

Business History

Code: 102317
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--|------|------|----------|
| 2501572 Business Administration and Management | OT | 4 | 0 |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Nuria Mallorqui Ruscaleda

Prerequisites

To follow this course, it is highly recommended that students had done the course World Economic History

Objectives and Contextualisation

There are two main goals to accomplish.

First of all, this course will start with the analysis of the evolution of business all through the last two centuries and, therefore, to see the changes in size and form. This is for the student to acquire a dynamic vision of business by contrasting theory and historical reality, and to be able to understand the way the determining factors of transformations work in terms of technological changes, resources, potential demand, market structure, financial system, institutional framework... in their magnitude, structure, and in the organization of the enterprises.

Second, this course is about giving the students some knowledge in order to understand the relationship that exists between companies and economic growth. This way, the course will emphasize on the construction of well defined organizational capacities in space and time (nations and regions) and then we will be able to study the relationship between determined forms of business and the intensity of the economic growth.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Contextualise economic problems in historical terms.

- Demonstrate knowledge of the interrelationships between different economies, the role of national and international economies, their evolution and the consequences that may be produced for the company.
- Identify the economic agents that make up an economy, understanding how they have been interrelated to date, how they are currently interrelated and forecast futures according to new circumstances and their influence on a specific company.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Apply, with historical perspective, new experiences of industrialisation to developing countries.
4. Assess the technological, organisational and spatial aspects of industrialisation processes.
5. Describe the historical evolution of the strategic factors determining the development and location of industry.
6. Identify the problems of economic agents on the basis of different historic experiences.
7. Summarise the different experiences of economic development, on a regional, national and international scale.
8. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

Block I. THE COMPANY IN THE FIRST INDUSTRIAL REVOLUTION

1. COMPANY IN THE PROPERTY CAPITALISM

- 1.1. Origins of the factory system and of the new industrial company
- 1.2. The new dimensions of the industrial company
- 1.3. The predominant form of company
- 1.4. Enterprise within commerce and finances

Block II. SECOND INDUSTRIAL REVOLUTION AND THE BIG MODERN COMPANY: THE EMERGENCE OF CAPITALS MARKET

2. PRECEDENTS OF THE BIG MODERN COMPANY AND THE MODERNIZATION OF THE FINANCIAL SYSTEM

- 2.1. The railway and the new challenges of business complexity
- 2.2. The Second Industrial revolution and the integration of the international market
- 2.3. The modernization of the financial system

3. GROWTH STRATEGIES AND THE NEW COMPETENCE

- 3.1. Growth strategies
- 3.2. The new competence
- 3.3. The new commercialization techniques
- 3.4. The emergence of the multinational companies

4. DEVELOPMENT OF THE BIG COMPANY AND DIVERSITY OF FINANCING FORMS

4.1. The USA: from the trusts to the big multidivisional company. The role of the Stock Exchange

4.2. Big companies and cooperative capitalism in Germany. The importance of the banks

4.3. Japan: a business and financial integration model

Block III. OTHER FORM OF ENTERPRISES IN THE WESTERN WORLD

5. CONTINUITIES AND CHANGES: FAMILY BUSINESS AND SME

5.1. Family business: the complexities

5.2. the Small and Medium size Companies and the district phenomenon

Block IV: THE COMPANY IN THE LATEST CAPITALIST GLOBALIZATION

6. THE COMPANY IN THE RECENT SUCCESSFUL PROCESSES OF INDUSTRIALIZATION

6.1. The recent industrialization economies: developments, technology transfer paradigms and forms of companies

6.2. Chinese emergent companies

Methodology

Teaching will be offered on campus or in an on-campus and remote hybrid format dependant on the number of students per group and the size of the rooms at 50% capacity.

The methodology of the subject Business History involves a series of formative activities (autonomous, directed and supervised) whose objective is to lead to the improvement of the students's competences as detailed.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|---|-------|------|-------------------|
| Type: Directed | | | |
| Exercise resolution, presentations in class | 17 | 0.68 | 1, 5, 6, 7, 3, 4 |
| Theory | 32.5 | 1.3 | 5, 6, 7, 3, 4 |
| Type: Supervised | | | |
| Attendance at seminars and conferences | 22 | 0.88 | 1, 5, 6, 7, 3, 4 |
| Type: Autonomous | | | |
| Search and extension of complementary materials | 14 | 0.56 | 5, 6, 7, 3, 4 |
| Study of the material and elaboration of study projects | 55 | 2.2 | 1, 5, 6, 7, 3, 4 |

Assessment

Assessment method

The assessment of the course is composed by four activities. On the one hand, there will be two midterm exams, worth 35% each one of the final mark. On the other hand, the assessment will also include a third activity in the shape of an essay or an oral presentation, worth 20% of the final mark. The professor will be in charge of the realization of this activity taking into account the size and the characteristics of the group. Finally, the active participation of the student in the classroom will suppose 10% of the final mark.

It is only when it comes to publish the final marks of the subject that the modality of the resit exam will be given. Only the students whose final mark is between 3.5 and 4.9 will be allowed to do the resit exam. Any student who goes to the resit exam and passes it will pass the exam with a 5.

Any student will get the mark "Not Assessable" only if they have taken exams whose weight is below one third of the final mark.

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule https://eformularis.uab.cat/group/deganat_feie/nou-reprogramacio-de-proves

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0"*. **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|----------------------------------|-----------|-------|------|------------------------|
| Class participation | 10% | 0 | 0 | 2, 1, 5, 6, 7, 3, 4, 8 |
| Essay work and oral presentation | 20% | 6 | 0.24 | 1, 5, 6, 7, 3, 4 |
| Midterm exam 1 | 35% | 1.5 | 0.06 | 1, 5, 6, 7, 3, 4 |
| Midterm exam 2 | 35% | 2 | 0.08 | 1, 5, 6, 7, 3, 4 |

Bibliography

REFERENCE BOOK, COMPULSORY

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- BLACKFORD, Mansel G. (1998), *The Rise of Modern Business in Great Britain, the United States and Japan*. Chapel Hill.
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- DORE, Ronald (2005), *Capitalismo bursátil, capitalismo del bienestar. Japón y Alemania versus los anglosajones*. Madrid: Akal, 31-52 y 201-217.
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- PIORE, Michael J.; SABEL, Charles F. (1990), *La Segunda Ruptura Industrial*. Madrid: Alianza.
- POLLARD, S. (1987), *La génesis de la dirección de la empresa moderna*. Madrid, Ministerio de Trabajo y Seguridad Social.
- YOSHIMORI, Masaru (1993), "Claves de la competitividad japonesa", *Harvard-Deusto Business Review*, 56, 1993, 20-30.

Software

Recommended software is Word, Excel and Power Point.