Marcelo (2004) “Estado, empresas y crédito en la Argentina. Los orígenes del Banco Nacional de Desarrollo. 1967-1973”, *Desarrollo Económico*, 172:515-43

IV. LATIN AMERICA & CARIBBEAN (continued)

24. 3. Barbero, Maria Inés

Universidad de San Andrés; Victoria, Buenos Aires, ARGENTINA

La Empresa como Organización en Perspectiva Histórica: Ascenso y Crisis del Paradigma Chandleriano

**[The Company as an Organization in Historical Perspective: The Rise and Crisis of the
Chandlerian Paradigm]
(2011)**

Course Description:

This short, 4-course seminar “[translated roughly] focuses on the discussions that have taken place in the business history over the past three decades over the role of big-business corporate management and alternative forms of organization of the firm. It takes as its starting point the work of Alfred D. Chandler Jr.,...The purpose of the seminar, aimed at students of the master's degree in organizational studies, is manifold. On the one hand, it seeks to provide long-term perspective on change processes experienced by companies and organizations since the mid-nineteenth century onwards. Furthermore, attempts to address the relationship between companies and contexts from a historical and comparative perspective. Finally, it tries to familiarize students with relevant debates in the field of business history, one of the disciplines that have the company as an object of study.”

**Departamento Académico de Administración
Maestría en Estudios Organizacionales
Año 2011**

Seminario:

La empresa como organización en perspectiva histórica: ascenso y crisis del paradigma chandleriano

Profesora a cargo: María Inés Barbero (mbarbero@udesa.edu.ar)

I. Estructura y objetivos del curso

El seminario está centrado en los debates que han tenido lugar en la historia de empresas a lo largo de las últimas tres décadas acerca del rol de la gran empresa gerencial integrada y de las formas alternativas de organización de la firma. Toma como punto de partida la obra de Alfred D. Chandler Jr., que entre los 1960s y los 1990s estudió el nacimiento y desarrollo (desde mediados del siglo XIX) de la gran empresa moderna en los Estados Unidos y otros países industriales, elaborando un marco conceptual a partir de las regularidades observadas en el análisis histórico comparado. Chandler consideraba que la gran empresa gerencial de cuño norteamericano constituía la forma de organización más eficiente en las economías industriales, y que la historia de empresas debía centrarse en ella, con particular énfasis en sus formas de organización y gestión. Sus aportes tuvieron un amplio eco no sólo en la

historia de empresas –en la cual pasó a ser el principal referente- sino también en otras disciplinas, como las ciencias de la administración y la economía.

Si bien el paradigma chandleriano cumplió un papel hegemónico en el campo de la historia de empresas entre los 1960s y los 1980s, generó también reacciones y propuestas alternativas tanto en los Estados Unidos como en Europa, Asia y América Latina. Dentro de ellas pueden diferenciarse tres vertientes. La primera de ellas puede denominarse la heterodoxia norteamericana, integrada por autores de distintas orientaciones que cuestionaron la pertinencia de la “síntesis organizacional”, proponiendo el estudio de otros tipos de empresas y de una mayor amplitud de temas vinculados a la empresa (desde la perspectiva de la historia económica, social y cultural), rechazando la visión evolutiva subyacente en el modelo de Chandler. La segunda vertiente es la de la *business history* europea (y también asiática y latinoamericana) que a partir de realidades y tradiciones intelectuales diferenciadas de las de los Estados Unidos fue desarrollando un corpus de investigaciones y de proposiciones alternativas al paradigma chandleriano, rescatando la supervivencia y resiliencia de la empresa familiar, el rol de los grupos económicos en las economías emergentes, el papel de la empresa pública y otros tópicos. Por último, una tercera vertiente, también estadounidense, se propuso elaborar una síntesis superadora de la de Chandler, poniendo el foco en la crisis de la gran empresa integrada en el marco de la segunda globalización y en el desarrollo de otras formas de organización (empresa red, cadenas globales de producción, distritos industriales), en diálogo con la economía, las ciencias de la administración y la sociología.

El propósito del seminario, destinado a alumnos de la maestría en estudios organizacionales, es múltiple. Por una parte, se busca ofrecer una mirada de largo plazo sobre los procesos de cambio experimentados por las empresas como organizaciones desde mediados del siglo XIX en adelante. Por otra, se trata de abordar la problemática de la relación empresa-contexto en perspectiva histórica y comparada. Por último, se intenta familiarizar a los estudiantes con debates relevantes en el campo de la historia de empresas, una de las disciplinas que tiene a la empresa como objeto de estudio.

II. Metodología de Trabajo

El seminario constará de cuatro clases, con una periodicidad semanal y una duración de tres horas y media.

Se prevé que en cada una de ellas los alumnos tengan una participación activa, discutiendo los materiales de lectura asignados, formulando preguntas, planteando controversias y exponiendo sus puntos de vista. Todos los participantes deberán leer la bibliografía obligatoria, de acuerdo al cronograma preestablecido, pero para cada una de las reuniones se elegirá un grupo responsable de la exposición de los temas a discutir y de la conducción del debate.

En la primera reunión se explicará la dinámica del seminario, se discutirá en forma colectiva la bibliografía asignada para ella, se responderá a las preguntas que enuncien los participantes y se distribuirán las lecturas para cada clase. En cada una de las reuniones la profesora expondrá los primeros 30 minutos, para contextualizar el tema a discutir. El resto de la clase se utilizará para la exposición a cargo de los alumnos y para el debate.

III. Evaluación

Una monografía domiciliaria	40%
Participación en clase	30%
Exposición asignada	30%

La monografía domiciliaria constará de 12 a 15 páginas, y será elaborada sobre un tema del programa a partir de la bibliografía indicada en él, a la que se podrán agregar otros materiales a propuesta de los alumnos. El trabajo será realizado en forma individual.

IV. Contenidos

Nota: La bibliografía complementaria se cita para orientar a los estudiantes que quieran profundizar los temas tratados en el programa. Es indicativa, no exhaustiva.

Unidad 1: El paradigma chandleriano

La gran empresa industrial integrada en perspectiva histórica. La tradición sociológica en la *Business History*. Los aportes de Alfred D. Chandler y la construcción de la síntesis organizacional. La génesis de la gran empresa industrial moderna. Estrategia y estructura: de la estructura departamental a la estructura multidivisional. La mano visible de los managers. *Scale and Scope*: una tipología del capitalismo a partir de la historia comparada. Alcances y límites del paradigma chandleriano. Chandlerismo y estructuralismo.

Unidad 2: El “paradigma alternativo”

Las críticas a la síntesis organizacional. La heterodoxia norteamericana: Philip Scranton, Louis Galambos, Charles Sabel, Jonathan Zeitlin. La recuperación de los actores y de las dimensiones sociológicas y culturales. La vertiente europea: tradiciones historiográficas y escenarios diversos. Reacciones frente al *Chandler’s American mirror*.

Unidad 3: Nuevas propuestas de síntesis

La declinación de la gran empresa integrada en el marco de la revolución de las TICs y de la segunda economía global. Relativización del modelo chandleriano: “la crisis de la empresa de la segunda revolución industrial”. Naomi Lamoreaux, Peter Temin y Daniel Raff: una propuesta conceptual integradora. Richard Langlois y el desvanecimiento de la mano visible. Otros aportes al debate: Sabel y Zeitlin y un mundo de posibilidades. La empresa red.

Bibliografía Obligatoria

Unidad 1 (clases 1 y 2)

Barbero, María Inés y Rocchi, Fernando, “Cultura, sociedad, economía y nuevos sujetos de la historia: empresas y consumidores”, en Beatriz Bragoni (comp.), *Microanálisis. Ensayos de historiografía argentina*, Buenos Aires, Prometeo, 2003 (primera parte, pp. 103-117) **(para todos los grupos; bibliografía obligatoria para la primera clase)**

Chandler, Alfred D. Jr, *Escala y diversificación*, Zaragoza, Prensas Universitarias de la Universidad de Zaragoza, 1996, caps 1 a 3 y conclusiones

“Scale and Scope: a Review Colloquium”, *Business History Review*, 64, 1990, pp. 690-735 (Contribuciones de Thomas Hughes, Jürgen Kocka, Roy Church, Hidemasa Morikawa, Frederic Scherer, Neil Fligstein, Albert Fishlow, Alfred Chandler Jr.)

John, Richard (1997) “Elaborations, Revisions, Dissents. Alfred D. Chandler Jr’s *The Visible Hand* after Twenty Years”, *Business History Review*, 71 (Summer 1997): 151-200.

Unidad 2 (clase 3)

Galambos, Louis, “The Emerging Organizational Synthesis in Modern American History”, *Business History Review*, 44, 1970, pp. 279-90

Hannah, Leslie, “Scale and Scope: Towards a European Visible Hand?”, *Business History*, 33, 2, 1991

Scranton, Philip, *Endless Novelty: Specialty Production and American Industrialization, 1865-1925: An overview*, en Red de Historia de Empresas, *Boletín*, nº 2, junio 2005 (publicación electrónica)

Zeitlin, Jonathan, “The Historical Alternatives Approach to Industrial History”, en F. Amatori and G. Jones (eds.), *Business History around the World at the End of the Twentieth Century*, Cambridge University Press, 2003

Unidad 3 (clase 4)

Lamoreaux, Naomi; Raff, Daniel and Temin, Peter, *Beyond Markets and Hierarchies: toward a New Synthesis of American Business History*, National Bureau of Economic Research, Working Paper 9029, 2002

Langlois, Richard, *Chandler in a Larger Frame: Markets, Transaction Costs, and Organizational Form in History*, University of Connecticut, Working Paper 2003-16R, June 2003, revised January 2004

Sabel, Charles F. and Zeitlin, Jonathan, “Neither Modularity Nor Relational Contracting: Inter-Firm Collaboration in the New Economy. A Critique of Langlois and Lamoreaux, Raff, and Temin”, *Enterprise and Society* 5, 3 (September 2004)

Bibliografía general

Amatori, Franco; Chandler Alfred D. Jr. and T. Hikino, Takashi (eds.), *Big Business and the Wealth of Nations*, Cambridge University Press, 1997.

Barbero, María Inés y Rocchi, Fernando, “Cultura, sociedad, economía y nuevos sujetos de la historia: empresas y consumidores”, en Beatriz Bragoni (comp.), *Microanálisis. Ensayos de historiografía argentina*, Buenos Aires, Prometeo, 2003 (pp. 107-130)

Chandler, Alfred D. Jr., A.D. Chandler, Jr., *Strategy and Structure*, Cambridge MA, The M.I.T. Press, 1962

Chandler, Alfred D. Jr., A.D. Chandler, Jr., *La mano visible*, Madrid, Ministerio de Trabajo y Seguridad Social, 1987 (Primera edición en inglés: 1977)

Chandler, Alfred D. Jr., *Escala y diversificación*, Zaragoza, Prensas Universitarias de la Universidad de Zaragoza, 1996

Chandler, Alfred D. Jr. and Daems, Herman (eds), *Managerial Hierarchies*, Cambridge, Harvard University Press, 1980

Charles F. Sabel and Jonathan Zeitlin, "Neither Modularity nor Relational Contracting: Inter-Firm Collaboration in the New Economy", *Enterprise & Society*, 5:3, pp. 388-403 (2004)

Galambos, Louis, "The Emerging Organizational Synthesis in Modern American History", *Business History Review*, 44, 1970, pp. 279-90

Hannah, Leslie, "Scale and Scope: Towards a European Visible Hand?", *Business History*, 33, 2, 1991

Hausman, William, "Business History in the United States at the End of the Twentieth Century", en Amatori, Franco and Jones, Geoffrey (eds.), *Business History around the World at the End of the Century*, Cambridge University Press, 2003

John, Richard (1997) "Elaborations, Revisions, Dissents. Alfred D. Chandler Jr's *The Visible Hand* after Twenty Years", *Business History Review*, 71 (Summer 1997): 151-200.

Lamoreaux, Naomi, Daniel Raff and Peter Temin, "Against Whig History", *Enterprise and Society*, 5, 3, 2004

Lamoreaux, Naomi; Raff, Daniel and Temin, Peter, *Beyond Markets and Hierarchies: toward a New Synthesis of American Business History*, National Bureau of Economic Research, Working Paper 9029, 2002

Langlois, Richard, *Chandler in a Larger Frame: Markets, Transaction Costs, and Organizational Form in History*, University of Connecticut, Working Paper 2003-16R, June 2003, revised January 2004

Langlois, Richard, *The Vanishing Hand: the Changing Dynamics of Industrial Capitalism*, University of Connecticut, Working Paper 2002-21, November 2002

Langlois, Richard, "The vanishing hand: the changing dynamics of industrial capitalism", *Industrial and Corporate Change*, 12, 2, 2003, pp. 351-385

Langlois, Richard, "Chandler in a larger frame: Markets, Transaction Costs and organizational form in history", *Enterprise and Society*, 5, 3, 2004

Lipartito, Kenneth, "Culture and the Practice of Business History", *Business and Economic History*, 24, 1995

Mc Craw, Thomas (ed.), *The essential Alfred Chandler. Essays Toward a Historical Theory of Big Business*, Boston, Harvard Business School Press, 1988

Odaka, Kōnosuke and Sawai, Minoru. (eds.), *Small Firms, Large Concerns*, Oxford University Press, 1999

Piore, Michael y Sabel, Charles, *La segunda ruptura industrial*, Buenos Aires, Alianza, 1993;

Powell, Walter, "Neither Market nor Hierarchy: Network Forms of Organization", en *Research in Organizational Behavior*, Vol. 12. pp. 295-336 (1990). Accesible en: http://www.stanford.edu/~woody/papers/powell_neither.pdf

Sabel, Charles and Zeitlin, Jonathan (eds.), *World of possibilities. Flexibility and mass production in Western industrialization*, Cambridge, Cambridge University Press, 1997

Sabel, Charles and Zeitlin, Jonathan, “Historical Alternatives to Mass Production: Politics, Markets and Technology in Nineteenth Century Industrialization”, *Past and Present*, n.108, August 1985, pp. 133-176.

Sabel, Charles and Zeitlin, Jonathan, “Neither modularity nor Relational Contracting: Inter-Firm Collaboration in the New Economy”, *Enterprise and Society*, 5, 3, 2004, pp.388-403 (accesible en www2.law.columbia.edu/sabel/papers.htm)

Sapelli, Giulio, “La construcción social e histórica de la empresa: para un nuevo modelo teórico”, en F.Comin y P.M.Aceña, *La empresa en la historia de España*, Madrid, Civitas, 1996

“*Scale and Scope: a Review Colloquium*”, *Business History Review*, 64, 1990, pp. 690-735 (Contribuciones de Thomas Hughes, Jürgen Kocka, Roy Church, Hidemasa Morikawa, Frederic Scherer, Neil Fligstein, Albert Fishlow, Alfred Chandler Jr.)

Scranton, Philip, *Endless Novelty: Specialty Production and American Industrialization, 1865-1925: An overview*, en Red de Historia de Empresas, *Boletín*, nº 2, junio 2005 (publicación electrónica)

Scranton, Philip, “Endless Novelty. La produzione specializzata nell’industrializzazione Americana. 1865-1925”, *Annali di Storia dell’Impresa*, nº 10, 1999, pp.240-287 (ver en el mismo número los comentarios de Giovanni Federico y Francesco Alaimo y la respuesta de P.Scranton)

Scranton, Philip, *Proprietary Capitalism*, New York, Cambridge University Press, 1983

Tolliday, Steven, “Beyond the 'organizational synthesis': paradigm and theory in recent American business history”, en T.Szmrecsányi y R.Maranhao (orgs.), *Historia de empresas e desenvolvimento economico*, Hucitec-Fapesp, San Pablo, 1996

Toninelli, Pierangelo, “Business History as a Field of Research: the European Perspective”, en T.Szmrecsányi y R.Maranhao (orgs.), *História de empresas e desenvolvimento econômico*, Sao Paulo, HUCITEC/FAPESP, 1996

IV. LATIN AMERICA & CARIBBEAN

Caribbean islands

25. Monteith, Kathleen

The University of the West Indies, Mona Campus; Mona, JAMAICA

Banking in the Commonwealth Caribbean since the 19th Century

The Department of History & Archaeology
The University of the West Indies, Mona Campus

2013/2014

HIST3025 [H30Y]:
Banking in the Commonwealth
Caribbean
Since the 19th Century



COURSE LECTURER:

Dr. Kathleen Monteith

Tutor:

Mr Karl Watts

Tutorials are held in Room 54

Course Description: This course examines the history of the commercial banking sector in the Commonwealth Caribbean since the 19th century. It begins with an overview of arrangements for financing production and trade prior to the establishment of commercial banks in the region, before proceeding to examine the factors which explain the establishment of commercial banks in the region in the 1830s. The course objective is to provide an understanding of the emergence and evolution of commercial banking within the wider socio-economic context of the West Indies during the 19 and 20th centuries, focusing on the establishment of commercial banks, their products and services, organisational structures, and the regulation of them.

Learning Outcomes:

Students should be able to:-

- Discuss the finance of production & trade between 1640-1836;
- Explain the concepts location-specific advantages, firm-specific ownership advantages, and receptivity;
- Relate these concepts to the explanation of the establishment of the Colonial Bank and the Canadian Banks in the West Indies in the 19thc;
- Explain the failure of the indigenous banks by the 1840s;
- Analyse the clauses of the regulations of the commercial banks;
- Identify the differences in the various regulations which applied to the commercial banks;
- Discuss the products and services of the commercial banks in relation to West Indian society and economy in the 19th c;
- Explain the emergence of other financial institutions in relation to West Indian society and economy in the late 19th century;
- Explain the Re-incorporation of the Colonial Bank as Barclays Bank (Dominion, Colonial and Overseas) in 1925;
- Explain the survival of commercial banks in the West Indies during the Great Depression, 1929-1939;
- Analyse the competition between Barclays Bank (DCO) and the Canadian banks in the West Indies, 1914-1960;
- Analyse the impact of nationalism, decolonisation, and economic expansion in the region on recruitment of staff to the commercial banking sector after 1945;
- Analyse the impact of nationalism, decolonisation, and economic expansion in the region on the products and services of the commercial banking sector after 1945;
- Analyse the impact of nationalism, decolonisation, and economic expansion in the region on the regulation of the commercial banking sector after 1962;
- Discuss the decline in receptivity of the foreign commercial banks in Trinidad and Tobago between 1972 and 1980.

Teaching Methodology:

Two lectures, and one tutorial per week. **Attendance at tutorial is compulsory.**

Assessment:

A graded tutorial presentation (10%) and a take-home essay assignment (30%), together account for 40 per cent of the final examination grade.

The final examination accounts for 60 per cent of the final grade.

REGULATIONS GOVERNING Take Home essays

- ! Take Home Essay Choose one question from the list of tutorial questions.
- ! **Plagiarized essays will receive a 0 mark.**
- ! The essay should be between 1,500 and 2,000 words. The 2000 words limit is the absolute limit. (Endnotes and bibliography are not included in the word limit).
- ! It must be properly endnoted and include a bibliography.
- ! Essays handed in without proper endnotes and a bibliography will be returned ungraded.

- ! The text of your essay must be **DOUBLE-SPACED. Single-spaced essays will be returned unmarked.**
- ! **Essays are due by the latest April 15, 2014. No extensions will be given on this deadline.**
- ! The failure to present an essay on time or to sit the in-course test **can only be excused by a medical certificate from the University's Health Centre.**

REFERENCES

The Primary Texts:

Monteith, Kathleen E. A. **Depression to Decolonisation: Barclays Bank (DCO) in the West Indies, 1926-1962.** Kingston: University of the West Indies Press, 2008.

Brown, Deryck. **History of Money and Banking in Trinidad and Tobago. From 1789-1989.** Newton, Port of Spain: Paria, 1989.

Higman, B.W., and Monteith, Kathleen E. A. eds. **West Indian Business History. Enterprise and Entrepreneurship.** Kingston: The University of the West Indies Press, 2010.

Armstrong, E., William. **A History of Money and Banking in Barbados, 1627-1973.** Kingston: The University of the West Indies Press, 2010

Highly Recommended:

1. Bank of Nova Scotia (Ja) Ltd. **Scotiabank in Jamaica. A Century of Progress, 1889-1989.** Jamaica: Bank of Nova Scotia Jamaica Ltd., 1989.
2. Brown, Deryck. "The Response of the Banking Sector to the General Crisis: Trinidad, 1836-1856", **The Journal of Caribbean History** Vol. 24: 1 (1990) Pp.28-64.
3. Callender, C.V. **The Development of Capital Market Institutions of Jamaica.** Kingston: Institute of Social and Economic Research, UWI, Mona, 1965.
4. Central Bank of Trinidad and Tobago. **History of Banking and Currency in Trinidad and Tobago.** Port of Spain: Central Bank of Trinidad and Tobago, 1974.
5. Downes, Aviston, "Black Economic Empowerment in Barbados, 1937-1970. The Role of Non-Bank Financial Intermediaries". Reprinted in Higman, B. W. and Monteith, Kathleen E. A., (eds.), **West Indian Business History. Enterprise and Entrepreneurship** (Kingston: The University of the West Indies Press, 2010) 151-176.

6. Jones, Geoffrey. **British Multinational Banking, 1830-1990**. Oxford: Clarendon Press, 1993.
7. Monteith, Kathleen E. A., "Competitive Advantages through Colonialism: Barclays Bank (DCO) and the West Indian Sugar Depression, 1926-1939", **Journal of Caribbean History**, Vol. 31: 1 & 2 (1997) Pp.119-148. (Available on-line).
8. -----, "Competition between Barclays Bank (DCO) and the Canadian banks in the West Indies, 1926-1939", **Financial History Review**, Vol. 7 (2000): Pp.67-87. (Available on-line).
9. -----, "Regulation of the Commercial Banking Sector in the British West Indies, 1837-1961", **Journal of Caribbean History**, Vol. 37:2 (2003) Pp.34-62. (Available on-line).
10. Quigley, Neil. "The BNS in the Caribbean, 1889-1940. The Establishment of an International Branch Banking Network", **Business History Review** Vol. 63 (1989) Pp.797-838.
11. Republic Bank Ltd. **From Colonial to Republic. One Hundred and Fifty Years of Business and Banking in Trinidad and Tobago, 1837-1987**. Port of Spain, Republic Bank Ltd., 1987.

