ECONOMICS
The Economic History of Entrepreneurship (3 credit hours)
Economics 302
Spring 2011

Professor: Dr. Robert Rogers
Office: 231 Dauch
Office Phone: (419) 289-5739
Office Hours: Wednesdays, 2:30-4:00 PM, Thursdays, 10:50-12:15 PM, or by appointment.

Catalog Description: This course examines the social, institutional, and economic environment from which some important American entrepreneurs have emerged and analyzes their impact on society. Emphasis is put on the institutional and economic environment in which an entrepreneur operates and the impact of the entrepreneur on this environment. Entrepreneurship is an important part of the modern social and business milieu, and an understanding of this phenomenon is important to a well-educated person. Meets Core credit for Social Sciences.

Course Materials: As a general text, I will often refer to McCraw, T. K., American Business, 1920-2000: How it Worked, Wheeling, IL: Harlan Davidson, 2000. This rendition of the course will cover the following: entrepreneurs, John D. Rockefeller, Henry Ford, Alfred Sloan, Thomas Watson Sr. and Jr., the development of Silicon Valley and HP, and Ken Iverson of Nucor. Thus, particular sources will be used for each of these people. For the below entrepreneurs, the following sources will be used:

General Reading:


One Article to be handed out

John D. Rockefeller:


One Article to be handed out

References:

Nevins, A. John D. Rockefeller; the Heroic Age of American Enterprise, New York: C. Scribner's Sons, 1940


**Henry Ford and Alfred Sloan:**

**Base Reading:**


**References:**


**Watsons and IBM:**

**Base Reading:**


**References:**

Watson, T. J. *Father, Son & Co.: My Life at IBM and Beyond*. 1990.

**Silicon Valley and HP:**

**Base Reading:**


**References:**
Ken Iverson:


American National Business Hall of Fame


Articles to be handed out


Additionally, I will assign a number of articles and excerpts most of which I will have on hand or put on reserve at the Library. (I reserve the right to assign some readings that are not presently on the list, but they will not be all that onerous.)

**Course Competencies:** This course is designed to address three of the College of Business and Economics Core competencies: (1) **Specialized Knowledge** of economics thought, (2) **Thinking Skills**, specifically the logical thinking, conceptual thinking, and application of theories and concepts to managerial problems and solutions, and (3) **Communications Skills**, specifically writing and speaking.

**Course Objectives:** In this course, the students write papers about and present oral reports on particular incidents on the history of various entrepreneurs. These activities develop their ability to think about the environment in which a new business operates, the problems facing new business owners, and the impact of entrepreneurs on the social and economic milieu. Furthermore, the course contributes to the objectives of the university core in that entrepreneurship which pervades modern social life is a major historical phenomenon. Additionally, the students learn to evaluate the sources of information available on these historical figures.

By the end of this course, students should be able to do the following: (1) understand the historical and economic environment in which entrepreneurs operate, (2) analyze and explain how the activities of entrepreneurs change this historical and social environment, (3) write an analysis of the activity and impact of a given entrepreneur.

**Assessment of Competencies/Evaluative Criteria:** This course will include a Mid-term test (18% of the grade), a Final examination (30% of the grade), a Term Paper (30% of the grade), an oral book report (12% of the grade), and an oral report based on the paper (5%), and class participation will account for 5 per cent of the total grade. The Mid-Term and Final are essay tests that focus on the subject materials in the syllabus.

The Final Examination is **cumulative** in that it covers the whole course. In separate handouts, the nature of the paper and homework assignments will be described.

**Scale of Grades:** (A - F including plus/minus except for no A+)

**Class attendance:** Class attendance is mandatory. The student is allowed **four (for night courses one)** unexcused class absences without penalty. Each unexcused absence in excess of **four (for night courses one)** can result in a final grade reduction of 4%. Remember also that when you are not there credit cannot be given for class participation. The student is responsible for the materials discussed during an absent day. **DO NOT** make appointments with advisors, other professors or anyone else during class hours.

**Teaching Methodology:** Discussions supplemented by lectures.

**Cheating:** Academic integrity must be maintained at all times. No form of cheating or plagiarism will be tolerated. Such actions will be dealt with in accordance with the procedures documented in the Ashland University Student Handbook.
Special Problems: - Students with documented disabilities who require academic adjustments for this class are requested to contact me to discuss reasonable accommodations. While not required, it is in the best interest of the student to have this conversation early in the semester. In order to receive academic adjustments paperwork from Disability Services must be provided to document this need. Disability Services is located in 105 Amstutz, extension 5953.

Tentative Course Schedule:

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<tr>
<th>WEEK OF</th>
<th>SUBJECTS AND/OR EVENT</th>
<th>ASSIGNMENT *</th>
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<tbody>
<tr>
<td>JAN. 10</td>
<td>Introduction</td>
<td>Porter, Temin, and Useem</td>
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<tr>
<td>JAN. 17</td>
<td>Rockefeller and Standard Oil</td>
<td>Yergin and Vavra</td>
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<tr>
<td>JAN. 24</td>
<td>Rockefeller and Standard Oil</td>
<td>Yergin and Vavra</td>
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<td>JAN. 31</td>
<td>Automobile: Ford and Sloan</td>
<td>McCraw (1), ch 1 and McCraw (2), ch 8</td>
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<td>FEB. 7</td>
<td>Automobile: Ford and Sloan</td>
<td>McCraw (1), ch 1 and McCraw (2), ch 8</td>
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<td>FEB. 14</td>
<td>Automobile: Ford and Sloan</td>
<td>McCraw (1), ch 1 and McCraw (2), ch 8</td>
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<td>FEB. 21</td>
<td>Watsons and IBM</td>
<td>McCraw (2), ch 10 Chandler, ch 4 and Slater</td>
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<td>Mid Term Test</td>
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<tr>
<td>FEB. 28</td>
<td>Watsons and IBM</td>
<td>McCraw (2), ch 10 Chandler, ch 4 and Slater</td>
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<td>MAR. 7</td>
<td>SPRING BREAK</td>
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<td>MAR. 14</td>
<td>Watsons and IBM</td>
<td>McCraw (2), ch 10, Chandler, ch 4 and Slater</td>
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<td>MAR. 21</td>
<td>Noyee and Silicon Valley</td>
<td>McCraw (1), ch 10, Chandler, ch 5 and Lee, ch1 &amp; 8 and Slater</td>
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<td>MAR. 28</td>
<td>Silicon Valley and HP</td>
<td>McCraw (1), ch 10, Chandler, ch 5, Lee, ch1 &amp; 8 and Packard</td>
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<td>APR. 4</td>
<td>HP</td>
<td>McCraw (1), ch 10, Chandler, ch 5 and Packard</td>
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<td>APR. 11</td>
<td>Nucor and Minimills</td>
<td>Preston and Others</td>
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<td>APR. 18</td>
<td>Iverson and Nucor</td>
<td>Preston and Others</td>
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<td>APR. 25</td>
<td>Review and Reports</td>
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<td>MAY 2</td>
<td>FINALS</td>
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* This schedule is tentative, and I reserve the right to deviate from it. By keeping up with the class, the student will have a good idea of what to read each week. The hour tests are scheduled for the designated weeks, and I will give ample notice as to the exact days. While I reserve the right to move the tests back in time, I will not move them forward.