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Lecture Topics and Readings

The Pre-Banking era (1640-1836) An Overview.

1. The finance of British West Indian production and trade prior to the establishment of commercial banks.

Readings:

Brown, **History of Money and Banking**

Burnard, **“The Grand Mart”**

Davies, **“The Origins”**

Hall, **“Incalculability”**

Higman, **“Patterns of Exchange”**

Monteith, **Depression to Decolonisation**

Pares, **Merchants and Planters**

Sheridan, **“Planters and Merchants. The Oliver Family of Antigua and London, 1716-1784”**

Zahedieh, **“Trade, Plunder”**

Zahedieh, **“‘A Frugal, Prudential and Hopeful Trade’, Privateering in Jamaica, 1655-1689”**
in Higman and Monteith eds. **West Indian Business History.**

1830-1914-:

2. **The Emergence of Commercial Banking in the 19th C:**
 - a. Understanding the concepts of location-specific advantages; firm-specific ownership advantages; receptivity
 - b. The establishment of the Colonial Bank in the West Indies
 - c. The entry of the Canadian banks, 1889-1914;
 - d. Local indigenous commercial banks- their emergence and failure.

Readings

Brown, **“The Response of the Banking Sector”**

Brown, **History of Money and Banking**

Armstrong, **A History of Money and Banking**

Callender, **The Development**

Clarke, W.M., **The City in the World Economy**

Green, **“British Slave Emancipation”**

Hall, **Free Jamaica**

Jones ed., **Banks as Multinationals**

Jones, **British Multinational Banking**

Jones, **The Evolution**

Monteith, **Depression to Decolonisation**

Phillips, **“The Stirrings of the Mercantile Community”**

Quigley, **“The BNS in the Caribbean”**

Republic Bank Ltd., **From Colonial to Republic**

3. Regulation of Banking in the West Indies, 1837-1914

- a. The British Colonial Banking Regulations;
- b. Regulation governing the indigenous banks;
- c. Regulation governing the Canadian banks.

Readings

Jones, **British Multinational Banking**

Callender, **The Development**

Brown, **History of Money and Banking**

Brown, **“The Response of the Banking Sector”**

Monteith, **“Regulation”**

Monteith, **Depression to Decolonisation**

Armstrong, **A History of Money and Banking**

4. Products and Services of the Commercial Banks

- a. Definition of Bank Products and Services
- b. Client base in the West Indies- the agricultural and commercial sectors;
- c. Facilities for which credit was provided;
- d. Terms of Credit.

4.b. Sources of Credit for Peasants, Small Farmers and Petty Traders/Business-Persons

Readings:

Bank of Nova Scotia (Ja) Ltd., **Scotiabank in Jamaica.**

Beachy, **The British West Indies Sugar Industry**

Brown, **“The Response of the Banking Sector”**

Brown, **History of Money and Banking**

Callender, **The Development**

Eisner, **Jamaica, 1830-1930**

Green, **British Slave Emancipation**

Jones, **British Multinational Banking**

Lobdell, **“Patterns of Investment and Sources of Credit”**

Monteith, **Depression to Decolonisation**

Monteith, **“Financing Agriculture and Trade”**, in Higman and Monteith eds. **West Indian Business History**

Moore, Brian L., **“Ethnicity and Economic Behaviour”**

Phillips, **“The Stirrings of the Mercantile Community”**.

Republic Bank Ltd., **From Colonial to Republic**

Downes, **“Black Economic Empowerment in Barbados, 1937-1970”**, in Higman and Monteith eds. **West Indian Business History**

Monteith, **Depression to Decolonisation**

Singh, **Race and Class Struggles in a Colonial State.**

5. Challenges in the Late 19th and Early 20th C.

- a. The Re-incorporation of the Colonial Bank as Barclays Bank (Dominion, Colonial and Overseas) in 1925.
- b. Coping with the Great Depression, 1929-1939;
- c. Competition with the Canadian banks in the West Indies, 1914-1960.

Readings

Brown, **History of Money and Banking**

Jones, **British Multinational Banking**

Miller, **Concentration and Competition**

Monteith, **“Competition”**

Monteith, **“Competitive Advantages through Colonialism”**

Monteith, **Depression to Decolonisation**

6. Post-War Developments in the Commercial Banking Sector-: The Impact of Nationalism, Decolonization, and Economic Expansion in the Region

- a. Changes in the Economy and Society
- b. Bank expansion; the expansion of Barclays Bank (DCO), the Canadian banks, the entry of American banks,
- c. Changes in staff recruitment practices.
Diversification in Commercial Bank Products and Services-:
- d. The establishment of Trust Companies and Merchant Banking Divisions;
- e. Medium and Long Term Financing;
- f. Impact on organizational structures.

Readings

BNS (Ja) Ltd., **Scotiabank Story**

Brown, **History of Money and Banking**

Callender, **The Development**

Central Bank of Trinidad and Tobago, **History of Banking and Currency**

Knight and Palmer, **The Modern Caribbean**

Lue Lim, **Jamaica’s Financial System**

Millette, James, **“Decolonization”**

Monteith, **Depression to Decolonisation**

The Republic Bank Ltd., **From Colonial to Republic**

8. The Impact of Independence

- a. The Establishment of Central Banking;
- b. Localization and Nationalization of Foreign Banks;
- c. The Re-emergence of Local Indigenous Commercial Banks.

Readings

Baum, **The Banks of Canada in the Commonwealth Caribbean**

Bourne, **The Political Economy**

Brown, **History of Money and Banking**

Caine, **Indigenous Commercial Banking**

Callender, **The Development**

Central Bank of Trinidad and Tobago Ltd., **History of Banking and Currency**

Crossley and Blandford, **The DCO Story**

Lue, Lim, **Jamaica's Financial System**

Mendes, **Regulatory Framework**

Miller, **Organisation and Structure**

Monteith, **Depression to Decolonisation**

Republic Bank Ltd., **From Colonial to Republic**

IV. LATIN AMERICA & CARIBBEAN

Colombia

26. 1. Dávila, Carlos

Universidad de los Andes; Bogotá, COLOMBIA

MBAE 4111: Empresariado en Colombia [Entrepreneurship and Management in Colombia] (2011)

Course Description:

[excerpted from course syllabus] “Since 2000 ‘Entrepreneurship and Management in Colombia’ is a mandatory course, part of the core curriculum of the MBA program in its several modalities (full time, part-time and Executive MBA)... Participants in the Executive MBA are entrepreneurs (roughly 1 out 3) and managers in their mid-careers (average age 40) interesting in enriching their managerial capabilities by exposing to an academic setting in which sharing experiences with their classmates and having room for criticism and reflection are an important components of the learning. In this context, critical knowledge about the history of Colombian empresariado (entrepreneurship) helps in understanding the legacy, challenges and responsibilities incumbent on the Executive MBA students, by virtue of being part of the empresariado of Colombia... The course is based on the following premises:

(1) In the circumstances of the 21st century, especially the transition toward globalization and the market economy in Latin American, entrepreneurship has an important role to play in economic development. (2) The entrepreneurial functions are carried out in a social and economic structure in which there exist other actors, e.g., the State, different social classes and groups with which entrepreneurs and managers have to interact, and whose function in the development process cannot be underestimated. Important as they are, entrepreneurship actors are just part of a larger structure. (3) Top entrepreneurs and managers are part of society's elite and as such has a scope of action and ensuing responsibility that is not circumscribed to the firms and business they lead... (4) The future of entrepreneurship in circumstances that require presence and competitive performance in a globalizing economy, combined with technological capabilities cannot be understood without reference to its own historical evolution and the role it has played in its country's development...”

MBAE - 4111 Empresariado en Colombia
[Entrepreneurship and Management in Colombia]

2011, Fall semester

Instructor: Professor Carlos Dávila

Required Executive MBA core-course

2 cr., 28 hour (seven 4-hour session)

1. INTRODUCTION

BACKGROUND

Since 2000 “Entrepreneurship and Management in Colombia” is a mandatory course, part of the core curriculum of the MBA program in its several modalities (full time, part-time and Executive MBA). Is one of the four courses (one undergraduate started in 1974, one for executive education began in 1992 and one for Ph. students established in 2007) offered by current members (4 full time faculty) of the History, Entrepreneurship and Business Research Group whose origins go back to the mid-1970.

THE COURSE

Participants in the Executive MBA are entrepreneurs (roughly 1 out 3) and managers in their mid-careers (average age 40) interesting in enriching their managerial capabilities by exposing to an academic setting in which sharing experiences with their classmates and having room for criticism and reflection are an important components of the learning. In this context, critical knowledge about the history of Colombian *empresariado* (entrepreneurship)¹ helps in understanding the legacy, challenges and responsibilities incumbent on the Executive MBA students, by virtue of being part of the *empresariado* of Colombia.

The course is based on the following premises:

- 1) In the circumstances of the 21st century, especially the transition toward globalization and the market economy in Latin American, entrepreneurship has an important role to play in economic development.
- 2) The entrepreneurial functions are carried out in a social and economic structure in which there exist other actors, e.g., the State, different social classes and groups with which entrepreneurs and managers have to interact, and whose function in the development process cannot be underestimated. Important as they are, entrepreneurship actors are just part of a larger structure.
- 3) Top entrepreneurs and managers are part of society's elite and as such has a scope of action and ensuing responsibility that is not circumscribed to the firms and business they lead. In emerging economies, like those of Latin America, where extreme poverty and exclusion, social unrest and violence, economic and institutional instability have been part of the historical record of development, it seems appropriate to expose EMBA students to scholarly controversy over the role of *empresariado* in economic and social development.

¹ There does not exist in English a word for the Spanish term *empresariado*. Herein the closest equivalent is entrepreneurship, a complex of functions deployed non only by entrepreneurs, but also by firms, entrepreneurial families, economic groups, business (trade) associations and managers.

- 4) The future of entrepreneurship in circumstances that require presence and competitive performance in a globalizing economy, combined with technological capabilities cannot be understood without reference to its own historical evolution and the role it has played in its country's development: "Globalized and technologically sophisticated yet not uprooted, but with an awareness of who he/she is and in what country and time he/she lives."
- 5) Participants in the EMBA program have valuable work experience over many years that constitutes cumulative knowledge and a potential for individual and group learning that can be stimulated in the academic setting
- 6) In the incipient stage of academic research on Colombian business and management, the School of Management of the University of the Andes has pioneered interest in new fields that chart a course that differentiates it in Colombia and the region. It builds on the faculty's teaching and research experience, specifically in the topics related to this course, which is a distinctive feature that the School offers compared to other existing options for MBA education in the Colombian and Latin American environment.

2. COURSE OBJECTIVES

Upon completing the course, the participant will:

- Understand the evolution, role and characteristics of Colombian entrepreneurship in the Latin American context with emphasis in the period 1850 - 2000.
- Understand the basic theoretical concepts concerning entrepreneurship.
- Enhance his/her selection criteria, analysis and evaluation of a sample of the existing Colombian business historiography.
- Have improved abilities in critical reading, synthesis and written expression.

METHODOLOGY

Participants in this course reunites a significant managerial experience that constitutes a challenge to build upon for learning purposes. The methodology is distinctively participant-based and includes a set of activities, namely:

- Preparation of readings prior to sessions.
- Group analysis and round table discussion of the required readings.
- Instructor's short lectures.
- Videos on entrepreneurs testimonies.
- Discussion of a sample of current "business and entrepreneurial headline news" (15 min. at the beginning of each session).
- Preparation of two synthesis of (selected) required readings².

² The guidelines for preparing the synthesis are at the end of this syllabus (see unabridged version).

- Preparation of a book review³ -in the present semester the list of books (45) to review are Colombian company histories-.
- Preparation of an oral history research project (in groups): profile of a contemporary entrepreneur based on in-depth interviewing⁴ (Groups of two students).
- Written exams (3).

3. COURSEWORK EVALUATION

Activity	Points
Synthesis 1	0
Synthesis 2	15
Book review	20
Research project	
- Oral presentation	10
- Written report	25
Written examinations (3)	30
Total	100

4. SCHEDULE (October-November 2011)

Date	Session	Subject /Contents	Required readings
Friday Oct. 7 8 a.m. – 12m.	1	<i>Theoretical approaches on the entrepreneur. What does she/he do and who is he/she?</i>	Dávila, Carlos (2011). <i>Empresariado colombiano. Perspectiva histórica y regional. [Enterprises and Entrepreneurs in Colombian History. XIX and XX Centuries. A Collection of Recent Studies]</i> Bogota: University of the Andes, School of Management, Ediciones Uniandes (Colección 60 años Uniandes). Introduction and chapter 1, pp. 13-24; 27-51. Valdaliso, Jesús María y Santiago López (2007), “El empresario visto por los economistas; ¿héroe, villano o inútil?” [<i>The Entrepreneur as seen by Economists: Hero, Villain or Useless?</i>], in <i>Historia económica de la empresa</i> , Barcelona: Crítica, (Chapter 1, Section 1, pp. 3-32.
Friday Oct. 14 1 p.m. - 5 p.m.	2	<i>Historical survey of entrepreneurship in Colombia and Latin America.</i>	Bulmer–Thomas, Víctor (1994), “El desarrollo económico latinoamericano: panorama general” “[<i>Latin American Economic Development: General Overview</i>], in <i>La historia económica de América latina desde la Independencia</i> , México, Fondo de Cultura Económica,

³ The guidelines for preparing the book review are in the text *Apuntes de clase [Class Notes]*, No. 7, 2010.

⁴ The guidelines to research and project presentations appears at the end of this syllabus (see unabridged version)

			<p>pp. 11-31.</p> <p>Sachs, Jeffery D. y Vial, Joaquín (2002), “Competitividad y crecimiento económico en los países andinos y en América Latina: borrador preliminar” [<i>Competitiveness and Economic Growth in the Andean Countries and Latin America, Preliminary Draft</i>],. Venezuela, Corporación Andina de Fomento, pp. 1-59</p>
<p>Saturday Oct. 15 8 a.m. – 12m.</p>	3	<p><i>How is Colombian entrepreneurship?</i></p>	<p>Dávila, Carlos (2007), “El empresariado colombiano: ni héroe, ni villano” “[<i>The Colombian Entrepreneur: Neither Hero nor Villain</i>]”, in Cepeda, Fernando (editor), <i>Fortalezas de Colombia II</i>, Bogotá, Colciencias, Cuéllar editores, pp. 87-123.</p> <p>Dávila, José Camilo, Dávila, Carlos and Schnarch, David (2010), <i>La Fundación Social: Bien común, gobernabilidad y actividad empresarial (1984-2008)</i> [<i>The Social Foundation (1984-2008): The common good, governability and business activity 1984-2008</i>] :, Monografías de Administración, No. 104, Bogota, University of the Andes, School of Management.</p> <p>Group A: pp. vii-viii, 1-18, 19-42, 71-84.</p> <p>Group B: pp. vii-viii, 1-18, 43-60, 71-84.</p> <p>Group C: pp. vii-viii, 1-18, 61-70, 71-84.</p>
<p>Friday Oct. 28 1 p.m. – 5 p.m.</p>	4	<p><i>Regional entrepreneurship: Antioquia, Cauca Valley and Caribbean Coast, 1850-1950</i></p> <p><i>a. Antioquean Entrepreneurship, 1900-1950: family networks,</i></p>	<p>Dávila, Carlos (2011), “El empresariado antioqueño: de la transferencia mecánica de teorías al estudio histórico del fenómeno” [<i>Antioquia Entrepreneurship: From Mechanical Transfer of Theories Towards the Historical Study of the Phenomenon</i>] in Dávila, Carlos (2011), op. cit., pp. 153-190.</p> <p>Group A: Botero Herrera, Fernando (2003), “Ricardo Olano Estrada (1874-1974): un empresario antioqueño de la primera mitad del siglo XX” [Ricardo Olano Estrada</p>

		<p><i>association and region</i></p> <p><i>b. Cauca Valley Entrepreneurship, 1850-1950</i></p> <p><i>c. Caribbean Coast Entrepreneurship, 1850-1950: immigrants and family networks</i></p>	<p>(1874-1974): an Antioquian Businessman in the First Half of the 20th Century], in <i>EEHC</i>, pp.479-509.</p> <p>Group B: Dávila, Carlos (2011) “Negociantes del Valle del Cauca” [<i>Negociantes of the Cauca Valley</i>], in Dávila, Carlos (2011), op. cit., pp. 243-281.</p> <p>Group C: Meisel Roca, Adolfo and Viloria de la Hoz, Joaquín (2003), “Barranquilla hanseática: el caso de un empresario alemán” “[<i>Hanseatic Barranquilla: the Case of a German Entrepreneur</i>], in <i>EEHC</i>, pp. 513-547.</p>
<p>Saturday Oct. 29 1 p.m. – 5 p.m.</p>	5	<p><i>a. Entrepreneurship in Bogotá, 1880-1970</i></p> <p><i>b. A comparative view: an American entrepreneur at the end of the 19th and beginning of the 20th century.</i></p>	<p>Chernow, Ron (1998), “Bound to be Rich”, in <i>Titan. The Life of John D. Rockefeller, Sr.</i>, New York, Vintage Books, pp.37-61.</p> <p>Grupo A: Dávila, Carlos (2011), “Negociantes de la Sabana de Bogotá. El negociante campesino millonario: José María Pepe Sierra (1846-1921)” [Negociantes of the Bogota's plateau. The millionaire peasant negociante: José María Sierra], in Dávila, Carlos (2011), op. cit., pp. 193-217.</p> <p>Grupo B: Mazuera Villegas, Fernando (1972), <i>Cuento mi vida [Story of My Life]</i> , Bogota, Canal Ramírez, pp. 25-26, 33-34, 37-46, 71-84, 115-120, 193-202, 239-262, 312-315, 367-395.</p> <p>Group C: Dávila, Carlos (2011), “Negociantes de la Sabana de Bogotá. Negociantes e industria manufacturera: los hermanos Samper” [Negociantes of the Bogota's plateau. Negociantes and manufacturing industry: The Samper brothers], en Dávila, Carlos (2011), op. cit. , pp. 218-225.</p>
<p>Friday Nov. 25 8 a.m. – 12m.</p>	6	<p><i>The role of entrepreneurship in the development of the nation’s transportation infrastructure</i></p>	<p>Safford, Frank (2010), “El problema de los transportes en Colombia en el siglo XIX” [<i>The transportation problem in Colombia in the 19th Century</i>], in Meisel Roca, Adolfo and Ramírez, María Teresa (editores) (2010), <i>Economía colombiana del siglo XIX</i>, Bogota, Fondo de Cultura Económica – Banco de la República, pp. 523-573.</p> <p>Group A:</p>

			<p>Fischer, Thomas (2003), “Empresas de navegación en el río Magdalena durante el siglo XIX: dominación extranjera y lucha por el monopolio [<i>Shipping Companies on the Magdalena River During the 19th century: Foreign Domination and the Struggle for Monopoly</i>] “, in <i>EEHC</i>, pp. 991-1020.</p> <p>Group B: Horna, Hernán (1992), “The Antioquia Railroad” and “Conclusions”, en Horna, Hernán, <i>Transport Modernization and Entrepreneurship in Nineteenth Century Colombia. Cisneros & Friends</i>, in <i>Studia Historica Upsaliensia</i> 172, Stockholm, Acta Universitatis Upsaliensis, pp. 50-77 y 157-167.</p> <p>Group C: Pérez Angel. Gustavo. “Empresas de cables aéreos en Colombia” [<i>Aerial cable companies in Colombia</i>], in <i>EEHC</i>, pp. 1073-1106.</p>
<p>Saturday Nov. 26 1 p.m. – 5 p.m.</p>	<p>7</p>	<p><i>Entrepreneurship and globalization in historical perspective</i></p> <p><i>a. A globalized sector: the beauty industry</i></p> <p><i>b. Contemporary Colombian entrepreneurs: globalization and, social and economic heterogeneity (1990-2010)</i></p>	<p>Jones, Geoffrey (2010), <i>Going Green: The Growth of Natural Beauty</i>, <i>Cátedra Corona</i>, No. 17, Bogota, University of the Andes, School of Management, 34 pp.</p> <p>Newspaper and magazine articles</p> <ol style="list-style-type: none"> 1. 'Los 'cacaos' empresariales aún no parecen dispuestos a soltar el poder a sus posibles sucesores? [<i>The top business groups leadership is not ready to leave their power to their prospective inheritors</i>] (http://www.portafolio.com.co/economia/economiahoy/ARTICULO-WEB-NOTA_INTERIOR_PORTA-5440467.html) 2. 'Henry Cubides, el camionero mayor'? [Henry Cubides: the top truck driver] (http://www.dinero.com/negocios/henry-cubides-camionero-mayor_31864.aspx) 3. 'Hernán Echavarría: un líder empresarial' [Hernán Echavarría: an entrepreneurial leader] (http://www.revistadiners.com.co/noticia.php3?nt=3602) 4. 'Carlos Ardila Lülle. Cómo me volví rico' [<i>Carlos Ardilla Lulle. How I became rich</i>], in <i>Cambio</i> 16, No. 207, pp.24-28

			<p>5. 'El zar de la papa [<i>The potatoes's tzar</i>], in Cromos, No. 3882, pp. 28-31</p> <p>6. 'Del enroque a la conquista' [<i>A chess strategy to conquer corporate control in a business group</i>] in Semana, No. 1526, pp. 56-59</p> <p>7. 'Empresarios defienden TLC con Corea' [<i>Entrepreneurs praise TFA between Colombia and Korea</i>] http://www.portafolio.co/negocios/empresarios-defienden-tlc-corea-01</p>
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IV. LATIN AMERICA & CARIBBEAN (continued)

26. 2. Dávila, Carlos

Universidad de los Andes; Bogotá, COLOMBIA

Entrepreneurship and Innovation (2011)

**Universidad de los Andes
School of Management
Ph. D. program in Management
Course: Entrepreneurship and Innovation**

Instructor: Professor Carlos Dávila
Second semester 2011 (August 2 to November 15)
Credits: 2
15, 2-hour classes
Tuesdays 3:00 to 5:00 p.m.

The course

The Ph. D. program in management at Universidad de los Andes emphasizes research on the relationships between management and economic development. Established in 2007 it has two tracks: organization studies and finance. This course is required for first-year students in the organization studies track. It is one of the four courses (one undergraduate started in 1974, one for executive education began in 1992 and one for MBA students established in 2000) offered by current members (4 full time faculty) of the History, Entrepreneurship and Business research group (GHE) whose origins go back to the mid-1970s.

This course explores a wide ranging framework on entrepreneurship as related to the process of economic development. Although the terms entrepreneurship and entrepreneur are intimately related, a conceptual distinction is made between them.

Entrepreneurship

Entrepreneurship has a role in economic development that has increasingly been recognized in the academic literature over the past two decades, in developed countries as well as “emerging economies.” It has become an area of research and teaching that provides inputs for public policy and action related to wealth creation and employment. It is multidisciplinary by nature and is still

in an early state of development; it shows thematic⁵, conceptual and methodological dispersion and is a “field of research with relatively low paradigmatic development”⁶.

Undeniably, various indicators reflect the recent development of this field. One of them, the well-known growth in membership (230%) of the “Entrepreneurship Division” of the Academy of Management, which in 2009 had more than 2,700 members, one of the largest in that organization. In addition, research in this area is published in specialized journals whose numbers have grown in the past decade and to a lesser extent in journals of those disciplines related to it, such as economics, sociology or management. It also has gained traction in first-line management journals. An example is that the most cited article in the *Academy of Management Review* over the past decade was one about entrepreneurship.⁷ Significantly, the number of specialized journals in this field listed in the Social Science Citation Index increased from one to six⁸. Of major importance is the fact that research has consolidated in terms of its theoretical foundation and its greater convergence in terms of subjects, critical issues, methodologies and debates. Schools of Management throughout the world have played a central role in the development of this academic area. It has also drawn material from other academic disciplines such as economics, sociology, business history, psychology and anthropology.

Entrepreneur

The study of the entrepreneur as a social and economic actor has a long history in the social sciences as carried out by classic authors from the beginning of the 20th century (Weber, Schumpeter, Sombart, Veblen, Knight) followed by others in the century’s second half (Cole, Kirzner, Baumol). These contributions predate recent interest in the field of entrepreneurship. Therefore, to study them and examine their potential for theoretical advance and empirical research on entrepreneurship is a distinctive feature of this course. Their relevance in the Colombian and Latin American setting is examined in light of existing empirical evidence.

The course revolves around the following questions:

- What is the role of the entrepreneur in economic development?
- What influence do economic, historical, social, cultural, political and, institutional factors have as determinants of entrepreneurship and the makeup of the entrepreneur and his/her characteristics?

⁵ *Frontiers of Entrepreneurship Research*, which since 1980 has been published annually by Babson College, has 22 thematic sections that run the gamut from identification of opportunities to female and minority entrepreneurship and encompassing risk capital, investor “angels”, work equipment, family businesses, funders, start-up networks, corporate entrepreneurship (*intrapreneurship*) and social entrepreneurship.

⁶ R. Duane Ireland, Christopher R. Reutzler & Justin W. Webb (2005), “From the Editors. Entrepreneurship Research in *AMJ*: What Has Been Published, and What Might the Future Hold?”, *Academy of Management Journal*, Vol 48, No. 4, p. 557.

⁷ Shane and Venkataraman (2000)

⁸ *Journal of Business Venturing*, *Entrepreneurship. Theory & Practice*, *Small Business Economics*, *International Small Business Journal*, *Journal of Small Business Management* and *Entrepreneurship & Regional Development*.

- What are the principal theoretical and methodological controversies in the study of entrepreneurship and what is the current state of knowledge in select areas of it?
- What is the relationship between innovation and entrepreneurship?⁹

Course objectives

The course examines diverse theoretical perspectives on the interrelationship between entrepreneur, entrepreneurship and economic development. They are associated with several disciplines (sociology, economics, economic and business history, management and, psychology). In addition, it critically analyzes the state of research on the subject, particularly in relation to Latin America and Colombia. Familiarization with the specialized literature and current controversies, formulation of research questions, elaboration of literature surveys, and preparation of a research proposal are competences that students develop throughout the course.

Topics

- Current state of research on entrepreneurship and the entrepreneur (2 classes)
- Theoretical perspectives on entrepreneurship (8 classes). Economic theory: 2; psychological theory: 1; sociological theory: 5.
- The entrepreneur and innovation: motor of economic growth, market disequilibrium and waves of creative destruction (Schumpeter and Neo-Schumpeterians) (2 classes)
- Entrepreneurship and the entrepreneur from a business history perspective (emphasis on Latin America/Colombia) (2 classes)
- Social entrepreneurship (1 class)
(NB: In earlier versions of this course offered in 2007 and 2009, start-up financing/venture capital was as a specialized subject of study. This version, instead, will deal with social entrepreneurship).

Methodology

The course follows the seminar format. Class size is currently under 10 students. Each student is in charge of coordinating two sessions. As part of it, the student defines the activities to

⁹ In the doctoral program there are specialized research seminars on innovation. For this reason, in the context of this course, only the Schumpeterian and Neo-Schumpeterian approaches to entrepreneurship will be studied. That is, it will not address subjects such as corporate innovation, public policy regarding innovation or management of innovation.

pursue, chairs discussion around the subject and the readings of the day and coordinates any presentations that may take place. Focus upon comparison of the readings in theoretical and methodological terms as in identifying research questions arising from them is suggested. The instructor is a resource to be used to the student's discretion in planning the corresponding class.

Students must present three written reports,¹⁰ a term paper and a final written examination. The term paper is a research proposal including the survey of the literature related to a hypothesis and/or research question(s) posed by the student, the corresponding theoretical framework and, research design and methodology.

Evaluation

• Written reports (3)	15%
• Coordination of classes (2)	20%
• Final examination	30%
• Term paper	
▪ Progress report	10%
▪ Final report	25%
	100%

¹⁰ Reports No. 1 and No. 2 refer to required readings in two classes the student selects. Its purpose is to integrate and compare them, covering three aspects: (1) convergences and differences (both in theoretical and methodological terms) between the readings (maximum: 400 words); (2) (i) comparison of readings' potential to further empirical research into Colombia and Latin America, (ii) formulation of an empirical research question for each of the readings (maximum: 400 words); (iii) on the assumption that the reading for the class would be only one, indicate which it would be and explain the reasons for the choice (maximum: 300 words).

Report No. 3 refers to one of seven recent entrepreneurship handbooks referenced at the end of this footnote that each student must select. It deals with three questions; (1) thematic coverage (maximum: 300 words); (2) theoretical and methodological contribution to the field of entrepreneurship (maximum: 400 words); (3) shortcomings (maximum: 300 words). The handbooks are the following: Acs, Z.J. & Audretsch, D.B. (Eds.) (2005), *Handbook of entrepreneurship research. An interdisciplinary survey and introduction*. New York: Springer; Casson, M., Yeung, B., Basu, A. & Wadeson, N. (Eds.) (2006), *The Oxford handbook of entrepreneurship*. Oxford: Oxford University Press; Brush, C.G., Carter, N.M., Gatewood, E.J., Greene, P.G. & Hart, Myra M. (Eds.) (2006), *Women and entrepreneurship: Contemporary classics*. Cheltenham, UK, Northampton, MA, USA: Edward Elgar; Neergaard, H. & Ulhoi, J.P. (Eds.) (2007), *Handbook of qualitative research methods in entrepreneurship*. Cheltenham, UK, Northampton, MA, USA: Edward Elgar; Jones, G. & Wadhwani, R.D., (Eds.), 2007, *Entrepreneurship and Global Capitalism*. Volume I. Cheltenham, U.K., Northampton, MA, USA: Edward Elgar; Jones, G. & Wadhwani, R.D., (Eds.), 2007, *Entrepreneurship and Global Capitalism*. Volume II. Cheltenham, U.K., Northampton, MA, USA: Edward Elgar; Landström, H. & Lohrke, F. (Eds.), (2010), *Historical Foundations of Entrepreneurship Research*. Cheltenham, UK: Edward Elgar.

Reports must be delivered in written form to the instructor's secretary prior to 9 a.m. on the Friday prior to the session.

Schedule ¹¹

Class 1

August 2, 2011

Course presentation

Entrepreneur, entrepreneurship and innovation: three related subjects and a growing multidisciplinary field. The concept of entrepreneurship in post-1990 research. Overview of entrepreneurship supply theories.

Required readings

Wiklund, J., Davidsson, P. & Audretsch, D.B. (2011). The future of entrepreneurship research. *Entrepreneurship Theory and Practice*. 1 (35), 1-9.

Finkle, T. A., Kuratko, D. F. and Goldsby, M. G. (2006), An Examination of Entrepreneurship Centers in the United States: A National Survey. *Journal of Small Business Management*, 44: 184–206.

Duane Ireland, R., Reutzell, C. R. & Webb, J. W. (2005). Entrepreneurship research in AMJ: What has been published, and what might the future hold? *Academy of Management Journal*, 4(48), 556-564.

Cassis, Y. & Minoglou, I. P. (2005). Entrepreneurship in theory and history: State of the art and new perspectives. En Y. Cassis & I. P. Minoglou, Eds., *Entrepreneurship in theory and history* (pp 3-21). Houndmills, Basingstoke, Hampshire, UK: Palgrave Macmillan.

Bo Katz, J. A. (2003). [The chronology and intellectual trajectory of American entrepreneurship education: 1876-1999](#). *Journal of Business Venturing*, March, 2(18), 283-299.

Kilby, P. (2003). The Heffalump revisited. *Journal of International Entrepreneurship*, 1, 13-29.

Ketche, Jr. D. (2003), From the special issue editor: Entrepreneurship: Past accomplishments and future challenges. *Journal of Management*. 3 (29), June, 281-283.

Davidsson, P., Low, M. B & Wrigh, M. (2001). Editor's introduction: Ten years of achievements and future directions for entrepreneurship research. *Entrepreneurship Theory and Practice*. 4 (25), 5-16.

Swedberg, R. (2000). The social science view of entrepreneurship. 2. The social science literature on entrepreneurship (Part 2): The contribution of social scientists other than the economists. En R. Swedberg (Ed.), *Entrepreneurship: The social science view* (pp. 24-44). Oxford: Oxford University Press.

¹¹ Readings are chronologically ordered from the most recent.

International Labour Office (ILO) (1992). *Networking for entrepreneurship development* (UNDP/ILO/INTERMAN-International Management Development Network- Interregional Project for Entrepreneurship Development and New Enterprise Creation). Geneva.

Kilby, P. (1971). Hunting the Heffalump. En P. Kilby (Ed.), *Entrepreneurship and economic development* (pp. 1-40). New York, NY: The Free Press.

Class 2

August 9, 2011

Academic and public policy interest in Latin America regarding entrepreneurship and its institutional context. The case of Colombia. Three international research projects compared: Global Entrepreneurship Monitor (GEM), Global Entrepreneurship and Development Index 2011 (GEDI) and the BID/Fundes Internacional project.

Required readings

Ács, Z. & Szerb, L. (2011). *Global Entrepreneurship and Development Index 2011 (GEDI)* (pp. 1-24; 25-28; 47-56; 102-105). Cheltenham, UK, Northampton, MA, USA: Edward Elgar

Ogliastri, E. (2011). Introducción. [Introduction]. *Academia. Revista Latinoamericana de Administración*. 46, v-ix.

Amorós, J. E. (2011). El proyecto *Global Entrepreneurship Monitor (GEM)*: una aproximación desde el contexto latinoamericano. [The GEM project: a view from Latin America] *Academia. Revista Latinoamericana de Administración*. 46, 1-15.

Alvarez, C. & Urbano, David (2011). Una década de investigación basada en el GEM: logros y retos. *Academia. [A decade of research on the GEM project]*, *Revista Latinoamericana de Administración*. 46, 16-37.

Kantis, H. (2007). Dynamic entrepreneurship in Latin America and main lessons. En H. Kantis, with P. Angelelli & V. M. Koenig, *Developing entrepreneurship* (pp.2-12, 207-214). Washington, DC: Interamerican Development Bank.

República de Colombia (2006). *Ley 1014 de 2006 de fomento a la cultura del emprendimiento*.

International Labour Office (ILO) (1992). *Networking for entrepreneurship development* (UNDP/ILO/INTERMAN-International Management Development Network- Interregional Project for Entrepreneurship Development and New Enterprise Creation). Geneva.

Alvarez, J. L. (1991). *The international diffusion and institutionalization of the new entrepreneurship movement: a study in the sociology of organizational knowledge*. Ph. D.

Thesis, Harvard University. (Capítulo 4: Formal entrepreneurship education through business schools; Capítulo 8: Conclusions), pp. 97-138; 238-245.

Class 3

August 16, 2011

- a) Economic theory and entrepreneurship: the entrepreneur -- hero, villain or residual coefficient? His/her role in economic growth. Risk and uncertainty; the entrepreneur and market processes (alert to opportunities)
- b) The state of entrepreneurship research [I]¹²

Required readings

Díaz, P. (2009). *Capitalistas y empresarios. El mercado de la función empresarial [Capitalists and Entrepreneurs. The Market of the Entrepreneur's Function]* [Capítulo I: La oferta: *entrepreneurship, un concepto dialéctico [Supply side: Entrepreneurship: A dialectical concept*, pp. 18-32. Capítulo II: la demanda: el capital [*Demand side: capital*], pp. 33-38]. Alicante: Publicaciones de la Universidad de Alicante

Ricketts, M. (2006), Theories of entrepreneurship: historical development and critical assessment. En M. Cass, B. Yeung, A. Basu & N. Wadeson [Eds.], *The Oxford handbook of entrepreneurship* [pp. 33-58] Oxford: Oxford University Press.

Casson, M. (2005). Entrepreneurship and the Theory of the Firm. *Journal of Economic Behavior and Organization*, 58, 327-348.

Cooper, A. (2005). Entrepreneurship: the past, the present, the future. En Zoltan J. Ács & David B. Audretsch, Eds., *Handbook of entrepreneurship research* [pp. 21-34]. New York, Springer.

North, D. (2005). Capitalism and economic growth. En V. North & R. Swedberg (Eds.), *The economic sociology of capitalism* (pp. 41-52). Princeton, NJ: Princeton University Press.

Valdaliso, J. M. & López, S. (2000). *Historia económica de la empresa [Economic History of Enterprise]* Barcelona: Crítica (Tema 1: 1.1 El empresario visto por los economistas; ¿héroe, villano o inútil?; 1.2 El negocio es el negocio: la naturaleza y las funciones del empresario) [Topic 1: 1.1 *The entrepreneur seen by the economists: hero, villain or useless. 1.2 Business is business: nature and functions of the entrepreneur*], pp. 1-39.

¹² Readings in this program discuss the minor role that economic theory gives to the entrepreneur and various advances to building an economic theory that explicitly considers it. Nevertheless, applied economics has examined the entrepreneur's role from various perspectives. If the student is interested in examining this literature he/she may consult the syllabus designed by Josh Lerner, Bill Kerr and Ramana Nanda for the entrepreneurship course at Harvard Business School at: <http://www.people.hbs.edu/jlerner/PhD%20Syllabus.Spring08.pdf>

Kirzner, I. M. (1990/1982). Uncertainty, discovery, and human action: A study of the entrepreneurial profile in the Misesian system. En M. Casson (Ed.), *Entrepreneurship* (pp. 81-101). Aldershot, Hants, UK: Edward Elgar Publishing.

Kirznerian versus Knightian Entrepreneurs. In. Film. Peter Klein. Categories: - Klein -, Entrepreneurship | URL: <http://wp.me/pQe0-34M>

Davidsson, P. & Wiklund, J. (2001). Levels of analysis in entrepreneurship research: Current research practice and suggestions for the future. *Entrepreneurship Theory and Practice*, Summer 4(25), 81-99.

Swedberg, R. (2000). The social science view of entrepreneurship. 1. The social science literature on entrepreneurship. (Part 1): The contribution of the economists. (Part 2): The contribution of mainstream economics. En R. Swedberg (Ed.), *Entrepreneurship* (pp. 7- 24). The social science view. Oxford: Oxford University Press.

Von Mises, L. (2000)/[1949], The entrepreneur and profit. En R. Swedberg (Ed.), *Entrepreneurship. The social science view* (pp. 89-109). Oxford: Oxford University Press.

Casson, M. (1982). *The Entrepreneur. An Economic Theory*. Oxford: Martin Robertson (Capítulo 19: Alternative Theories of the Entrepreneur; capítulo 20: Conclusions) pp. 364-383; 384-395.

Kirzner, I. M. (1973). *Competition and Entrepreneurship*. Chicago: University of Chicago Press (Capítulo 2: The entrepreneur; pp. 30-87).

Knight, F.H. (1990)/[1921], Risk, uncertainty and profit. En M. Casson (Ed.), *Entrepreneurship* (pp. 11-18). Aldershot, Hants, UK: Edward Elgar Publishing.

Class 4

August 23, 2011

- a) Economic theory and entrepreneurship (cont.): the institutional environment and the entrepreneur's productive, non-productive and destructive roles; substitutes for the pre-requisites of industrialization.
- b) The state of entrepreneurship research [II] [cfr. footnote 8]

Required readings

Baumol, W.J. (2010). *The microtheory of innovative entrepreneurship*. [Introduction, pp. 1-8; chapter 1: Entrepreneurship in economic theory: reason for its absence and goals for its restoration, pp. 9-21]. Princeton: Princeton University Press.

Acs. Z.J. (2010). Entrepreneurship and economic development: the valley of backwardness. *Annals of Innovation & Entrepreneurship*, 1 (1), 1-18.

Baumol, W. J., Litan R. E. & Schramm, C. J. (2007). Good capitalism, bad capitalism and the economics of growth and prosperity, New Haven, N.J.: Yale University Press (Capítulo 1: Entrepreneurship and growth: a missing piece of the puzzle), pp. 1-14.

Lamoreaux, N., Raff, D.M.G. & Temin P. (2007). Economic Theory and Business History. In G. Jones & J. Zeitlin (Eds.), *The Oxford Handbook of Business History* (pp. 37-66). Oxford: Oxford University Press.

Metcalf, J.S. (2006). Entrepreneurship: an evolutionary perspective. En M. Cass, B. Yeung, A. Basu & N. Wadeson [Eds.], *The Oxford handbook of entrepreneurship* [pp. 59-90]. Oxford: Oxford University Press.

Mitchell, J. R., Friga, P.N. & Mitchell R. K. (2005). Untangling the intuition mess: Intuition as a construct in entrepreneurship research. *Entrepreneurship Theory and Practice*, 29(6), 653–679.

Kalantaridis, C. (2004). *Understanding the entrepreneur, an institutionalist perspective*. Aldershot, Hants, UK: Ashgate (Capítulo 2: The Entrepreneur in Economics) pp. 1-44.

Torres, E. (2003). Funciones empresariales y desarrollo económico [Entrepreneur's Functions and Economic Development] En C. Dávila (Comp.), *Empresas y empresarios en la historia de Colombia. Siglos XIX-XX. Una colección de estudios recientes [Enterprises and Entrepreneurs in Colombian History. XIX and XX Centuries. A Collection of Recent Studies]* (pp. 3-14). Bogotá: Editorial Norma, Ediciones Uniandes, Facultad de Administración de la Universidad de los Andes, Cepal, 2 tomos

Shane, S. & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 1(25), 217-226. And the debate around this paper as seen in the following brief notes:

- Zahra, S. & Dess, G. G. (2001). Dialogue. Entrepreneurship as a field of research: Encouraging dialogue and debate. *Academy of Management Review*, 1(26), 8-10.
- Singh, R. P. (2001). A comment on developing the field of entrepreneurship through the study of opportunity recognition and exploitation. *Academy of Management Review* 1(26), 10-12.
- Erikson, T. (2001). 'The promise of entrepreneurship as a field of research': A few comments and some suggested extensions. *Academy of Management Review*.1(26), 12-13.
- Shane, S. & Venkataraman, S. (2001). Entrepreneurship as a field of research: A response to Zahra and Dess, Singh, and Erikson. *Academy of Management Review*, 1(26), 13-16.

Grégoire, D. A., Noël, M, X. Déry, R. & Bécharde J-P. (2006). [Is there conceptual convergence in entrepreneurship research? A co-citation analysis of frontiers of entrepreneurship research, 1981-2004](#). *Entrepreneurship Theory and Practice*, May, 3(30), 333-373.

Bird Schoonhoven, C. & Romanelli, E. (2001). Emerging themes and new wave of entrepreneurship research. En C. Bird Schoonhoven & E. Romanelli (Eds.). *The entrepreneurship dynamic* (pp. 383-408). Stanford: Stanford University Press.

Low, M. B. (2001). [The adolescence of entrepreneurship research: Specification of purpose](#), entrepreneurship theory and practice, *Summer 4*(25), 17-26.

Landstrom, H. & Sexton, D. I. (2000). Remaining issues and suggestions for further research. En D. L. Sexton & H. Landstrom, *The Blackwell Handbook of Entrepreneurship* (pp. 435-443). Oxford: Blackwell Publishers.

Baumol, W. J. (1990)/ [1968]. Entrepreneurship in economic theory. En M. Casson (Ed.), *Entrepreneurship* (pp. 49-59). Aldershot, Hants, UK: Edward Elgar Publishing.

Gerschenkron, A. (1969). La modernización empresarial. En M. Weiner, (Ed.), *Modernización* (pp. 311-324). México: Editorial Roble.

Class 5
August 30, 2011

The entrepreneur and innovation: motor of economic growth, waves of innovation and creative destruction. Schumpeter and the Neo-Schumpeterians.

Required readings

Hanusch, H. & Pyka, A. (2007). Introduction. En H. Hanusch & A. Pyka (Eds.), *Elgar companion to neo-Schumpeterian economics* (pp. 1-7). Cheltenham, UK: Edward Elgar.

Acs, Z. J. (2007). 'Schumpeterian Capitalism' in capitalist development: Toward a synthesis of capitalist development and the 'economy as a whole'. En H. Hanusch & A. Pyka (Eds.), *Elgar companion to neo-Schumpeterian economics* (pp. 97-106). Cheltenham, UK: Edward Elgar.

Hanusch, H. & Pyka, A. (2007). Schumpeter, Joseph Alois (1883-1950). En H. Hanusch & A. Pyka (Eds.), *Elgar companion to Neo-Schumpeterian economics* (pp. 19-26). Cheltenham, UK: Edward Elgar.

Mathews, J. A. (2007). Reflections on Schumpeter's 'lost' seventh chapter on the theory of economic development. En H. Hanusch & A. Pyka (Eds.), *Elgar companion to neo-Schumpeterian economics* (pp. 78-96). Cheltenham, UK: Edward Elgar.

Schumpeter, J. A. (2007)/[1949]. Economic theory and entrepreneurial history. In A. Cole [Ed.], *Change and the entrepreneur: Postulates and patterns of entrepreneurial history* [pp. 63-84]. Cambridge, MA: Harvard University Press. Reproduced in G. Jones & R. Daniel Wadhawani (Eds.), *Entrepreneurship and global capitalism*. Vol 1 [3-24]. Cheltenham, UK, Northampton, MA, USA: Edward Elgar.

Heertje, A. (2006). *Schumpeter on the economics of innovations and the development of capitalism*, Cheltenham, UK: Edward Elgar (Chapter 1: Schumpeter: A Life, pp. 3-11).

Schumpeter, J. A. (2003)/[1912]. The theory of economic development. In J. Backhaus (Ed.), *Joseph Alois Schumpeter. Entrepreneurship, style and vision* (pp. 61-116). Dordrecht, NE: Kluwer Academic Publishers.

Peukert, H. (2003). The missing chapter in Schumpeter's *The theory of economic development*. In J. Backhaus (Ed.), *Joseph Alois Schumpeter. Entrepreneurship, style and vision* (pp. 221-231). Dordrecht, NE.: Kluwer Academic Publishers.

Van Meerhaeghe, M. A. G (2003). The lost chapter in Schumpeter's 'economic development'. In J. Backhaus (Ed.), *Joseph Alois Schumpeter. Entrepreneurship, style and vision* (pp. 233-243). Dordrecht, NE: Kluwer Academic Publishers.

Schumpeter, J.A. (1947). Creative response in economic history. *Journal of Economic History*, November, VII, 149-159.

Class 6

September 2, 2011

The entrepreneur and innovation: motor of economic growth, waves of innovation and creative destruction. Schumpeter and the Neo-Schumpeterians (cont.).

Required readings

McCraw, T. K. (2007). *Prophet of innovation. Joseph Schumpeter and creative destruction* [Chapter 11: Policy and Entrepreneurship. Part III: Prologue: How and why he embraced history. Chapter 15: Business Cycles, Business History. Epilogue: the Legacy, pp. 167-183; 247-250; 251-278; 495-506; 686-693]. Cambridge, MA: The Belknap Press of Harvard University Press.

Lazonick, W. (2007). Business History and Economic Development. In G. Jones & J. Zeitlin (Eds.), *The Oxford Handbook of Business History* (pp. 67-95). Oxford: Oxford University Press.

Freeman, C. (2007). A Schumpeterian renaissance? En H. Hanusch & A. Pyka (Eds.), *Elgar companion to neo-Schumpeterian economics* (pp. 130-141). Cheltenham, UK: Edward Elgar.

Grebel, T. (2007). Neo-Schumpeterian perspectives in entrepreneurial research. En H. Hanusch & A. Pyka (Eds.), *Elgar companion to neo-Schumpeterian economics* (pp. 147-158). Cheltenham, UK: Edward Elgar.

Ebner, A. (2003). The institutional analysis of entrepreneurship: Historic aspects of Schumpeter development theory. En J. Backhaus (Ed.), *Joseph Alois Schumpeter. Entrepreneurship, style and vision* (pp. 117-140). Dordrecht, NE: Kluwer Academic Publishers [Lectura también incluida en el Seminario de Innovación].

Langlois, R. N. (2003). Schumpeter and the obsolescence of the entrepreneur. *Advances in Austrian Economics*, 6, 287-302.

Blaug, M. (2000). Entrepreneurship before and after Schumpeter. En R. Swedberg (Ed.), *Entrepreneurship. The social science view* (pp. 76-88). Oxford: Oxford University Press.

Hanusch, H. (1999). Schumpeter's life, work and legacy. En H. Hanusch (Ed.), *The Legacy of Joseph A. Schumpeter* (pp. xi-xiv). Cheltenham. UK: Edward Elgar.

Schumpeter, J. A. (1991)[1947]. Comments on a plan for the study of entrepreneurship. En R. Swedberg (Ed.), *Joseph A. Schumpeter. The economics and sociology of capitalism* (pp. 406-428). Princeton: Princeton University Press.

Rosenberg; N. & Frischtak, C.R. (1983). Long waves and economic growth: A critical appraisal, *The American Economic Review*, 73 (2), Papers and Proceedings, pp. 146-151.

Casson, M. (1982). *The Entrepreneur. An Economic Theory*. Oxford: Martin Robertson (Schumpeter on Innovation). pp. 373-376.

Class 7

September 13, 2011

Psychological theories about the entrepreneur: a) the entrepreneur's personality and motivations – the need to achieve --; b) status withdrawal

Required readings

Baum, J. R., Frese, M., Baron, R.A., Katz, J.A. (2006). Entrepreneurship as an area of psychology study: an introduction. En J.R. Baum, Frese, M., Baron, R.A. & J.A. Katz (Eds.), *The psychology of entrepreneurship* (pp. 1-18). London: The Psychology Press and Routledge,

Dávila, C. (2006). Books that made a difference. 'On the theory of social change. How economic growth begins'. By Everett Hagen, Homewood: Dorsey Press, 1962, 557 pp., *Business History Review*, Spring 2006, 1(80), 131-134.

Shaver, K.G. (2005), The social psychology of entrepreneurial behavior. En Z. Acs & D. Audretsch (Eds). *Handbook of Entrepreneurial Research* (pp.331-358).New York: Springer.

Kalantaridis, C. (2004). *Understanding the entrepreneur, an institutionalist perspective*. Aldershot, Hants, U.K: Ashgate (Capítulo 3: The sociology and psychology of the entrepreneur), pp. 45-68.

Dávila, C. (1990). El empresariado antioqueño: de las interpretaciones psicológicas a los estudios históricos, 1760-1920 [*Antioqueño entrepreneurship: from psychological interpretations to historical studies, 1760-1920*]. *Siglo XIX. Revista de Historia (México)*. pp. 11; 30-38; 67-74.

Reader, W. J. (1984). Businessmen and their motives. En D.C. Coleman & P. Mathias (Eds.), *Enterprise and history. Essays in honour of Charles Wilson* (pp. 42-51). Cambridge: Cambridge University Press.

McClelland, D. (1971)[1961]. The achievement motive in economic growth. En P. Kilby (Ed.), *Entrepreneurship and economic development* (pp. 109-122). New York: The Free Press.

Schutz, S. P. (1971)[1965]. N-achievement and economic growth: A critical appraisal. En P.R Kilby (Ed.), *Entrepreneurship and Economic Development* (pp. 183-190). New York, NY: The Free Press.

Hagen, E. (1962). *On the Theory of Social Change*. Homewood, Ill: The Dorsey Press (Capítulo 15: The Transition in Colombia).

Class 8

September 20, 2011

Sociological theories on the entrepreneur: (1) Cultural factors and the development of capitalism.

Required readings

Ruef, M. & Lounsbury, M. (2007). Introduction: The sociology of entrepreneurship. En M. Ruef & M. Lounsbury (Eds.), *The sociology of entrepreneurship. Research in the sociology of organizations* (pp. 1-29) Vol. 25. Oxford: Elsevier JAI.

Abellán, J. (2001). Estudio preliminar [*Preliminary study*]. En M. Weber (2001)/[1904-1905], *La ética protestante y el espíritu del capitalismo* [*The Protestant ethic and the spirit of capitalism*] (pp. 7-40). Madrid: Alianza Editorial.

Weber, M. (2001)/[1904-1905]. *La ética protestante y el espíritu del capitalismo*. [*The Protestant ethic and the spirit of capitalism*]. Madrid: Alianza Editorial (I. El problema. 1. Confesión y estructura social. 2. El 'espíritu del capitalismo') pp. 43-84.

Villacañas, J. L. (1998). Weber y el ethos del presente [*Weber and the ethos of the present*] En M. Weber (2001)/[1904-1905], *La ética protestante y el espíritu del capitalismo* (pp. 7-48). Madrid: Alianza Editorial.

Appleby, J. (1996). New cultural heroes in the early national period. En T. L. Haskell & R. F. Teichgraber III, *The culture of the market. Historical essays* (pp.163-188). Cambridge: Cambridge University Press.

Novak, M. (1993). *The Catholic ethic and the spirit of capitalism*. New York, NY: The Free Press (Introduction: More than the Protestant ethic; Epilogue) pp. 1-14; 221-237.

Weber, M. (2003/1889). *The history of commercial partnerships in the middle ages*. Lanham, MD: Rowman & Littlefield Publishers [Translation into English of Weber's doctoral dissertation, University of Berlin, 1889].

Kasler, D. (1988). *Max Weber. An introduction to his life and work*. Chicago: The University of Chicago Press (Capítulo 1: Life; capítulo 4: The sociology of religion. The cultural significance of Protestantism) pp. 1-23; 74-94.

Eisenstadt, S.N. (1968). The protestant ethic thesis as an analytical and comparative framework en S. N. Eisenstadt, *The Protestant Ethic and modernization*, New York, Basic Books, pp. 3-45.

September 26 to 30: Mid-term break

Class 9

October 4, 2011

Sociological theories on the entrepreneur: (1) Cultural factors and the development of capitalism (cont.).

Required readings

Aceña, P. M. (2002). *La historia de la empresa en España* [*The history of enterprise in Spain*], (Cátedra Corona) Facultad de Administración, Universidad de los Andes, 2, 80 pp.

Landes, D. (2000). Culture makes almost all the difference. En L. E. Harrison & S. P. Huntington (Eds.), *Culture matters. How values shape human progress* (pp. 2-13; 310). New York: Basic Books.

Landes, D. S. (1999). *La riqueza y la pobreza de las naciones [The wealth and poverty of nations]*. Madrid: Javier Vergara Grupo Editorial (Chapter 12: Ganadores y perdedores: el balance general del Imperio; notas sobre el capítulo 12). pp. 223-244; 683-686.

Diggins, J. P. (1999)[2003], *Thorstein Veblen. Teórico de la clase ociosa [Thorstein Veblen. Theorist of the Leisure class]*. México, D.F.: Fondo de Cultura Económica (Introducción a esta edición; Veblen, Weber y el 'espíritu del capitalismo') pp. 9-38; 230-275.

Lehman, H. (1995). The rise of capitalism: Weber versus Sombart. En H. Lehman & G. Roth (Eds.), *Weber's Protestant ethic. Origins, evidence, contexts* (pp. 195-208). Cambridge: Cambridge University Press.

Schumpeter, J. A. (1991)[1920]. Max Weber's work. En R. Swedberg (Ed.), *Joseph A. Schumpeter. The economics and sociology of capitalism* (pp 220-229). Princeton: Princeton University Press.

Fajardo, L. H. (1975). Valores, mentalidad y desarrollo económico [*Values, mentality and economic development*]. *Enfoques colombianos. Temas latinoamericanos, industrialización* (Fundación para la Nueva Democracia, Bogotá), 4, 10-24.

Sombart, Werner. (1972)[1913]. *El burgués [The bourgeois]*. Madrid: Alianza Universidad (Chapter 1: El espíritu de la vida económica [*The spirit of economic life*], pp. 11-19; chapter 8, Las virtudes burguesas [*Bourgeois virtues*], pp.115-136; chapter 9: La mentalidad calculadora [*The calculus mentality*], pp. 137-141; chapter 15: El sujeto económico moderno [*The modern economic subject*], pp. 176-194.

MacDonald, R. (1971). Schumpeter and Max Weber: Central visions and social theories. En P. Kilby (ed), *Entrepreneurship and economic development* [pp. 71-94]. New York: Free Press.

Fajardo, L. H. (1966). *La moralidad protestante de los antioqueños; estructura y personalidad [The protestant ethics of antioqueños: structure and personality]*. Cali: Universidad del Valle.

Class 10

October 11 de 2011

Sociological theories about the entrepreneur: (2) Cultural and educational factor. The debate on entrepreneurial and anti-entrepreneurial cultures (a). The entrepreneur: a social deviant in emerging economies?

Required readings

Aldrich, H. E. (2005). Entrepreneurship. En N. J. Smelser & R. Swedberg (Eds.), *The handbook of economic sociology* (pp. 451- 477). Princeton, NJ: Princeton University Press

George, G. & Zahra, S. A. (2002). [Culture and its consequences for entrepreneurship](#). *Entrepreneurship Theory and Practice, Summer, 4*(26).

Hayton, J. C., George, G. Zahra, S. H. (2002). [National culture and entrepreneurship: A review of behavioral research](#). *Entrepreneurship Theory and Practice, Summer, 4*(26), 33-53.

Lipset, S. (2000)[1970]. Values and entrepreneurship in the Americas. En R. Swedberg (Ed.), *Entrepreneurship. The social science view* (pp. 110-128). Oxford: Oxford University Press.

Landes, D. S. (1999). *La riqueza y la pobreza de las naciones [The wealth and poverty of nations]*. Madrid: Javier Vergara Grupo Editorial (Chapter 20 : La forma suramericana [*The South American way*]).

Locke, R. R. (1993). Education and entrepreneurship: An historian view. En J. Brown & M. B. Rose (Eds.), *Entrepreneurship, networks and modern business* (pp. 55-75). Manchester: Manchester University Press

Willems, E. (1968). Culture change and the rise of protestantism in Brazil and Chile. En N. Eisenstadt, *The Protestant ethic and modernization* (pp. 184-210). New York: Basic Books.

Lipset, S. (1967). Values, education, and entrepreneurship. En S. Lipset & A. Solari (Eds.), *Elites in Latin America* (pp. 39-60). New York: Oxford University Press

Cochran, T. C. (1971)[1965]. The entrepreneur in economic change. En P. Kilby (Ed.), *Entrepreneurship and economic development* (pp. 95-108). New York: The Free Press.

Lipman, A. (1966). *El empresario bogotano [The Bogota entrepreneur]*. Bogotá: Tercer Mundo (chapter 1: Concepto de empresariado [*Concept of entrepreneur*]; chapter 3: El empresario como un desviado [*The entrepreneur as a social deviant*]; chapter 8: Implicaciones para el desarrollo económico [*Implications for economic development*], pp. 11-23; 38-65; 156-171.

Class 11
October 18, 2011

Sociological theories about the entrepreneur: (2) Cultural and educational factor. The debate about entrepreneurial and anti-entrepreneurial cultures (a). The entrepreneur: a social deviant in emerging economies?

Required readings

Dávila, C. (2010). *Entrepreneurship and values in Latin American culture, 1850-2000. From modernization, national values and dependency theories towards an economic and business history perspective*. En J.L. García-Ruiz & P.A. Toninelli (Eds.). *The determinants of entrepreneurship: leadership, culture, institutions* (pp. 143-160; 201-204). London: Pickering & Chatto.

Safford, F. (2002). *Los valores socioculturales, las estructuras y las políticas públicas en el desarrollo colombiano [Socio-cultural values, structures and public policies in Colombian development]*, (Cátedra Corona, No. 5), Bogotá: Universidad de los Andes, Facultad de Administración, 51 pp.

Huntington, S. P. (2000). Foreword. *Cultures count*. En L. E. Harrison & S. P. Huntington (Eds.), *Culture matters. How values shape human progress* (pp. xiii-xvi). New York: Basic Books.

Grondona, M. (2000). A cultural typology of economic development. En L. E. Harrison & S. P. Huntington (Eds.), *Culture matters. How values shape human progress* (pp. 44-55; 310). New York: Basic Books.

Harrison, L. E. (2000). Promoting progressive cultural change. En L. E. Harrison & S. P. Huntington (Eds.), *Culture matters. How values shape human progress* (pp. 296-307; 327-328). New York: Basic Books.

Jones, C. (1998). Entrepreneurial networks in Buenos Aires. In C. E. Núñez (Ed.), *Entrepreneurial networks and business culture* (pp. 105-114). B-7, Proceedings Twelfth International Economic History Congress, August, Madrid, Sevilla: Universidad de Sevilla-Fundación El Monte-Fundación Fomento de la Historia Económica

Casson, M. (1998). Entrepreneurial networks: A theoretical perspective. In C. E. Núñez (Ed.), *Entrepreneurial networks and business culture* (pp. 13-28). B-7, Proceedings Twelfth International Economic History Congress, August, Madrid, Sevilla: Universidad de Sevilla-Fundación El Monte-Fundación Fomento de la Historia Económica.

Germani, G. (1968). Secularization, modernization, and economic development. En S. N. Eisenstadt, *The Protestant ethic and modernization* (pp. 343-366). New York: Basic Books.

Cardoso, F. H. (1967). The industrial elite. In Lipset, S. (1967). *Values, education, and entrepreneurship*. En S. Lipset & A. Solari (Eds.), *Elites in Latin America* (pp. 94-114). New York: Oxford University Press

Class 12

October 25, 2011

Culture and entrepreneurship. A comparative perspective: (a) the debate about entrepreneurial and anti-entrepreneurial cultures (b) the English decline and aristocratic culture.

Required readings

Della-Giusta, M. & King, Z. (2006), Enterprise culture. En M. Cass, B. Yeung, A. Basu & N. Wadeson [Eds.], *The Oxford handbook of entrepreneurship* [pp.628-647]. Oxford: Oxford University Press.

Martz Jr., W, Biscaccianti, A., Neil, T. C. & Williams, R. J. (2005). A multi-cultural perception of the entrepreneurial lifestyle. *Journal of Enterprising Culture* 4(13), 359-381.

Kalantaridis, C. (2004). Understanding the entrepreneur, an institutionalist perspective. Aldershot, Hants, U.K.: Ashgate (Capítulo 6: Understanding the entrepreneur (Capítulo 6: Understanding the entrepreneur: some evidence from Russia; capítulo 7: Conclusions), pp. 105-137; 139-146.

Welter, F., Kautonen, T., Chepurenko, A., Malieva, E. & Venesaar, U. (2004). [Trust environments and entrepreneurial behavior. Exploratory evidence from Estonia, Germany and Russia.](#) *Journal of Enterprising Culture*, 4(12), 327-349

Ahlstrom, D. & Bruton, G. D. (2002). [An institutional perspective on the role of culture in shaping strategic actions by technology-focused entrepreneurial firms in China.](#) *Entrepreneurship Theory and Practice*, Summer, 4(26), 53-70.

Nicholas, T. (1999). "Clogs to Clogs in Three Generations? Explaining Entrepreneurial Performance in Britain Since 1850." *Journal of Economic History*, 59 (3), 688-713.

Nicholas, T. (1999). Businessmen and Land Ownership in the Late Nineteenth Century.. *Economic History Review*, 52 (1): 27-44.

Casson, M. (1996). Culture as an economic asset. En A. Godley & O. M. Westall (Eds.), *Business history and business culture* (pp. 48-76). Manchester: Manchester University Press.

Brown, M. R. (1996). An entrepreneur in spite of himself: Edgar Degas and the market. En T. L. Haskell & R. F. Teichgraber III, *The culture of the market. Historical essays* (pp. 261-292). Cambridge: Cambridge University Press

Rubinstein, W. D. (1993). *Capitalism, culture, and decline in Britain, 1750-1990*. London: Routledge.

Payne, P.L. (1988), *British entrepreneurship in the nineteenth century* [pp. 9-28; 58-66]. Houndmills, Basingstone, Hampshire: Macmillan.

Erro, C. y Caspistegui, F. J. (2003). Empresarios e historia empresarial. Algunas claves para un mutuo acercamiento. [*Entrepreneurs and business history. Some clues for a mutual understanding*] En C. Erro (Dir.), *Historia empresarial. Pasado, presente y retos de futuro* [*Business history. Past, present and challenges for the future*], (pp. 173-202). Barcelona: Ariel.

Sapelli, G. (1996). La construcción social e histórica de la empresa: para un nuevo modelo teórico [*The social e historical construction of enterprise: toward a new theoretical model*]. In F. Comín y P. Marín-Aceña (Eds.), *La empresa en la historia de España* [*Enterprise in the history of Spain*], [pp. 473-487]. Madrid: Civitas.

Class 13

November 1, 2011

Entrepreneurship and the entrepreneur: business history perspective

Required readings

Fridenson, P. (2007). Business history and history. In G. Jones & J. Zeitlin [Eds.], *The Oxford handbook of business history* [pp. 9-36]. Oxford: Oxford University Press.

Jones, G. & Wadhvani, R.D. Entrepreneurship. In G. Jones & J. Zeitlin [Eds.], *The Oxford handbook of business history* [pp. 501-528]. Oxford: Oxford University Press

Corley, T.A.B. (2006). Historical biographies of entrepreneurs. In M. Cass, B. Yeung, A. Basu & N. Wadeson [Eds.], *The Oxford handbook of entrepreneurship* [pp. 138-157]. Oxford: Oxford University Press.

Casson, M. and Godley, A. (2005). Entrepreneurship and historical explanation. In Y. Cassis & I. P. Minoglou, Eds., (2005), *Entrepreneurship in theory and history* (pp 25-60). Houndmills, Basingstoke, Hampshire, UK: Palgrave Macmillan.

Cuff, R. D. (2002). Notes for a panel on entrepreneurship in business history. *Business History Review*, 76, 123-132.

Corley, T. A. B. (1993). The entrepreneur: The central issue in business history? En J. Brown & M. B. Rose (Eds.), *Entrepreneurship, networks and modern business* (pp. 11-26). Manchester: Manchester University Press.

Coleman, D. C. (1984). Historians and businessmen. En D.C. Coleman & P. Mathias (Eds.), *Enterprise and history. Essays in honour of Charles Wilson* (pp. 27-41). Cambridge: Cambridge University Press.

Valdaliso, J. M. y López, S. (2003). ¿Sirve para algo la historia empresarial? [*Is there any use for business history ?*]. In C. Erro (Dir.), *Historia empresarial. Pasado, presente y retos de*

futuro[*Business history. Past, present and challenges for the future*], (pp. 37-56). Barcelona: Ariel.

Roberts, A. (2003). La teoría en la historia empresarial [*Theory in business history*]. En C. Erro (Dir.), *Historia empresarial. Pasado, presente y retos de futuro* [*Business history. Past, present and challenges for the future*], (pp. 57-80). Barcelona, Ariel.

Coleman, D. C. (1987). The uses and abuses of business history. *Business History*, April 1987, 2, (XXIX), 141-156.

Class 14

November 8, 2011

Entrepreneurship and the entrepreneur: business history perspective in Latin America and Spain

Required readings

Cerutti, M. (2011). Agricultura, tejidos productivos y dinámica empresarial en el norte de México (1925-1965) [*Agriculture, productive networks and entrepreneurial dynamics in the north of Mexico, 1925-1965*]. . *Revista de la Historia de la Economía y la Empresa. BBVA- Archivo Histórico*. 5, 25-54.

Tortella, G., Quiroga, G. & Moral, I. (2010). Entrepreneurship: a comparative approach. En J.L. García-Ruiz & P.A. Toninelli (Eds.). *The determinants of entrepreneurship: leadership, culture, institutions* (pp.81-104; 193-195). London: Pickering & Chatto.

Barbero, M. I. & Dávila, C. (2009). A view from Latin America. *Entreprises et Histoire*, 54, Avril, 6-15.

Cerutti, M., Jacob, R. Marichal, C., Miller, R. Szmrecsányi & Vidal, J.(2009). Débat. Perspectives sur les entreprises latino-américaines et leur histoire. *Entreprises et Histoire*, 54, Avril, 178-186.

Dávila, C. (2008). Introduction. *Business History Review*, 82 (3), 439-444.

Barbero, M.I. (2008), Business history in Latin America: a historiographical perspective, *Business History Review*, 82 (3), 555-577.

Dávila, C. (2011). Empresarios, diversificación de inversiones y nexos con la propiedad territorial en cinco regiones colombianas, 1880-1930 [*Entrepreneurs, diversification and links with land in five Colombian regions*]. *Revista de la Historia de la Economía y la Empresa. BBVA- Archivo Histórico*. 5, 89-115.

- Lanciotti, N. & Lluch, A. (2009). Foreign direct investment in Argentina: timing of entry and business activities of foreign companies (1860-1950). *Entreprises et Histoire*, 54, Avril, 37-66.
- Gamboa, L. (2009). Les entrepreneurs de Barcelonette au Mexique: les particularités d'une chaîne d'immigrants en Amérique (1840-1914). *Entreprises et Histoire*, 54, Avril, 107-137.
- García, A., Crespo, J.L., Pablo, F. y Crecente, F.J. (2008). *La actividad emprendedora. Empresas y empresarios en España, 1997-2006 [Entrepreneurial activity. Enterprises and entrepreneurs in Spain, 1997-2006]*. [Chapter 1, pp. 19-34; Chapter VI, pp. 213-230]. Madrid: Marcial Pons.
- Bucheli, M. (2005). *Bananas and business. The United Fruit Company in Colombia, 1899-2000* [Introduction, pp. 1-23. Conclusion: 180-189; 191-193]. New York: New York University Press.
- Valdaliso, J.M. (2005). La empresa y el espíritu emprendedor de los jóvenes: un análisis histórico [*Enterprise and entrepreneurial ethics among youngsters. A historical analysis*]. *Aulas de Verano* (Ministerio de Educación y Ciencia, España), 115-145.
- Torres, E. (1999). Rasgos de la personalidad empresarial de Ramón de la Sota, 1857-1936 [*Entrepreneurial characteristics of Ramón de la Sota, 1857-1936*]. *Boletín de Estudios Económicos*. LIV, 167, 251-270.

Class 15

November 15, 2011

Social Entrepreneurship

Difference between social and economic entrepreneurship. Creation of social value. Social value compared.

Required readings

Lecturas requeridas

Porter, M.E. & Kramer, M.R. (2011). Creating shared value. *Harvard Business Review*, Spring, 1-17.

Vives, A. (2011). Si no está roto no lo arregles [*If it is not broken do not fix it*]. Porter y Kramer sobre RSE. *Cumpetere*, 20 enero, 1-2.

Gutiérrez, R., Márquez, P. & Vernis, A. (2011). The entrepreneurship process for nonprofit organizations developing base-of-the pyramid ventures. Working paper. Universidad de los Andes, Facultad de Administración, 32 pp.

Trivedi, C. & Stokols, D. (2011). Social Enterprises and Corporate Enterprises: Fundamental Differences and Defining Features. *Journal of Entrepreneurship* 20: 1-32

Trivedi, C (2010). A social entrepreneurship bibliography. *Journal of Entrepreneurship*, 19 (1) 81-85.

Dávila, J.C, Dávila, C., Snarch, D y Grisales, L. (2010). La Fundación Social (1984-2008): Bien común, gobernabilidad y actividad empresarial [*The Fundación Social (1984-2008): Common good, governability and business activity*]., *Monografías de Administración*, 104, 43-60.

Short, J.C., Moss. T.W. & Lumkin, G.T. (2009). Research in social entrepreneurship: past contributions and futures opportunities. *Strategic Entrepreneurship Journal*, 3, 161-194

Osberg, S. & Martin, R. (2007), "Social entrepreneurship: the case for definition," *Stanford Social Innovation Review*. Spring, 29-39.

Moray, N. & Stevens, R. (2009). The organizational goals of social entrepreneurs: how social are they? *Frontiers of Entrepreneurial Research*. XXI. Social Entrepreneurship

Haugh, H. (2007). Community-Led social venture creation. *Entrepreneurship Theory and Practice*, 31 (2), 161-182.

Paredo, A. & McLean, M. (2006). Social entrepreneurship: a critical review of the concept. *Journal of World Business*, 41, 56-65.

Dorado, S. (2006). Social entrepreneurship ventures: different values so different process of creation, No? *Journal of Development Entrepreneurship*, 11 (4), 319-343.

Joseph Schumpeter (1909), On the concept of social value. *The Quarterly Journal of Economics*, 23 (2), 213-232.

IV. LATIN AMERICA & CARIBBEAN (continued)

27. Dávila, Carlos, Luis F. Molina & Xavier Durán

Universidad de los Andes; Bogotá, COLOMBIA

Historia del Desarrollo Empresarial Colombiano **[Colombian Business History]** **(2012)**

Undergraduate program

Historia del Desarrollo Empresarial Colombiano **[Colombian Business History]**

2012, Winter semester

Instructors: Assistant Professor Luis F. Molina (section 01; class size: 160), Assistant Professor Xavier Duran (section 02; class size: 160), Professor Carlos Dávila (section 03; class size: 45)
3 credit, 45 hour (thirty, 80 min. sessions)

Required course in the undergraduate program in Management

INTRODUCTION

Since 1974 “Colombian Business History” is a mandatory course, part of the core curriculum of the undergraduate program in Management. Selected in 2005 as part of the University's Basic Education core, is an elective course for undergraduate students of any school across the University. Is one of the four courses (one for MBAs started in 2000, another for executive education began in 1992 and one for Ph.D. in Management students established in 2007) offered by current members (4 full time faculty) of the History, Entrepreneurship and Business Research Group whose origins go back to the mid-1970.

The present syllabus is referred to class section 3 (Prof Carlos Dávila). Despite the difference in size among class sections, a common content corresponding to the course definition, same methodology and, a number of common readings are used in the three sections. Beyond this baseline each instructor includes her/his proper seal reflected on varied emphasis on course topics and the readings beyond the common ones.

This course surveys the origins, historical evolution and characteristics of Colombian entrepreneurship, focusing on the 1850-2000 period.

Objectives

The course seeks to:

1. Motivate students to understand Colombian entrepreneurship in terms of its origins, development and impact on economic activity, the State and Colombian society. It focuses on entrepreneurship in various regions of the country from 1850 up to the present day.
2. Familiarize students with basic concepts in the historical study of entrepreneurship.
3. Expose students to a sample of research in Colombian business history.

4. Help students to improve their abilities in critical reading, synthesis and written expression.

Contents

In its current version the course consists of seven units, namely:

UNIT	CONTENTS
1	The contemporary global entrepreneur
2	Business historiography in Colombia and Latin America
3	General framework of Colombian economic, political and social history in the period 1880-1930
4	19th and 20th century entrepreneurial families: is Colombia exceptional?
5	Sectorial history: <ul style="list-style-type: none"> • Transport: pack mule, steam navigation, railroad, aerial cable, aviation, and highways. • Agricultural exports • Textiles • Mining • Banking and finance
6	History of regional business elites
7	Entrepreneurship, theory and business history

NOTE: As a supplement to the subjects proposed for the course, there is a weekly analysis of current issues related to Colombian entrepreneurship, through discussion of news events from a business history perspective.

Reading materials

Textbook

Carlos Dávila (ed.) (2003), *Empresas y empresarios en la historia de Colombia. Siglos XIX-XX. Una colección de estudios recientes* [Enterprises and Entrepreneurs in Colombian History. XIX and XX Centuries. A Collection of Recent Studies]. Bogota, Ediciones Uniandes, Facultad de Administración de la Universidad de los Andes, 2011, 2 volumes. [In the program this book is referred to as *EEHC*].

Other required readings

- Dávila, Carlos (2012). *Empresariado colombiano. Perspectiva histórica y regional* [Colombian entrepreneurship. Historical and regional perspective]. Bogota: University of the Andes, School of Management, Ediciones Uniandes (Colección 60 años Uniandes).

- Isaacson, Walter (2011). *Steve Jobs. La biografía*. [Steve Jobs] Bogota, Random House Mondadori, S.A. Translation: David González-Iglesias González
- Safford, Frank, Molina Londoño, Luis Fernando and Meisel Roca, Adolfo (2011). *Visión y actuación del empresariado en Colombia, 1820-1950* [Vision and action of Colombian Entrepreneurship, 1820-1950]. *Monograph 106*. Bogota, University of the Andes, School of Management.
- Palacios, Marco (2009). *El café en Colombia, 1850-1970. Una historia económica, social y política* [Coffee in Colombia, 1850-1970. An economic, social and political history]. Mexico, El Colegio de México, Center for Historical Studies, 2009. 4th edition, corrected and updated. “Nota a la presente edición” [Note to this edition], pp. 23-29, “Introducción, El café en el mundo y en Colombia” [Introduction, Coffee in the World and in Colombia]. pp. 31-57.
- Caballero, Carlos y Urrutia, Miguel (2006), *Historia del sector financiero colombiano en el siglo XX* [History of the Colombian Financial Sector in the XX Century]. Bogotá, Asobancaria/Grupo Editorial Norma, pp. 11-60
- Safford, Frank (2002). [Sociocultural Values, Structures and Public Policies in Colombian Development], Cátedra Corona, No. 5, Bogota, University of the Andes, School of Management.

Methodology

The course emphasizes the process of student self learning. To this end, it includes a series of activities geared toward their active participation.

- Required reading prior to classes (see schedule)
- Class analysis and discussion of required reading
- Guest lectures (5 sessions) (Paloma Fernández, Universidad de Barcelona, Carlos Caballero, Director, School of Government, Universidad de los Andes and, Martha Garavito, History, Entrepreneurship and Business Research Group))
- Instructor short lectures
- Discussion of current issues (headline news) related to Colombian entrepreneurship (15 min. at the beginning of each class)
- Preparation of synthesis¹³ of reading for each session.
- Individual research project¹⁴ on Colombian economic groups (2005-2012)
- Periodic quizzes
- Partial and final written examination

Evaluation

¹³ See attachment ‘Guidelines to prepare a reading synthesis’

¹⁴ See attachment ‘Guide to Economic Groups project’

Evaluation	Week 1-8	Week 9-16
Research project on Colombian economic groups (2005-2012) <ul style="list-style-type: none"> • Progress report • Final report 	5%	15%
Partial examination	25%	
Final examination		25%
Quizzes	7.5%	7.5 %
Periodic synthesis of readings	7.5%	7.5%
Total	45%	55%

Schedule (January-May 2012)

1. Tuesday January 24	Course Presentation	Presentation by the instructor, T.A.s, , students, the program, course methodology and evaluation criteria.
2. Thursday January 26	Entrepreneurial History: Steve Jobs, a contemporary global entrepreneur	Contemporary global Entrepreneur. Required reading: Isaacson, Walter (2011). <i>Steve Jobs. La biografía. [Steve Jobs. The Biography.]</i> Bogota, Random House Mondadori, S.A. Introduction (pp. 15-20), Chapter 1 (pp. 21-44 and 711-713) and Chapter 3 (pp. 57-70 and pp. 715-716)
3. Tuesday January 31		Contemporary global Entrepreneur. Required reading: Isaacson, Walter (2011). <i>Steve Jobs. La biografía. [Steve Jobs. The Biography.]</i> Bogota, Random House Mondadori, S.A. Chapter 37 (pp. 613-636), Chapter 41 (pp. 695-707 and page 737)
4. Thursday February 2	Business historiography in Colombia and Latin America	Business historiography in Colombia and Latin America Required reading: Dávila, Carlos. “Hacia la comprensión del empresariado Colombiano: resultados de una colección de estudios recientes” [<i>Toward an understanding of Colombian entrepreneurship: results from a collection of recent studies</i>], in EEHC, pp. XV-XXI; LXXIV-LXXVIII.
5. Tuesday February 7	Entrepreneurial families	Entrepreneurial families, 19 th and 20 th centuries: Is Colombia exceptional? Prof. Paloma Fernández's (Universidad de Barcelona) lecture

		Required reading: Fernández, Paloma and María Fernández-Moya “Making room for emerging economies. A comparative approach of the largest family business in China, Mexico and Brazil”. <i>Journal of Globalization, Competitiveness and Governability</i> . Georgetown University January-April 2011 Vol. 5 No. 1
6. Thursday February 9	General outline of Colombia’s economic, political and social history 1880-1930	General outline of Colombia’s economic, political and social history, 1880-1930. Prof. Carlos Caballero's lecture Required reading: Bushnell, David. “apertura o reapertura: ¿Retorno de los Golgothas?” [<i>Opening or reopening: Return of the Golgothas?</i>], in Bushnell, David, <i>Ensayos sobre Historia Política de Colombia, Siglos XIX y XX</i> [<i>Essays about Colombia’s Political History, 19th and 20th centuries</i>], La Carreta Histórica, Medellín, 2006, pp. 117-138.
7. Tuesday February 14		General outline of Colombia’s economic, political and social history, 1880-1930. Prof. Carlos Caballero's lecture Required reading: (1) Caballero, Carlos. 1904-1909: Orden y reconstrucción [<i>Order and reconstruction</i>], mimeo, 2009. [<i>Sicua</i>] and (2) Daballero, Carlos. El transito hacia la modernidad [<i>The transition to modernity</i>], mimeo, 2009.
8. Thursday February 16	Sectorial history: Transportation	Required reading: Safford, Frank (2010), “El problema de los transportes en Colombia en el siglo XIX” [<i>Transport problems in Colombia in the 19th century</i>] in Meisel Roca, Adolfo and Ramirez, Maria Teresa (editors) (2010), <i>Economía colombiana del siglo XIX</i> [<i>The Colombian economy in the the 19th century</i>]
9. Tuesday February 21		History of transport: steam-powered river navigation companies and enrepreneurs. Required reading: Fischer, Thomas, “Empresas de navegación en el rio Magdalena durante el siglo XIX: dominación extranjera y lucha por el monopolio” [<i>Magdalena River navigation companies during the 19th century: foreign domination and struggle for monopoly</i>] in EEHC, pp. 991-1020.
10. Thursday February 23		History of transport: railroad companies and entrepreneurs. Required reading: Horna, Hernán. “Los ferrocarriles latinoamericanos del siglo XIX: el caso Colombia” [<i>19th century Latin American railroads: the case of Colombia</i>], in EEHC, pp. 1021-1044.
11. Tuesday February 28		History of transport: pack mule companies and entrepreneurs. Required reading: Ferro, Germán: “Arrieros antioqueños: empresarios de a pie” [<i>Antioquian pack mule transport: everyday entrepreneurs</i>], in EEHC, pp. 1045-1072.
12. Thursday March 1		History of transport: aerial cable companies and entrepreneurs. Martha Garavito's lecture Required reading: Pérez Angel, Gustavo. “Empresas de cables aéreos en Colombia” [<i>Aerial cable companies in Colombia</i>], in

		EEHC, pp. 1073-1106.
13. Tuesday March 6		History of transport: highway transport companies and entrepreneurs. Required reading: Salazar, Jaime. “Una empresa familiar de transporte por carretera: Transporte Salazar-Cordicargas (1918-2000)” [A family roadtransport business: Transporte Salazar-Cordicargas (1918-2000)], in EEHC, pp. 807-847.
14. Thursday March 8	<u>Partial examination</u>	<u>Partial examination</u>

15. Tuesday March 13	<i>Values, structures and public policies in Colombian development (19th century)</i>	Values, structure and public policy in Colombian development (19 th century) Required reading: Safford, Frank. Los valores socioculturales, las estructuras y las políticas públicas en el desarrollo colombiano [Socio-cultural values, structures and public policies in Colombian development], Cátedra Corona [Corona Chair] No. 5, Bogota, University of the Andes, School of Management, 2002.
16. Thursday March 15		Patterns in 19 th century Colombian business life. Required readings: (1) Dávila, Carlos (2011). “Tres estudios recientes sobre el empresariado en Colombia: de la post independencia a la mitad del siglo XX” [Three recent studies about entrepreneurship in Colombia: from post-independence to mid-20 th century, pp. v-xiv and (2) Safford, Frank (2011) “Pautas en la vida empresarial de Colombia en el siglo XIX” [Patterns in 20 th century Colombian business life]. In Visión y actuación del empresariado en Colombia, 1820-1950 [Vision and activity of the entrepreneur in Colombia, 1820-1950]. Monograph 106. Bogota. University of the Andes, School of Management. pp. 1-54
17. Tuesday March 20	<i>History of regional business elites</i>	Regional business elites in the second half of the 19 th century: Gran Cauca. Required reading: Valencia Llano, Alonso. “Las prácticas empresariales en el Estado Soberano del Cauca” [Entrepreneurial practices in the Sovereign State of Cauca], in EEHC, pp. 109-140.
18. Thursday March 22		Regional business elites in the second half of the 19 th century: Cartagena. Required reading: Ripoli, María Teresa. “Las redes familiares y el comercio en Cartagena: el case de Rafael Del Castillo & Cía. (1861-1960)” [Family and business networks in Cartagena: the case of Rafael Del Castillo & Co. (1861-1960)], in EEHC, pp.

		549-591.
19. Tuesday March 20		Regional business elites in the second half of the 19 th century: Santander. Required reading: Guerrero, Amado y Avellaneda, Maribel, “La elite empresarial de Santander (1880-1912)” [<i>The business elite of Santander (1880-1912)</i>], in EEHC, pp. 141-178.
20. Thursday March 22		Regional business elites in the second half of the 19 th century: Antioquia. Required reading: Dávila, Carlos (2011), “El empresariado antioqueño: de la transferencia mecánica de teorías al estudio histórico del fenómeno” [<i>Antioquian entrepreneurship: from mechanical transfer of theories to study of the history of the phenomenon</i>] in Dávila, Carlos (2011), op. cit., pp. 153-190.)
<u>SPRING BREAK: April 2 to April 6</u>		
21. Tuesday April 10	<i>History of regional business elites</i>	Regional business elites in the second half of the 20 th century: Antioquia. Required reading: Alvarez, Victor: “De las sociedades de negocios al ‘Sindicato Anioqueño’” [<i>From business societies toward a top business groups</i>], in EEHC, pp. 213-246.
22. Thursday April 12		Regional business elites in the second half of the 20 th century: Valle de Cauca. Required reading: Dávila, Carlos (2011), “Negociantes del Valle de Cauca” [<i>Negociantes of Cauca Valley</i>] in Dávila, Carlos (2011) <i>Empresariado colombiano. Perspectiva histórica y regionla</i> , op. cit., pp. 243-281.
23. Tuesday April 17		Regional business elites in the second half of the 20 th century: Bogota plateau. Required reading: “Negociantes de la Sabana de Bogotá” [<i>Negociantes of the Bogota plateau</i>] in Dávila, Carlos (2011) <i>Empresariado colombiano. Perspectiva histórica...</i> , op. cit., pp. 193-241.
24. Thursday April 19	<i>Sectorial history: Agro- exports, textiles, mining, banking and finance</i>	Economic, social and political history of coffee, 1850-1970. Required reading: Palacios, Marco. <i>El café en Colombia, 1850-1970. Una historia económica, social y política</i> [<i>Coffee in Colombia, 1850-1970. An economic, social and political history</i>]. Mexico, El Colegio de México, Center for Historical Studies, 2009. 4 th edition, corrected and updated. “Nota a la presente edición” [<i>Note to this edition</i>], pp. 23-29, “Introducción, El café en el mundo y en Colombia” [<i>Introduction, Coffee in the world and in Colombia</i>]. pp. 31-57.
25. Tuesday April 24		A 19 th century entrepreneur and a company in the first half of the 20 th century. Required reading: (1) Molina Londoño, Luis Fernando (2011)

		<p>“El empresario colombiano en la etapa del librecambio, 1840-1860. El case de un empresario agroexportador” [<i>The Colombian entrepreneur in the free trade period, 1840-1860. The case of an agro-exporter entrepreneur</i>] pp. 55-83 and (2) Meisel roca, Adolfo (2011). “La fábrica de tejidos Obregón de Barranquilla, 1910-1957” [<i>The Obregón textile factory of Barranquilla, 1910-1957</i>] pp. 85-132. In <i>Visión y actuación del empresariado en Colombia, 1820-1950 [Vision and action of Colombian entrepreneurship, 1820-1950]</i>. Monograph 106. Bogota. University of the Andes, School of Management.</p>
26. Thursday April 26		<p>Mining companies in Antioquia: the case of Zancudo (1848-1920) Required reading: Molina, Luis Fernando. “La Empresa Minera del Zancudo (1848-1920)” [<i>The Zancudo Mining Company (1848-1920)</i>], in <i>EEHC</i>, pp 633-676.</p>
27. Thursday May 3		<p>Colombian financial and banking history, 1870-2000. Prof. Carlos Caballero's lecture Required reading: Caballero, Carlos y Urrutia, Miguel. <i>Historia del sector financiero colombiano en el siglo XX</i>, Bogotá, Asobancaria/Grupo Editorial Norma, 2006, pp. 11-60.</p>
28. Tuesday May 8	<i>Entrepreneurship, theory and business history</i>	<p>Entrepreneurship in theory and history Required reading: Torres, Eugenio. “Funciones empresariales y desarrollo económico” [<i>Entrepreneurial roles and economic development</i>], in <i>EEHC</i>, pp 3-32</p>
29. Thursday May 10 last class		<p>Analytical scheme for historical study of entrepreneurs. Required reading: Dávila, Carlos (2011) <i>Empresariado colombiano. Perspectiva histórica y regional....</i>, op. cit. , pp. 53-84.</p>

IV. LATIN AMERICA & CARIBBEAN

Venezuela

28. Cáceres, Alejandro E.

Universidad Católica Andrés Bello; Caracas, VENEZUELA

Venezuelan Business History: Enterprise and State

Universidad Católica Andrés Bello (UCAB) / Venezuelan and Americas History Master

Lecturer: Alejandro E. Cáceres (Caracas, 1978), Industrial Engineer (UCAB-Venezuela, 2002), Finance Master (IESA-Venezuela, 2005), and MSc. in Economics and History (Utrecht University-The Netherlands, 2009) focusing in Business History with research on Venezuelan Oil Industry History. Business History Lecturer in History Master in UCAB, member of Venezuelan Studies Section of Latinamerican Studies Association (LASA), and business history collaborator of “Debates IESA” and “El Desafío de la Historia”.

Content

Enterprise and State have a long tradition of interaction in Venezuela, from emperors and merchants as Charles V and the Welser House in XVI century, passing through *caudillos* and bankers in XIX Century as Antonio Guzman Blanco and Manuel Antonio Matos, to presidents and businessmen in XX Century as Romulo Betancourt and Nelson Rockefeller. State as well has played all the roles in its interaction setting the rules, regulating them and as entrepreneur.

Given the relevance enterprise-state interaction has to fully comprehend Venezuelan historical process, studying Business History becomes critical for historians, political scientists, economists and business people. In particular in the second decade of XXI century when State has grown to unimagined heights and future is uncertain for a constructive interaction of Enterprise and State that contributes to sustainable development in Venezuela.

This course pursues to evaluate in a critical way from a historical and institutional perspective business evolution in Venezuela in parallel with State development and their interaction. Its scope will be both private and state-owned business sectors with particular emphasis on relevant industries like oil and basic industry, manufacturing, agriculture and banking.

Historia Empresarial: Empresa y Estado

Universidad Católica Andrés Bello / Maestría de Historia de Venezuela

Profesor: Alejandro E. Cáceres (Caracas, 1978), Ingeniero Industrial (UCAB, 2002), Maestría en Finanzas (IESA, 2005), y Maestría en Economía e Historia (Universidad de Utrecht-Países Bajos, 2009) donde se especializó en Historia Empresarial investigando en los Archivos Históricos de Royal Dutch Shell en La Haya. Es Profesor de Historia Empresarial de Venezuela en las Maestrías de Historia de la UCAB, miembro de la sección de Estudios Venezolanos de Latinamerican Studies Association (LASA), y colaborador en publicaciones como “Debates IESA” y “El Desafío de la Historia” en historia empresarial del petróleo.

Email: alejandro.e.caceres@gmail.com

Contenido

En la Historia de Venezuela, Empresa y Estado tienen una larga tradición de interacción, desde reyes y mercaderes en el siglo XVI con Carlos V y la Casa Welser, pasando caudillos y banqueros en el siglo XIX como Antonio Guzmán Blanco y Manuel Antonio Matos hasta presidentes y empresarios en el siglo XX como Rómulo Betancourt y Nelson Rockefeller, hasta Hugo Chávez y Lorenzo Mendoza. A la vez el Estado ha jugado todas las facetas en cuanto a su interacción con la Empresa, generando reglas del juego, como regulador y como empresario. De allí que la relevancia de esta interacción para la comprensión integral del proceso histórico Venezolano siempre ha existido. Sin embargo, nunca como ahora se había tornado mayor y más urgente su estudio para historiadores, politólogos, economistas y empresarios por igual, en virtud que el siglo XXI encuentra al país con un Estado que pareciera estar llamado a copar todos los espacios, y un futuro incierto para una interacción constructiva entre Empresa y Estado que contribuya al desarrollo armónico y sostenible de Venezuela.

Este curso persigue evaluar de forma crítica desde una perspectiva histórica e institucional la evolución del proceso de desarrollo de la Empresa en Venezuela en paralelo con el desarrollo del Estado Nacional y su interacción, abarcando el sector empresarial privado y estatal, con particular énfasis en sectores industriales de relevancia para la Nación como la industria petrolera y básica, manufactura, agricultura y banca.

Objetivos de Aprendizaje

Al final del curso el estudiante será capaz de:

- 1.- Comprender conceptualmente la significación de Empresa y Estado y sus modos de interacción.
- 2.- Manejar una visión sintética de la evolución histórica de la Empresa y empresarios en el contexto mundial, y específicamente en Venezuela.
- 3.- Evaluar de forma crítica desde una perspectiva histórica e institucional la evolución del proceso de desarrollo de la Empresa en Venezuela en paralelo con el desarrollo del Estado Nacional y su interacción, abarcando el sector privado y estatal, con particular énfasis en sectores industriales relevantes para la Nación.

Método de Evaluación

- Paper (55%) (máximo 7000 palabras)
- Presentaciones (25%)
- Asignaciones y participación en clase (20%)

Formato

Clases presenciales, asignaciones orales y escritas, discusiones, documentales-foros, conferencias (por confirmar). Sesiones semanales de 3 horas cada una con 20 minutos de break. Consultas individuales programadas.

Materiales de estudio

Manual del curso, capítulos de libros, artículos y papers suministrados en clase.

Programa

Semana	Temas	Material de Lectura
1	-Introducción a la Historia Empresarial.	-Dávila C. y R. Miller (Ed) (1996): Historia y Empresa en América Latina. -Jones G. y J. Zeitlin (2008): Oxford Handbook of Business History.
2	-La Empresa una perspectiva histórica desde la antigüedad hasta el siglo XX	-Mickelthwait J. y A. Wooldridge (2003). La Empresa. Historia de una idea revolucionaria. -McCraw, T. (2000): Creating modern capitalism.
3	-Empresa y Empresarios	-Dávila, C. et al. (2008). Una mirada a la historia del mercadeo en Colombia. -Chandler, A.D. (2008): La mano visible -Chandler A.D. (1996): Escala y Diversificación. -Naim, M. (Ed.): Las empresas venezolanas: Su gerencia - Colli, A., Fernández Pérez P. y Rose M. (2003): National Determinants of Family Firm Development?
4	-Los inicios de la Empresa en Venezuela 1528-1929 -Entrega de propuestas de trabajos de investigación	-Friede, Juan (1961): Los Welser en la conquista de Venezuela. Madrid: Ediciones Edime. -Aizpurua R. (1995): El Contrabando en la Venezuela -Lovera, J.R.(2009): vida de hacienda en Venezuela. -Delgado, M.E. (2001): Finanzas, comercio y poder en los orígenes de la banca en Venezuela. -González Deluca, M.E. (2001): Negocios y política en tiempos de Guzmán Blanco. -Varios autores (1976): Política y Economía en Venezuela 1810-1976. -Harwich V., N. (1991): Asfalto y Revolución: La New York and Bermúdez Company.
5	- La interacción entre Empresa y Estado -Revisión individual de propuestas de trabajos de investigación	-Dunning, J. (2001): Governments, Globalization and International Business. -Jones G. y J. Zeitlin (2008): Oxford Handbook of Business History. -Kelly, J. (ed.) (1985): Empresas del Estado en América Latina. Caracas: Ediciones IESA. - Naím, M. (ed.) (1989): Las empresas venezolanas: Su gerencia. -McCraw, T.(1997): Government, Business and the Wealth of Nations

6	-Presentación de propuestas de trabajos de investigación y comentarios	
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Semana	Temas	Material de Lectura
7	-El surgimiento de la gran empresa en Venezuela:	-Malave, J. (2000) El teatro de los negocios: formas, practicas, actores -Faraco, F. Poderosos caballeros: Don Dinero y los Banqueros en Venezuela -Rangel, D.A. (1972): La Oligarquía del Dinero. -Gil Yepez, J.A. (1978): El Reto de las Elites. -Machado de Acedo, C. et al. (1981). Estado y grupos económicos en Venezuela: su análisis a través de la tierra, construcción y banca. -Machado de Acedo, C. et al. (1995): La creación de la Corporación Venezolana de Fomento (1946). -Cáceres, A.E.(2010). Retos organizacionales en la industria petrolera: Shell de Venezuela. -Barberii, E. (1997): De los pioneros a la empresa nacional 1921-1975.
8	-La Empresa privada: 1950-1998	-Naim, M. Y R. Piñango (1999): El caso Venezuela. -Karl, T.L. (1997) The paradox of plenty. -Coronil, F (2002): El estado mágico. -Gates, L. (2008): Electing Chavez.
9	-El Estado Emprendedor	-Naim, M. Y R. Piñango (1999): El caso Venezuela. -Varios autores (1986): 1976-1985: Diez años de la industria petrolera nacional. -Alfonzo Ravard, R. (1982): 7 Años de una gestión. -Arrijoja, J.E. (1998). Clientes Negros: PDVSA bajo la generación Shell.
10	-Presentación y comentarios de trabajos de investigación	
11	-Presentación y comentarios de trabajos de investigación	
12	-Balance de la empresa Venezolana y perspectivas hacia el siglo XXI	
13	Despedida y entrega de trabajos de investigación	

Áreas posibles de trabajo de investigación (no limitativo)

- Estudios de empresas siglo XVI-XIX: los Welser, hacendados, la Compañía Guipuzcoana, casas comerciales, estudios de empresas durante la Venezuela republicana: casas comerciales
- Los gremios empresariales venezolanos
- Empresas del Estado vista desde la prensa y entrevistas a sus ejecutivos
 - PDVSA: Gral. Alfonso Ravard
 - EDELCA: Efraín Carrera Saud
 - Metro de Caracas: José González Lander
 - CVG: Leopoldo Sucre Figarella
- Estudios de empresas inscritas en la Bolsa de Valores de Caracas
- Estudios de eventos relevantes en empresas
- Estudios de empresarios, familias y elites empresariales
- Historia Oral con emprendedores y líderes empresariales de Venezuela:
 - Banca
 - Manufactura
 - Petróleo
 - Industria Básica
 - Servicios
 - Agricultura
 - Comercio
 - Gremios

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V. SOUTH & SOUTHEAST ASIA

General

29. Roy, Tirthankar

London School of Economics; London, England, U.K.

EH307: The Economic History of South Asia 1600-2010

General information

Teacher responsible

Tirthankar Roy. C315. Office Hours: Friday 3.30 – 5.00 pm. t.roy@lse.ac.uk

Availability

This is an optional course for BSc Economic History, BSc Economic History with Economics, BSc Economics, BSc Economics and Economic History, BSc Economics with Economic History. This course is also available to one-year General Course students.

Content

The economic resurgence of South Asia in the last twenty years has revived interest in the history of the region. It has also led to a fresh look at theories of economic history and the evolution of private enterprise. Until recently, economic historians used to ask why India, Pakistan or Bangladesh had 'failed' to experience rapid economic growth. Their answers looked at the legacy of colonialism or at culture and tradition. Today, we would hesitate to call these countries failures. But it would be mistake to see them as success either. South Asia still contains the world's largest pool of poor people, millions without adequate education or healthcare, who remain trapped in low income livelihoods. We need to ask instead, will a study of history show us why growth can co-exist with poverty? At the end of the course, you should be able to formulate your own answer to this question.

The course introduces the basic 'stylized facts' and major debates around them. For example, we ask why the tropical world's biggest industrialization drive occurred in colonial India; or why, productivity of agricultural land was low in the long run. In order to answer questions like these, we study empires and states, globalizations of the past and the present times, institutions and resource endowments.

Teaching

20 one-hour lectures and 20 one-hour seminars during the Michaelmas and Lent Terms. One revision session will be held in the Summer Term. The seminars will consist of student presentations (in groups or individuals) on the class questions given under each topic. You may rephrase the question. One session each will feature a film-show followed by discussion, a quiz, and a group discussion.

Coursework

You are expected to write four essays or equivalent pieces of written work. The first three essays will deal with one of the class questions. The fourth will be on a question from a list of three to be announced in Week 15.

Assessment

Three-hour examination in the Summer Term (usually May-end).

Readings and textbooks

Usually, two lists are shown, 'Background' and 'Main' readings. The former consists of textbook sections or similar survey pieces that are useful as references, usually necessary, but not sufficient to construct a thoughtful exam answer. The latter consists of more research-oriented readings, and reflects the historical debates better. Seminars must build around the latter set.

Three textbooks will be used throughout. Copies will be available in the library.

1. Tirthankar Roy, *The Economic History of India 1857-1947*, Delhi: Oxford University Press, Third Edition, 2011.
2. Dietmar Rothermund, *An Economic History of India*, London: Routledge, 1993.
3. B.R. Tomlinson, *The Economy of Modern India*, Cambridge: Cambridge University Press, Second Edition, 2013.

Lecture schedule

From the second week, the topics are classed into four main groups:

- A. TRANSITION (Weeks 2-4),
- B. EMPIRE AND GLOBALIZATION (Weeks 5-11),
- C. DEBATES (Weeks 12-13),
- D. STATE AND DEVELOPMENT (Weeks 14-20).

Week 1. Introduction to the Course

The introductory lecture will outline the aims of the course by highlighting the key questions and debates. It will provide a brief background to the keywords that will help make sense of the geography of the region. And finally, it will explain why we begin from 1600.

Keywords: Colonialism, development, globalization.

Readings:

- a. Roy, *Economic History of India*, Introduction, 1-19.
- b. Tomlinson, *Economy of Modern India*, 1-23.

- A. TRANSITION (WEEKS 2-4)

Week 2. European trade in the Indian Ocean 1600-1800.

In 1498, a Portuguese mariner Vasco da Gama reached Calicut, a seaport on the Malabar coast. He was the first European mariner to complete the journey from Europe to India via the Cape of Good Hope. In the century following this event, first the Portuguese and later the English and the Dutch established trade links between Europe and Asia. In the 17th century, other nations joined the contest for a share in Indian Ocean trade.

Keywords: East India Company, textile export, maritime trade, silver.

Class questions:

1. Why were Indian textiles in demand in Europe?
2. Why were the chartered merchant companies from Europe successful as traders in the Indian Ocean?
3. Why was the Indo-European trade in the Indian Ocean important for Europe?
4. How did the Indian Ocean trade shape Indian business?

Background readings:

1. 'The Indian Ocean Trade', in Tirthankar Roy, *India in the World Economy from Antiquity to the Present*, Cambridge: Cambridge University Press, 2012, 78-122.
2. 'The Development of Maritime Trade and the Beginnings of Colonial Rule', in Rothermund, *Economic History*, 8-18.

Main readings:

1. Om Prakash, *European Commercial Enterprise in Precolonial India: The New Cambridge History of India*, Cambridge: Cambridge University Press, 1998, 315-36.
2. Ashin Dasgupta, 'The Maritime Merchant and Indian History', *South Asia*, 7(1), 1984, 27-33.
3. Om Prakash, 'The Indian Maritime Merchant, 1500-1800', *Journal of the Economic and Social History of the Orient*, 47(3), 2004, 435-457.

Week 3. The birth of an empire.

The eighteenth century was a transitional time in the region. In politics, the century witnessed the fall of the Mughal Empire, and the rise of the British Empire through military conflicts and warfare. For the first time in history, a body of seafaring merchants set up a powerful state. The new regime changed institutions, and spawned new businesses.

Keywords: State formation, Permanent Settlement, zamindari, ryotwari, private trade.

Class questions:

1. Why did the Mughal Empire decline?
2. Was the decline a disaster for the economy?
3. Why did a merchant company establish a state?
4. Why did the Company introduce institutional changes?

Background readings:

1. P.J. Marshall (ed.), *Eighteenth Century in Indian History: Evolution or Revolution?*, New Delhi: Oxford University Press, 2003, 1–30.
2. Seema Alavi (ed.), *Eighteenth Century in India*, New Delhi: Oxford University Press, 2002, 1–56.

Main readings:

1. David Washbrook, 'Eighteenth Century Issues in Indian History', *Journal of Economic and Social History of the Orient*, 44(3), 2001, 372-383.
2. Neeladri Bhattacharya, 'Colonial State and Agrarian Policy', in B. Stein (ed.), *The Making of Agrarian Policy in British India 1770–1900*, New Delhi: Oxford University Press, 1992, 113–23.

Week 4. A new trading order: 1800-1860

The nineteenth century world economy was a different trading world from those in the past. It led to specialization and de-industrialization. Peasant exports from India increased in scale. In the most successful crops in the early nineteenth century – indigo, opium, and cotton – the state intervened in the aid of private trade. Its institutional intervention led to violent conflicts, the most serious of these was the Indian mutiny of 1857, accompanied by a civil rebellion. In this week, we explore the foundations of the new order.

Keywords: Cotton, indigo, opium, Opium War, Blue Mutiny, exchange banks.

Class questions:

1. How did maritime trade change in the early nineteenth century?
2. Why did new institutions emerge in the early-1800s, and why were they unstable?
3. Why did India-China trade grow in the last days of the Company?
4. Is there an economic history of the mutiny?

Background reads:

1. 'Foreign Trade under Company Rule', 'The Price Rise in the 1850s', Rothermund, *Economic History*, 22-29.
2. 'Trade, Migration and Investment 1800-1850', in Roy, *India in the World Economy*.

Main readings:

1. Amiya Kumar Bagchi, 'Transition from Indian to British Indian Systems of Money and Banking 1800-1850', *Modern Asian Studies*, 19(3), 1985, 501-19.
2. Indrajit Ray, 'The Indigo Dye Industry in Colonial Bengal: A Re-examination', *Indian Economic and Social History Review*, 41(2), 2004, 199-224.
3. J.F. Richards, 'The Indian Empire and Peasant production of Opium in the Nineteenth Century', *Modern Asian Studies*, 15(1), 1981, 59-82.

B. COLONIALISM AND GLOBALIZATION 1860-1940 (WEEKS 5-11)

Week 5. The British Empire in India

The British Empire in South Asia was a state like no other. Its fiscal system was managed in India, but the monetary system was managed in London. It was a small state (small budget/GDP) but maintained a big army. Despotic in style, it allowed a huge space for private enterprise to flourish and opened up capital and labour migration. The Empire imported a lot of services and paid for these with export receipts. An ideology of free trade sustained the transaction. These features were, and are, controversial, as we shall see in a later week. In this week, the origins of the Empire and some of its characteristics relevant to South Asian economic history will be discussed.

Keywords: Empire of free trade, gentlemanly capitalism, home charges, Drain

Class questions:

1. Why did the Empire matter to multinational business?
2. How did the Empire matter to indigenous business?
3. How did the nationalists interpret the balance of payments? What can be an alternative interpretation?

Readings:

1. K.N. Chaudhuri, 'India's International Economy in the Nineteenth Century: An Historical Survey', *Modern Asian Studies*, 2(1), 1968, 31-50.
2. B.R. Tomlinson, *The Political Economy of the Raj 1914-47*, 1993, Basingstoke: Macmillan, pp. .

Week 6. Railways and irrigation

Despite having to spend so much money on the army, the state managed to take an active part in the development of two key infrastructure projects: railways and canal irrigation. So large was the involvement of the state in the railways that India in 1940 possessed one of the largest railway networks in the world. The legacy is controversial both for the manner in which these were built, and for their effects on welfare.

Keywords: Railway guarantee, famine relief.

Class questions:

1. What were the motivations behind an activist public goods policy in the mid-nineteenth century?
2. Why did the drive slacken in the early twentieth century?
3. Why was the railway policy controversial?

Background reads:

1. 'Canals', 'Irrigation' and 'Railways', in Roy, *Economic History*, 64-5, 235-41.
2. Tomlinson, *Economy of Modern India*, 44-5, 65-8.

Main readings:

1. Ian Stone, *Canal Irrigation in British India*, Cambridge: Cambridge University Press, 1984, chapter 8, 278-346.

2. John Hurd, 'Railways', in I.J. Kerr, *Railways in modern India*, New Delhi: Oxford University Press, 2001, 147-172.
3. Ian Derbyshire, 'Economic Change and the Railways in North India, 1860-1914', *Modern Asian Studies*, 21(3), 1987, 521-45.

Week 7. Commercialization of agriculture

Peasant exports grew in the course of the nineteenth century. New crops such as rice and wheat joined the old ones. Why did export grow, and with what effect on welfare and regional inequality?

Keywords: Property right, land taxation, railways, irrigation, rural credit

Class questions:

1. Institutions (property right in land), infrastructure, and factor market – how did these variables interact in agricultural trade?
2. Did commercialization improve or worsen peasant standard of living?

Main readings

1. 'Agriculture', in Roy, *Economic History*, 104-144.
2. 'Introduction' in Sugata Bose (ed.), *Credit, Markets and the Agrarian Economy*, New Delhi: Oxford University Press, 1994, 1-28.
3. 'Introduction', in David Ludden (ed.), *Agricultural Production in Indian History*, New Delhi: Oxford University Press, 1994.

Week 8. Factory industrialization

Between 1860 and 1940, employment in factories increased from 100,000 to two million, growing at an average annual rate of 4 per cent. The largest extent of the growth had occurred between 1870 and 1921. The extent of growth of modern industry marked India out as one of the 'emerging economies' of the late nineteenth century.

Keywords: Industrialization, cotton mills, jute mills.

Class questions:

1. Why did a region deficient in capital and knowhow industrialize?
2. Did the Empire help?
3. Was the colonial state a help, hindrance, or just irrelevant?
4. How did the two world wars shape industrialization?

Main readings:

1. Tomlinson, *Economy of Modern India*, 106-24.
2. 'The Limits of Industrialization', Rothermund, *Economic History*, 40-50.
3. Morris David Morris, 'The Growth of Large-scale Industry to 1947', in Dharma Kumar, ed., *Cambridge Economic History of India*, vol. 2, Cambridge University Press, 1983, 553-673 (selected pages).

Weeks 9. Business enterprise

Merchants set up the first factories. What problems did they solve? What resources did they have? What institutional effects did this process lead to? For example, it used to be said that the South Asian merchant-industrialists worked from within family firms. Was this a survival of an inefficient tradition or an efficient adaptation to modern conditions?

Keywords: Entrepreneurship, community, managing agency system, corporate law

Class questions:

1. Who were the industrial entrepreneurs?
2. How did they raise capital, manage knowhow?
3. What was new, acquired, or indigenous in business organization?

Background reads:

1. 'Introduction' in Rajat K. Ray (ed.), *Entrepreneurship and Industry in India 1800–1947*, New Delhi: Oxford University Press, 1992, 18–30.

Main readings

2. R.S. Rungta, *Rise of Business Corporations in India, 1851–1900*, Cambridge: Cambridge University Press, 1970, chapter 11, 203–18.
3. Dwijendra Tripathi, 'Occupational Mobility and Industrial Entrepreneurship in India: A Historical analysis', *The Developing Economies*, 19(1), 1981, 52-68.
4. Ashok Desai, 'The Origins of Parsi Enterprise', in *Indian Economic and Social History Review*, 5(4), 1968, 7-17.
5. Thomas A. Timberg, 'Three Types of Marwari Firms', in *Indian Economic and Social History Review*, 10(1), 1973, 13-36.

Week 10. Demographic transition 1872-1951.

South Asia's population, long stagnant or growing only at a slow pace, began to grow rapidly from the 1920s. Given the large initial size of the population, demographic change in this region was a turning point in world population history.

Keywords: Demographic transition, famines, epidemics.

Class questions:

1. Why did the population trend reverse about 1921?
2. Were the nineteenth century famines 'Malthusian' phenomena, environmental in origin, caused by free trade, or a result of entitlement failure?
3. Why did famines become rare after 1900?

Background readings:

1. 'Demographic Perspectives', Rothermund, *Economic History*, 173-6.
2. 'Population', 'Famines', Roy, *Economic History of India*, 267-82.

Main readings:

1. Pravin and Leela Visaria, 'Population', in Dharma Kumar, ed., *Cambridge Economic History of India*, Cambridge: Cambridge University Press, 1983, vol. 2, selected pages.

- Michelle B. McAlpin, 'Famines, Epidemics, and Population Growth: The Case of India', *The Journal of Interdisciplinary History*, 14(2), 1983, 351-66.

(term-break)

Week 11. Growth of wage labour

Railways and new economic opportunities in the Empire led many people to leave land and migrate. In 1920, the total number of persons of South Asian origin working in the tropical colonies, Mauritius, Guiana, Fiji, Trinidad, Jamaica, Natal, Malaysia, Ceylon, and East Africa, numbered almost two million. Most were wage-earners, a few engaged in skilled services and small business. A million more had been born outside their place of work, and engaged in manufacturing, mines, and plantations within the region. Colonial India was the world's main source for semi-skilled labour in the nineteenth century world.

Keywords: Migration, indentured workers.

Class questions:

- Why were South Asians so ready to migrate?
- Why did the share of wage-workers increase in the work-force?
- Why were there so few women in wage work?
- Why were special contracts – indenture, headmen – so necessary for the recruitment and management of wage workers?

Background reading:

Roy, *Economic History of India*, 192-9.

Main readings:

- Ian Kerr, 'On the Move: Circulating Labor in Pre-Colonial, Colonial, and Post-Colonial India', *International Review of Social History*, 51, 2006, Supplement, 85-109.
- Adapa Satyanarayana, "'Birds of Passage": Migration of South Indian Laborers to Southeast Asia', *Critical Asian Studies*, 34(1), 2002, 89-115.
- Arjan De Haan, 'Unsettled Settlers: Migrant Workers and Industrial Capitalism in Calcutta', *Modern Asian Studies*, 31(4), 1997, 919-49.

C. DEBATES (WEEKS 12-16)

Weeks 12. Colonialism and development

The features of the Empire as a state divided between Britain and India caused controversies, especially after World War I. Until then, business in the port cities had gained. As British economic growth slowed, the reduced attraction of the Empire for business led to the demand for an end to 'drain', and autonomy in military and monetary policy. Contemporary economic historians believe the empire caused underdevelopment. Critics argue that they underestimate the positive role of the Empire in fostering a cosmopolitan business world.

Keywords: decolonization, underdevelopment, free trade, drain theory.

Class questions:

1. Was colonialism a help or a hindrance to economic development?
2. Why did colonialism end, if it was gainful for some?
3. What is 'decolonization'?
4. Why did the relationship between the state and business change?
5. How did the nationalist struggle affect economic policy debates?

Background readings:

1. 'Introduction', in G. Balachandran, *India and the World Economy*, Delhi: Oxford University Press, 2003, 1-25.
2. Tirthankar Roy, 'Economic History and Modern India: Redefining the Link', *Journal of Economic Perspectives*, 16(3), 2002, 109-30.

Main readings:

1. Morris D. Morris, 'Towards a Reinterpretation of Nineteenth Century Indian Economic History', *Journal of Economic History*, 1963, 23(4), 606-18.
2. Irfan Habib, 'Colonialisation of the Indian Economy 1757-1900', *Social Scientist*, 3(8), 1975, 23-53.
3. B.R. Tomlinson, 'The Political Economy of the Raj: The Decline of Colonialism', *Journal of Economic History*, 42(1), 1982, 133-7.

Week 13. Globalization: The benefits and costs

A world economy emerged in the nineteenth century. Trade barriers fell, transportation cost came down, and empires unified territories. Commodities were traded on a larger scale than ever before; labour, capital, and knowledge joined the commodities; and new land frontiers opened up in order to feed industrial cities. As Britain industrialized, Indian export of textiles came to an end, and export of agricultural goods expanded. So large was the technological leap in textiles, and so large the demand for primary goods, that the ratio of export price to import price began to rise for India. If this was good news for the peasants, it was bad news for the craft producers. There is a view poverty originated in this episode of de-industrialization. What is this view, and what is the evidence underlying it?

Keywords: De-industrialization, terms of trade.

Class questions:

1. What are the pros and cons of trade-induced specialization?
2. What was de-industrialization?

Main readings:

1. Jeffrey G. Williamson, *Trade and Poverty: When the Third World Fell Behind*, Cambridge Mass.: MIT Press, 2011, chapter 6 ('An Asian De-industrialization Illustration: The Indian Paradox'), 75-100.

2. A.K. Bagchi, 'Deindustrialization in India in the Nineteenth Century: Some Theoretical Implications', *Journal of Development Studies*, 12(2), 1976, 135-64.
3. Tirthankar Roy, 'Acceptance of Innovations in Early Twentieth Century Indian Weaving', *Economic History Review*, 55(4), 2002, 507-532.

D. STATE AND DEVELOPMENT (WEEKS 17-20)

Week 14. Towards state-leadership

In 1947, colonial India was fragmented into two nations, India and Pakistan. The international border was redrawn in 1971 with the birth of Bangladesh. In all of these nations, Partition was a traumatic event. In all, state expanded in size, and introduced regulations on foreign trade and investment. India went to greater lengths than did Pakistan, with the result that the cities that had earlier traded so much retreated from trade and lost their international character. In this week we explore the transition to freedom and why freedom necessarily make a big change in economic policy.

Keywords: developmental state, Partition

Class questions:

1. Why did the end of colonialism lead to a radical shift in economic policy?
2. How did India and Pakistan differ in the ideology of economic development?
3. What were the short-term and long-term effects of the Partition?
4. What were the gains and costs of a retreat from the world economy?

Readings:

Shahid Javed Burki, 'Pakistan's Development: An Overview', *World Development*, 9(3), 1981, pp. 301-314.

Stuart Corbridge, 'Political Economy of Development in India since Independence', in Paul Brass, ed., *Handbook of South Asian Politics: India, Pakistan, Bangladesh, Sri Lanka, and Nepal*, London: Routledge.

Week 15. Development policy and industrialization: 1950-1985.

In all three countries, the pattern of industrialization followed a roughly similar course. Protection was offered to domestic industry and the state played a relatively large role. Where did this idea come from? What effects did it produce?

Keywords: import-substituting industrialization, state failure.

Class questions:

1. Why did the nations of South Asia adopt import-substituting industrialization (ISI)?
2. How did the three major nations resemble or differ from each other in the pattern of economic change in the ISI phase?

Background readings:

1. 'Economic Change in India', Roy, *Economic History of India*, 287-319.
2. Tomlinson, *Economy of Modern India*, pp..

Main readings:

1. Raphael Kaplinsky, 'India's Industrial Development: An Interpretative Survey', *World Development*, 25(5), 1997, pp. 681-694.
2. Mushtaq Khan, 'The Political Economy of Industrial Policy in Pakistan 1947-1971', SOAS Eprints, pdf available online.

Week 16: Transforming Agriculture: Land reform and green revolution

The main livelihood in all three countries was still agriculture. But the prospects of creating income and wealth in land varied greatly due to resource conditions and ideological positions. This policy package and resultant changes in institutions and technology form the subjects for this week.

Keywords: Land reforms, green revolution

Class questions:

1. Why did the three countries differ in their commitment to land reform?
2. What was the green revolution?
3. Why was the green revolution region-dependent?
4. How did the 1970s green revolution and the late-19th century commercialization similar or different? Focus on Punjab.

Background readings:

Tomlinson, *Economy of Modern India*, 153-69.

Main readings:

1. B.H. Farmer, 'Perspectives on the Green Revolution in South Asia', *Modern Asian Studies*, 20(1), 1986, 175-199.
2. Govindan Parayil, 'The Green Revolution in India: A Case Study of Technological Change', *Technology and Culture*, 33(4), 1992, 737-756.
3. I.J. Singh, 'Agricultural Situation in India and Pakistan', *Economic and Political Weekly*, 1997, 32(26), A-91-2.

Week 17: Changing course

In all three countries, import-substituting industrialization came to an end in the 1990s. Why did it end? In agriculture, there were gathering problems at the same time. The move towards a reduced role of the state and closer integration with foreign trade and capital differed somewhat between the three major nations.

Keywords: Current account deficit, tariff reform

Class questions:

1. How did South Asia fare between 1985 and 1995?
2. Why did ISI end? Due to crisis, pressure, change in mind-set?

Readings:

1. J.B. Pedersen, 'Explaining Economic Liberalization in India: State and Society Perspectives', *World Development*, 28(2), 2000, 265-82.
2. M.G. Chaudhry, 'Economic Liberalization of Pakistan's Economy: Trends and Repercussions', *Contemporary South Asia*, 4(2), 1995, 187-92.

Week 18: Globalization: 1990-2010

From the 1990s, trade liberalization started producing dramatic effects. The world again traded actively, after almost 60 years of cold war and protectionist development policy. As in the nineteenth century, a world economy was emerging. But this was a different world. It had a huge role for East Asia. There was renewed trade and knowledge exchange between China, Japan, Korea, and South Asia. The closer contact also exposed South Asia to the risk of macroeconomic crisis, evident in 1997. In this week we see the general effects on the economy, business, urbanization, trade, and foreign investment.

Keywords: Economic reforms, trade liberalization, services export.

Class questions:

1. Does the high economic growth achieved after the economic reforms of the 1990s represent failures of the past or strong foundations laid in the past?

Background readings:

2. 'Return to Market 1980-2010', in Roy, *India in the World Economy*, 238-49.
3. 'Breaking the Mould', in Tomlinson, *Economy of Modern India*, 182-229.

Main readings:

1. David Lewis, *Bangladesh: Economy, Polity, and Society*, Cambridge: Cambridge University Press, 2011, pp. 136-66.
2. 'Into a New Age' (chapter 9), in Dwijendra Tripathi and Jyoti Jumani, *The Oxford History of Contemporary Indian Business*, Delhi: Oxford University Press, 2013, 151-76.

Week 19: The new industries

In this round of integration with the world economy, South Asia was not an agricultural commodity exporter, but exporter of labour-intensive manufactured goods (garments from Bangladesh, cotton yarn from Pakistan) and services (from India). These occupations concentrate in a cluster of towns some of old industrial origin and some new.

Keywords: Knowledge economy, labour-intensive industry

Class questions:

1. What lessons do garments and IT convey on the emergence of (a) new hubs, (b) new capitalists, (c) new types of workers and skills, and (c) new relationships between industry and politics?

2. Export consisted of agricultural products in 1900 and labour-intensive goods and services in 2010 – what does this tell us about how South Asia changed (or not) in the intervening century?

Readings:

1. K.A. Mottaleb, 'An Inquiry into the Rapid Growth of the Garment Industry in Bangladesh', *Economic Development and Cultural Change*, 60(1), 2011, pp. 67-89.
2. Abhishek Pandey, Alok Aggarwal, Richard Devane, Yevgeny Kuznetsov, 'India's Transformation to Knowledge-based Economy – Evolving Role of the Indian Diaspora', online report available from Evalueserve, 2004.

Week 20: Challenges and lessons

Economic growth has led to challenges and uncertainties about the sustainability of growth, concerns over environmental damage, and the slow change in human development. In all regions, there are critics of growth who believe that economic growth bypasses the poor and worsen inequality. These criticisms have a familiar ring, colonial-era globalization was also criticized by the nationalists on a similar point. The lecture is a summary of some of these critical views, citing current debates on environment, land-acquisition, regional inequality, and trends in poverty. The seminar is a student-led discussion on these issues as well as the persistence of some of these questions.

Readings: Browse Google Scholar or an online journal site (Swetwise for example), and select a paper on a country and an issue of your choice for discussion in seminar. The paper should suggest the possibility of a critical perspective on economic development in present-day South Asia.

V. SOUTH & SOUTHEAST ASIA

India

30. Sreekumar, M. G. & Aparajith Ramnath

Indian Institute of Management Kozhikode; Kozhikode, Kerala, INDIA

Evolution of Indian Business: Linking the Past to the Future

Course Title	Evolution of Indian Business: Linking the Past to the Future
Instructor(s)	M.G. Sreekumar & Aparajith Ramnath
Year	PGP 2013-2014
Course Mentors	Prof. Debashis Chatterjee & Prof. Dwijendra Tripathi

Business history provides rich and nuanced evidence on the key issues faced by the world today, including the drivers and consequences of globalization, the sources of innovation and entrepreneurship, the role of business in political systems, and the responsibilities of business to creating a more sustainable world.

~Geoffrey G. Jones

Professor of Business History, Harvard Business School

Introduction

History not only has an enduring influence in shaping the character of the corporation, it also plays an important role in deciding the contemporary approach of any corporation. Managers unconsciously refer to the past by regularly viewing policies and strategies designed years ago to facilitate their decision-making.

The evolution of Indian business is therefore a key aspect of Indian history. In addition to its rich cultural heritage, India has a long history of commercial activity and trade relationships. Indian civilization has been characterized not only by agriculture but also by flourishing trade and commerce both inside and outside the country. India occupied a prominent place in world trade and manufacture, but it had lost this position by the end of the colonial era. Nevertheless, as historical study reveals, business has been an integral part of the Indian socio-economic-cultural structure, and the business acumen of Indians has been rejuvenated with Independence and more so with the liberalization of the Indian economy and its rapid development thereafter. Recognizing the country's recent achievements in science & technology, industrial productivity and the growing reservoir of wealth as well as availability of educated youth, a recent report by Thomson Reuters described India as a "sleeping giant" that is beginning to come into its own.

Scope and Objectives

- The course examines the history of Indian business, its practices and uniqueness, right from the Indus Valley Civilization through the Mauryan, Mughal, and British period to independent and the liberalized India, and the profound effect it has on the rest of the world. The course, in particular, concentrates on the business developments after 1600, as the entry of the European East India Companies in the Indian market gradually paved the ground for the rise of modern Indian business.
- The course aims to systematically narrate and meticulously link Indian business and industrial history to modern times and perspectives on the future of Indian business and economic development. It captures the roots of modern business practices in India, and reckons the factors and forces that shaped the way Indian business looks today.
- The course seeks to impart a unique set of insights to budding managers on the way business has evolved in the country, so that the learning may be internalized and applied throughout. The goal is to give a new perspective to the evolution of the Indian business enterprise over the millennia and its transformation into the economic powerhouse that India is today.
- The course intends to inspire as well as boost the confidence level of students inclined towards entrepreneurship.
- Additionally, the semester-long research project using materials in the Indian Business Museum and elsewhere will help students understand the importance of archival data and artefacts as well as secondary sources, and the critical skills required to process such data to arrive at logical interpretations.

Pedagogy

- The teaching strategy will involve a combination of lectures, discussions and case studies. Additionally illustrations, videos, games etc. will be used.
- Case studies will pertain to the evolution of representative companies or business groups in the sector concerned. The purpose of the case discussions will be to encourage the students to generate alternatives that the companies in question could have pursued, given the economic, social, political and other forces impinging on their decision-making at different points of time.
- A special feature is that the course will be offered in conjunction with the collections in the Indian Business Museum. This will not only provide a unique visual and interactive learning experience; the student will also be inspired to emulate many of the successful entrepreneurs and enterprises in the country.
- For their project work, students will be encouraged to use sources and materials available in the Business Museum or outside it.

Text Book/ Readings

Please see Appendix 1.

Evaluation Scheme

Components	Weightage (%)
Project	80
Quiz1	10
Quiz2	10
Total	100

Session 1: Early Economic & Trade Practices of Indus River Valley Civilization

OBJECTIVE & EXPECTED LEARNING OUTCOME

The module introduces the students to the origin of civilization in India dated back to 2500 BC, the then flourishing cultures, viz., Mohenjo-Daro and Harappa, indicating that they were part of a unified government with extreme organization. Economic activities of the Harappan Civilization, their maritime architectural expertise as seen at the Dockyard at Lothal in Gujarat, the trade and agricultural practices of the inhabitants of the Indus River Valley are discussed in the module, which will give a clear perspective about the prevailing social and business culture during the period.

Evolution of Indian Business : Introductory Treatise

Lecture and discussion

Indus River Valley Civilization

Lecture, Video presentation and discussion

Session 2: Business History of Indian Empires during 250 B.C to A.D. 550

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this module, students will be introduced to the salient economic, trade, agricultural, craft and architectural mastery of the Mauryan Empire. Kautilya's 'Arthashastra', the ancient Indian treatise on statecraft, economic policy and military strategy, and the trade routes of the Post-Mauryan period will be discussed. The succeeding Gupta Dynasty (fourth and fifth century AD), which is known as the Golden Age of India with its vast prosperity and great progress in art, architecture and literature will also be covered in this module.

- **Mauryan Empire**
- **"Arthashastra" by Kautilya**
- **Gupta Dynasty**

Lecture, Video presentation and discussion

Session 3: Muslim Period and the Mughal Empire during 1175 AD to 1800 AD

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will be introduced to the next significant impact on the culture and polity of India shaped by several Islamic dynasties and the Mughal Empire, spanning over six centuries. The story starts from the invasion of the Turkish followed by Afghan rulers settling in Delhi as their base, ending with the Mughal empire, the last and the most powerful of the Islamic dynasty to rule India. The Mughals' neutral stance towards business, administrative machinery in the collection of revenues, their unfulfilled dream of market integration etc. will be among the discussion points. The arrival and establishing of joint stock companies of the Western East India Companies (French, Dutch & English East India Companies) will also be discussed.

Islamic dynasties and the Mughal Empire

Lecture, Video presentation and discussion

Session 4: Past Glory and Early Business in the Malabar Region

OBJECTIVE & EXPECTED LEARNING OUTCOME

This session will introduce the students to the business history as well as the past glory of the Malabar region and especially the city of Calicut, once called the city of spices and also known as the city of truth, which attracted sailors and traders from different parts of the world. At the turn of the 15th Century the

City of Calicut (presently, Kozhikode) was at its height of prosperity. It was a far-famed centre of commerce visited by the ships of every nation from China to Europe. Long before the Portuguese and the English began to chart the most defining course of India's history, Beypore, a nondescript sea port just south of Calicut, was one of the pivotal ports that opened its gate for the spice route to Indian bazaars. Beypore is also world renowned for its indigenous ship building technologies. It was here that the merchandise of China and Malacca was exchanged for that of Persia and Europe. Special features of the region such as the natural products, trading facilities and the tolerant native rulers who traded not only within the country, but also internationally, with the Chinese, the Arabs and the Europeans will be covered.

Business History and the past glory of the Malabar Region

Lecture, Video presentation and discussion

Assignments

Collection of copies of business documents, treaties, artefacts etc. pertaining to the Malabar Region

Sessions 5-6: The English East India Company

OBJECTIVE & EXPECTED LEARNING OUTCOME

In these sessions, the students will learn about the English East India Company which operated for almost 274 years in India, starting from 1600, when a Charter was granted by Queen Elizabeth I, giving the company the monopoly to undertake trading expeditions to the East Indies. The story of East India Company in terms of trade, conquest, profit, exploitation etc. will be covered. The 'Hundi' system of money lending and credit handling practices that emerged as key players in the political order, which prevailed during these times, will be discussed. The East India Company which began as a commercial enterprise, later became a military and diplomatic organization, and finally the ending of the Company in 1858 after the great Indian Mutiny whereby numerous private British merchants and entrepreneurs starting businesses in India, will be covered.

The English East India Company	<i>Lecture, Video presentation and discussion</i>
Merchants of India During the Imperial Crisis	<i>Lecture, Video presentation and discussion</i>
Assignments	<i>Collection of copies of business documents, treaties, artefacts etc. pertaining to the English East India Company period</i>

Session 7-8: India under the British Crown and the Pre-Independent Era

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, students will learn about the reforms in governance, British economic policy and the infrastructural developments brought about by the new British Government in India which was placed formally under the British Crown in 1858. British trading activities, establishment of the strong rail network, establishment of the postal & telegraph network, establishment of large & machine based industries, modern industries, introduction of the British educational system, land tenure reforms, commercialization of agriculture, introduction of the new judicial system and the enactment of India's first company law etc. will be covered in this session. The changing British attitudes and their discriminatory practices towards Indian citizens and the Indian businesses that resulted in strong resentments will be discussed. Effects of the two world wars on Indian business and the independence struggle will be discussed. The British policy to destroy the Indian traditional handicraft industries will also be discussed. The case of India which was one of the world's largest manufacturing countries before 1750 becoming one of the poorest nations by 1947 at the time of Independence with over 85% of the population illiterate and dependent on traditional low-productivity agricultural and artisanal techniques, and in absolute poverty, will be discussed.

From Global Giant to Global Poverty: The British Rule in India	<i>Lecture, Video presentation and discussion</i>
Indian Business During the Pre-Independent Era	<i>Lecture, Video presentation and discussion</i>
Mahatma Gandhi and the Struggle for Indian Independence	<i>Lecture, Video presentation and discussion</i>
Assignments	<i>Collection of copies of business documents, treaties, artefacts etc. during the British Rule and the Pre-Independent Era.</i>

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Session 9: Emergence of Modern Indian Entrepreneurship during the Colonial Period

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will be introduced to the entrepreneurs and merchant class evolved differently across major Indian cities Bombay and Calcutta, during the Colonial period. Calcutta's status as the seat of Imperial power from which the British held a virtual monopoly over trade, as well as Bombay's rise to eminence during the East India Company times, will be discussed. The business acumen and mercantile activities of the Parsees, who were also the first Indian entrepreneurs to invest in manufacturing, will be discussed. Similarly, the business behaviour and practices of the Calcutta based Marwaris, who were traders and bankers, will also be discussed. In particular, the cases of the Parsee entrepreneur Jamsetji Nusserwanji Tata and the Marwari entrepreneurs Ghanshyam Das Birla and Jamalal Bajaj will be discussed.

Modern Indian Entrepreneurship During the Colonial Period	<i>Lecture, Video presentation and discussion</i>
Jamsetji Nusserwanji Tata, Ghanshyam Das Birla and Jamalal Bajaj	<i>Case Study</i>
Assignments	<i>Collection of copies of business documents, treaties, artefacts etc. during the Colonial Era.</i>

Session 10 : Indian Business Scenario in the Post-Independent Era

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will learn about the prevailing socio-economic conditions of the country at the time of independence from the British in 1947, especially while a unified country being divided into two sovereign nations, and the resultant setback and permanent loss that India faced in terms of human resources, agricultural land, natural resources, industries, business groups etc., among many others. The vast multitude of social development measures, economic reconstruction strategies and the meticulous plan based governance structures that followed under the able leadership of Pandit Jawaharlal Nehru (and many others), the first Prime Minister of the country, will be discussed. In particular, the National Planning Committee (NPC) recommendations of 1938, recommendations of the Bombay Plan for Economic Development in India (1944) and most importantly, the salient features and achievements of the Five Year Plans that followed, will be discussed. The establishment and promotion of the public sector enterprises, nationalization initiatives, radical measures on import/export norms, the unanticipated distortions that emerged out of the industrial licensing regulations etc. will also be discussed.

Indian Independence – A New Business Climate	<i>Lecture, Video presentation and discussion</i>
Five Year Plans in India’s Development	<i>Assignments</i>
The Licence-Permit Raj	<i>Assignments</i>

Session 11 : Progress of Indian Business During the Nehru Era

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will learn about Pandit Jawaharlal Nehru’s success of the development strategy which could earn the endorsement of the country as evidenced by the results of the successive general elections held between 1952 and 1962. The Nehru model of governance which successfully struck a judicious balance between freedom for enterprise and the dominating role given to the state in the rapid programme of heavy industrialization, will be examined. Not only that the established business houses registered good progresses and impressive gains during the Nehru era, a number of new groups also emerged during the period. The session will cover the business houses that defined the contours of private corporate world, the corporate new entrants as well as the Public Sector Enterprises, during the period.

Indian Business During the Nehru Era	<i>Lecture, Video presentation and discussion</i>
Established Private Corporate	<i>Assignments</i>
Corporate New Entrants	<i>Assignments</i>
Public Sector Enterprises	<i>Assignments</i>

Session 12 : Indian Business Sector

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will learn about the different manufacture and industries that constitute the business sector of India. India’s economy includes modern and traditional industries. A variety of factors define the nature and face of Indian economy. Salient features and characteristics of the each of the sector in shaping the economy of the country will be discussed. Dominant members (public as well as private) of the business sector which enjoys significant share and stake in the country will be discussed. Strategies on their sustained continuity, expansion and promotion taking in to consideration their ecological, energy and environmental issues will also be examined.

Business Sector	<i>Lecture, Video presentation and discussion</i>
Balancing the Business Sector Productivity and Sustainability	<i>Assignments</i>
Session 13 : Evolution of Retail Sector in India	
OBJECTIVE & EXPECTED LEARNING OUTCOME	
<p>In this session, the students will learn about the retailing in India which dates back to period of traditional formats like 'Haats' and Weekly Bazaars (where the buyers and sellers gather in a market for bartering and indigenous products) and the Kirana shops or Baniya ki Dukan. The weekly haats were quite popular and they helped India in successfully establishing trade relations with Greek, Chinese and Arab Merchants. Even in Medieval India, these formats existed. The changing retailing practices with the advent of the East India Company will be discussed. Retailing emerging as an important sector of Indian economy since 1990s, and the recent improved formats such as supermarkets, hypermarkets, malls etc. will be discussed.</p>	
Retail Sector in India : Journey from Ancient to Modern	<i>Lecture, Video presentation and discussion</i>
The Changing face of Retail	<i>Case Study & Assignments</i>
Session 14 : Individual Contributors of Indian Business	
OBJECTIVE & EXPECTED LEARNING OUTCOME	
<p>In this session, some of the outstanding personalities who made substantial contributions to Indian Business are discussed. Salient achievements and the respective areas of contributions of the personalities are examined.</p>	
Iconic Figures in Indian Business	<i>Lecture, Video presentation and discussion</i>
India's Business Maharajas and Business Champions	<i>Assignments</i>
Session 15 : Public Sector Enterprises	
OBJECTIVE & EXPECTED LEARNING OUTCOME	

In this session, the students will learn about the vital role played by the Public Sector in the economic development of the country and is considered as a powerful engine of contribution to the country's economy. The Public Sector's significant role in the Industrialization of the country, its major goals and the causes for its inclusion in the five year plans of the country, its careful and planned expansion etc. will be examined.

Public Sector Enterprises in India

Lecture, Video presentation and discussion

India's Public Sector Enterprises

Case Study & Assignments

Session 16 : Makers of Modern India

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will learn about India's outstanding leaders who had dedicated their lives selflessly and who were instrumental for India's independence, unity, progress and in the making of the country. These include freedom fighters, political leaders, social reformers, writers, scholars, artists, educators etc. The session will examine the invaluable contributions of these personalities in the making of modern India.

Makers of Modern India

Lecture, Video presentation and discussion

Eminent Personalities of Modern India and their Contributions

Case Study & Assignments

Session 17 : Indian Banking Sector

OBJECTIVE & EXPECTED LEARNING OUTCOME

In this session, the students will learn about the evolution of banking in India, from the ancient to the modern times. Starting from the money lending systems, to 'Hundi' or the inland bill of exchange as instruments of credit, the course will examine the advent of modern banking in India during the 19th Century, with the commissioning of the Bank of Calcutta, and the establishment of numerous banks in different parts of the country that followed. The course will examine the growth of banking system from the pre-independent times to the post-independent period, the nationalization of banks, the history of Indian stock market, the national stock exchanges, the financial sector reforms, the Indian Capital Market, the State Bank of India and the Reserve Bank of India.

Evolution of Banking in India	<i>Lecture, Video presentation and discussion</i>
The Revolutionary Developments and Paradigm Shifts in the Banking Sector	<i>Case Study & Assignments</i>
Session 18 : Aftermath of Liberalization	
OBJECTIVE & EXPECTED LEARNING OUTCOME	
<p>This session will examine the state of the Indian economy during 1980s and the liquidity crisis that India faced during the 1980s and early 90s, among many others such as the sudden fall of credit rating in the international markets, external payment liabilities etc. India's timely initiatives on the integration of the Indian economy with the world economy, salient features of the economic reforms such as the privatization of some of its prime industries in the public sector, FDI initiatives on many sectors, opening up of the Indian market for foreign investments, removal of industrial licenses and restrictions, freedom for the financial institutions, award of statutory status to SEBI, and freedom for banks for fund raising, on interest rates etc. will be examined. India's endorsement of the WTO agreement in 1994 and its commitment on liberalizing India's trade regime etc. will be covered. The course will systematically map and analyse the business trends and the significant benefits that brought to the industrial, trade and the financial sectors of the country as well as in Indian entrepreneurship, in the wake of liberalization.</p>	
Liberalization of the Indian Economy	<i>Lecture, Video presentation and discussion</i>
Aftermath of Liberalization	<i>Case Study & Assignments</i>
Session 19 : 100 Years Young Companies of India	
OBJECTIVE & EXPECTED LEARNING OUTCOME	
<p>In this session, the Indian companies who are in existence for more than 100 years, which is a long period and a pretty long business line, will be examined. These companies have the distinction of having witnessed the two World Wars, the Great Depression, the British rule, India's independence struggle, the licensing-permit raj, controls on foreign exchange and expansion and the economic reforms of the 1990s, and adopted along the way to do exceedingly well. This session will examine the business strategies and the special features of around three dozen companies who have successfully made their century of innings in India.</p>	
100 Year Old Indian Companies	<i>Lecture, Video presentation and discussion</i>

The Exciting Journey of 100 Year Youngs, the Intrepid Survivors among the Indian Companies	<i>Case Study & Assignments</i>
<p>Session 20 : Conspectus</p> <p>OBJECTIVE & EXPECTED LEARNING OUTCOME</p> <p>This session consolidates and concludes the learning and insights that the students received in the previous sessions, class discussions, case analyses, reading assignments as well as field surveys. The session will in detail deliberate and discuss the most important events, milestones, major setbacks and landmark achievements that took place in the history and the evolution of Indian business. Individual as well as Group presentations on the above aspects will be conducted.</p>	
Executive Summary of the Evolution of Indian Business	<i>Lecture, Video presentation and discussion</i>
Individual & Group Presentations	<i>Assignments</i>

Appendix 1:

READING LIST

This is an indicative list of titles from which extracts will be assigned as readings. Chapters/ page numbers to be read from each book will be specified at a later date.

1. *The Concise Oxford History of Indian Business*. Dwijendra Tripathi & Jyoti Jumani, Oxford University Press, New Delhi (2007).
2. *Bombay Plan – A Plan of Economic Development for India* (Parts 1&2). Purushothamdas Thakurdas et. al., Penguin Books, England (1944).
3. *Business Maharajas*. Gita Piramal. Penguin (1996).
4. *India's Late, Late Industrial Revolution*. Sumit K. Majumdar. Cambridge University Press. New Delhi (2012).
5. Chandavarkar, Rajnarayan, *The origins of industrial capitalism in India: business strategies and the working classes in Bombay, 1900-1940* (Cambridge: Cambridge University Press, 1994).
6. *India's New Capitalists: Caste, Business and Industry in a Modern Nation*. Harish Damodaran, Palgrave Macmillan (2008)
7. *Scenario for India 2010: Putting it Together Again*. CII.
8. *Remaking of India: One Country, One Destiny*. Arun Maira. Response Books. New Delhi (2004).
9. *The Long Revolution: The Birth and Growth of India's IT Industry*. Dinesh Sharma, HarperCollins (2009)
10. *South India Economy: Agrarian Change, Industrial Structure and State Politics 1914- 1947*. Raman Mahadevan. OUP. Delhi (1991).
11. *The Economic History of India*. Romesh Dutt. Kegan Paul, Great Britain (1902).
12. *India Unbound*. Gurcharan Das. Penguin (2000).
13. *The Discovery of India*. Jawaharlal Nehru. Penguin Books. New Delhi (2004).
14. Misra, Maria, *Business, Race, and Politics in British India, c. 1850-1960* (Oxford: Clarendon Press, 1999).
15. Kochanek, Stanley, *Business and politics in India* (Berkeley, 1974).

16. Markovits, Claude, *The global world of Indian merchants 1750-1947: Traders of Sind* (Cambridge, 2000).
17. Lala, R.M., biography of JN Tata, and the same author's other books on the Tata group.
18. *Shaping the Future: Aspirational Leadership in India and Beyond*. Arun Maira.

V. SOUTH & SOUTHEAST ASIA (continued)

31. Valiani, Arafaat

University of Oregon; Eugene, Oregon, U.S.A.

Firms in the Indian Subcontinent and in Global Perspective

Prof. Arafaat A. Valiani

Email: valiani@uoregon.edu

This course explores various issues relevant to economic history of the Indian subcontinent, or South Asia, the study of firms and organizations, occupations and technology. It attempts to engage with debates in South Asian economic history as well comparative discussions. The approach adopted in this course therefore blends area studies, South Asian history and conceptual approaches in business history, and economic sociology and anthropology.

In order to foster debate, the readings are clustered together in relation to different themes that will be covered over the ten-week term; of course, many of the themes are interrelated and there may be several points of overlap. It is my hope that the readings will enable you to grasp both processes and debates in economic history in sites located in South Asia, and Asia more broadly, while also gleaning conceptual reflections and points of comparison between the cases, or claims, that appear in the readings.

Reading Schedule and Class Reading/Themes (may be adjusted as we progress, I will notify you in advance):

Week 1: Power, Work and Uncertainty in Modern Economies

-Laurent Thevenot, "Conventions of Co-ordination and the Framing of Uncertainty." In E. Fullbrook, *Intersubjectivity in Economics*. Routledge, 2002, pp. 181-197.

-Doug Haynes, *Small Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy, 1870-1960* (Cambridge University Press).

Week 2: Social Networks, Affect and Migration

-Peter Bearman, Katherine Stovel and James Moody, "Chains of affection: The structure of adolescent romantic and sexual networks", *American Journal of Sociology*, Vol. 110, Number 1, July 2004.

- Dwijendra Tripathi and Makrand Mehta, *Business Houses in Western India: a Study in Entrepreneurial Response 1850-1956* (Manohar).

-Bryna Goodman, *Native Place, City, and Nation: Regional Networks and Identities in Shanghai, 1853-1937* (UC Press 1995).

Week 3: Embeddedness

-Mark Granovetter. 1985. "Economic Action and Social Structure: The Problem of Embeddedness." *American Journal of Sociology* 91:481-510.

-Zeeba Zafar Mahmood, 2003, *The Shaping of Karachi's Big Entrepreneurs (1947-1998): A*

Socio-Political Study (City Press).

Week 4: Forms of Capital and Firms

- Pierre Bourdieu, "The Forms of Capital" <http://econ.tau.ac.il/papers/publicf/Zeltzer1.pdf>
- Ritu Birla, *Stages of Capital: Law, Culture, and Market Governance in Late Colonial India* (Duke University Press 2009).

Week 5: Conventions, Economies and Entrepreneurs

- Kenneth Pomeranz, *The Great Divergence: China, Europe, and the Making of the Modern World Economy* (Princeton University Press, 2000).
- Olivier Favereau, Olivier Biencourt and Francois Eymard-Duvernay, "Where do markets come from? From (quality) conventions!" In *Conventions and Structures in Economic Organization: Markets, Networks and Organizations*, Lazega and Favereau, eds. 2003.

Week 6: What is Technology?

- Bruno Latour, *The Pasteurization of France*. Harvard University Press 1988.
- John Law, "Technology and Heterogeneous Engineering: The Case of Portuguese Expansion," in W.E. Bijker, T.P. Hughes, and T.J. Pinch (eds) *The Social Construction of Technical Systems: New Directions In The Sociology And History Of Technology*. Cambridge, Mass.: MIT Press, 1989.

Week 7: Circulation of Technology and Intellectual Property Rights

- Ravi Sundaram, *Pirate Modernity: Delhi's Media Urbanism* (Routledge 2011).
- Emmanuel Lazega and Olivier Favereau, "Introduction," *Conventions and Structures in Economic Organization: Markets, Networks, and Hierarchies*. Cheltenham UK: Edward Elgar, 2002.

Week 8: Innovation and Risk

- * Bruce Kogut and Anca Metiu, "Open-Source Software Development and Distributed Innovation," *Oxford Review of Economic Policy*, 2001 17(2).
- Jonathan Levy, *Freaks of Fortune: The Emerging World of Capitalism and Risk in America*
- Shehzad Nadeem, *Dead Ringers: How Outsourcing Is Changing the Way Indians Understand Themselves*.

Week 9: Opportunity, Social Movements and Markets

- Shehzad Nadeem, *Dead Ringers: How Outsourcing Is Changing the Way Indians Understand Themselves*.
- Paul Brian McInerney, *From Social Movement to Moral Market: How the Circuit Riders Sparked an IT Revolution and Created a Technology* (Stanford University Press 2014).

Week 10: Research Paper Presentations

V. SOUTH & SOUTHEAST ASIA

Thailand

32. Pananond, Pavida

Thammasat Business School; Bangkok, THAILAND

Country Report: Business History Courses in Thailand: A Case of Neglect

Current stage of business history studies in Thailand. The academic study of business history in Thailand is still in the early stage of development, with neither a clear approach nor a theme that commonly underlies the research and teaching. The background of scholars who undertake business history research can be divided into three broad groups: economic history, history, and political economy. Given their diverse foundations, their focus also differs. Those in economic history tend to focus more on the structural change of the Thai economy after Siam (Thailand) signed the Bowring Treaty with Britain in 1855.¹⁵ Scholars in this group usually come from the economics department. The second group of scholars draws from the history department, whose research interests focus more on Siam before the 19th century rather than the contemporary period. The third group is political economists who consider the development of business more as part of Thailand's capital accumulation, not so much as individual firms. These rather different approaches to the study of business history possibly slowed down the development of the field.

In addition, the contribution of journalists to the study of business history in Thailand should not be underestimated. Books and articles on leading Thai firms and their founders are numerous. These works, however, tend to offer glorifying views of the subjects, with rather limited critical and analytical perspective.

Factors contributing to the slow development of business history studies. It may not be wrong to state that "history" study in Thailand is not very popular due to its limited career options. In addition, the stereotypical view in Thailand of "history" as a dull subject, with memorization of dates and names as the main learning approach, does not help make the subject

¹⁵ The Bowring Treaty of 1855, signed between Britain and Siam (Thailand), is used as a key historical demarcation that integrated Thailand into foreign relations. The treaty was followed by a succession of similar agreements between Siam and many European countries, the U.S., as well as Japan.

fashionable either. This negative stereotype possibly stems from two cultural circumstances. First, Thailand's mainstream historical accounts have been dominated by the "royalist hegemony" approach, in which the focus is always placed on Kings and the royal family as the key actors in the country's history. In addition, the reverence toward the monarchy has been reflected in the hagiographical tone of how history is written. As a consequence, history studies in Thailand shine more light on the lead "actors," putting historical context more backstage. This "royalist" approach to history inevitably makes the subject less relevant to ordinary people and hinders the popularity of subjects that have "history" in their names.

Second, the dominance of family business in Thailand makes it more difficult to study "business history" without the support from the founding families. Because the majority of firms in Thailand remain family-owned, it is normal that family members would rather see their history written in a positive light. This reinforces the unease of family firms to allow their business to be the subject of academic research, over which they may not be able to exert control.

Given its lack of popularity and immediate practical implications, research in history in general, and business history in particular, is challenged by the limited availability of funding. The lack of sufficient funding, along with some unfavorable cultural traits, has hindered the development of business history study in the country.

Business schools and business history: Prospects and potentials. The two oldest business schools in Thailand, those of Chulalongkorn and Thammasat Universities, were established in 1938 as Faculty of Commerce and Accountancy.

The legacy of their beginning as vocational schools has inevitably instilled a long-lasting culture of putting teaching before research. Although the focus on research is evolving, as publications are now required for career advancement and for the school to be internationally accredited, the restrictions of the discipline-based structure in Thai business schools inhibits their members from undertaking research that would take a holistic and critical view of business firms. As a result, not much work has been done to reveal the role of business as an institution in the broader context of Thailand's development. Business school scholars in Thailand often focus more on businesses' functional operations at the expense of the overall role of business as another institution in the economy and society.

The above trend is changing, however. With the opening up and the globalization of the Thai economy, there is an increasing need to understand how Thai firms can compete with others. The need to understand Thai firms' competitiveness contributes to the growing interest in exploring how these firms develop and what could contribute to their future success. This provides an opportunity for business history research to be integrated into curriculum development. Business schools could initiate more studies on the contemporary development of business in Thailand. With their better-endowed resources, business schools could and should contribute to the further development of business history research.

At Thammasat Business School, a course titled "Business and Capitalist Development in Thailand" is scheduled for the academic year of 2013. This course intends to explore the evolution and development of business in Thailand, especially after World War II. The course will look at, for example, key players on the Thai business scene, management innovations, and the internationalization of Thai business. This course will be part of the International Business undergraduate curriculum. Despite the warm welcome received by students and faculty members, there have been warnings, including one from the current Dean, that the title should not include the word "history" to make it more appealing to business school students. Ironically, to make "business history" more "relevant" in today's Thailand, it appears that one has to emphasize how history can teach us something that will benefit the present and the future!