

## SYLLABUS

### **THE HISTORY OF AFRICAN AMERICAN ENTREPRENEURSHIP WITH SPECIAL EMPHASIS ON THE CIVIL RIGHTS MOVEMENT AND RELEVANT LEGAL DECISIONS**

**Spring 2009**

History 3390  
LART 323

TR  
6:00-8:30 p.m.

#### Instructors

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#### I. Introduction

This course will center on the history of African-American entrepreneurship, the American civil rights movement, and related legal decisions and court cases germane to Black business development. We will start with a discussion of the African origins of Black business, follow the trajectory of African American entrepreneurship in the United States to the Civil Rights movement, and conclude with a discussion of present day laws and legal decisions impacting African-American entrepreneurship. A diligent student will walk away from this class with the following: (1) a deeper knowledge of the history of African-American entrepreneurship; (2) a greater understanding of the relationship between civil rights laws and entrepreneurship; (3) a superior knowledge of the government's efforts to promote minority entrepreneurship in the United States; (4) comprehension of the impediments to launching and maintaining a Black business; and (5) an appreciation for the Black entrepreneurs who succeeded despite the obstacles that confronted them during the American-American struggle for equality. This class should also be of great interest to students who are interested in entrepreneurship and/or the study of law.

#### II. Required/Recommended Materials

##### A. Required Materials

1. Book: Juliet Walker, The History of Black Business In America: Capitalism, Race, Entrepreneurship
2. Law Review Articles:

- a. Damon Moore, *Crossing Over: Structuring Foreign Investments that Advance African-American Entrepreneurial Interests in the International Marketplace*, Thurgood Marshall Law Review, 32 T. Marshall L. Rev. 191 (Spring 2007). (Available on-line through Lexis-Nexis.)
- b. Maceo Crenshaw Dailey, Jr., “Neither ‘Uncle Tom’ Nor ‘Accommodationist’: Booker T. Washington, Emmett Jay Scott and Constructionalism,” Atlanta History Journal, (Winter, 1995), pp. 21-33
- c. Maceo Crenshaw Dailey, Jr., *The Business Life of Emmett Jay Scott*, Harvard Business History Review, 77 (Winter, 2003), pp. 667-86

#### B. Recommended Materials

The following books are recommended reading. These books will help you understand most of the topics discussed in this course. However, you are not required to purchase these books. The recommended material you need in order to demonstrate mastery of this course (i.e., to obtain an A grade) can be accessed on-line or will be distributed by the instructors.

##### 1. Books

- a. Robert Weems, Desegregation of the Dollar
- b. Reginald Lewis, Why Should White Guys Have All the Fun?
- c. A’Lelia Bundles, On Her Own Ground: The Life and Times of Madam C.J. Walker
- d. E. Franklin Frazier, Black Bourgeoisie
- e. Alusine Jalloh and Toyin Falola, Black Business And Economic Power
- f. Leon Higginbotham, In The Matter Of Color

#### III. Evaluation Criteria

Students are expected to complete the reading assignments outlined in the course syllabus and all additional information distributed by the instructors. Students are expected to be alert and attentive with note taking in class and have a demonstrated desire to participate in any discussion. Exams are to be completed within the deadlines given by the instructors, and any special instructions for the paper, the presentations, and/or writing assignment(s) are to be followed precisely.

#### BASIS AND METHODS FOR GRADING:

25% Midterm Examination

25% Final Examination

25% Participation, Presentations, and In-Class Discussion (attendance counts)

25% A research paper of 10 pages or more on an El Paso Black business

Both the midterm examination and the final examination shall be completed in-class, and students are permitted to use their notes.

The grade scale used in this course is as follows:

A = 90-100  
B = 80-89  
C = 70-79  
D = 60-69  
F = 59/below

**ATTENDANCE POLICY:** An attendance roster is kept, and students are expected to attend all sessions on time and as scheduled. If a session and/or assignment deadline is to be missed for circumstances beyond the student's control, prior permission of the instructor must be obtained, and arrangements made for submission of the work. Regular late submission of work as well as tardiness and absenteeism will result in reduction of the final grade by at least one letter, depending upon severity. An "Incomplete" can only be given if the student has normally completed at least half the coursework, has a reasonable justification, and makes arrangements with the instructor.

**DISABILITY POLICY:** Any student who has a disability that may affect his/her academic performance is encouraged to make an appointment with me to discuss this matter.

**ACADEMIC AND CLASSROOM MISCONDUCT:** Students are expected to conduct themselves appropriately at all times. Academic and classroom misconduct will not be tolerated. Students must read the "Code of Student Conduct" in the Student Handbook for an understanding of what will be expected of them within the academic setting. Cheating and plagiarism will not be tolerated, and any student found cheating or plagiarizing will receive an "F" for the work in question, and possibly an "F" for the course, and may be recommended for suspension from the University.

#### IV. Class Schedule and Reading Assignments

##### A. January 22, 2009

1. Syllabus Review
2. Introduction to the topics covered in this course.
3. African Diaspora Commercial Survivalisms in Colonial American Plantation Communities.
4. Readings: Walker, History of Black Business In America, xvii and pp. 1-32
5. Readings: Frazier, Black Bourgeoisie, pp. 7-28;129-46

##### B. January 29, 2009

1. Free Black Business Activities in Colonial America
2. Business Activities of African American Slaves, 1790-1865

3. Readings: The Declaration of Independence of 1776; The Constitution of the United States; and Walker, 52-83
  4. Group Report, T. H. Breen and Stephen Innes, Myne Owne Ground
- C. February 5, 2009
1. “They Are Capitalists”: Antebellum Free Black Business Activities
  2. Antebellum Free Black Women Enterprises
  3. Dred Scott v. Sandford, 60 U.S. 393 (1857)
  4. Class/Group Presentation on Paul Cuffee
  5. Class/Group Presentation on Free Frank, Intreprenuer
  6. Readings: Walker, pp. 83-150
- D. February 12, 2009
1. The Civil War and Black Business
    - a. 13<sup>th</sup> Amendment
    - b. The Black Codes
    - c. The Civil Rights Act of 1866
  2. Readings: Rayford Logan, The Negro In The United States, pp. 9-22, 106-111
- E. February 19, 2009
1. Reconstruction: The Four Legislative Pillars to the Economic Rights of African Americans
    - a. The Reconstruction Act and subsequent military presence of The Federal Government in the South
    - b. The Fourteenth Amendment to the U.S. Constitution
    - c. The Fifteenth Amendment to the U.S. Constitution
    - d. The Civil Rights Act of 1875
  2. Readings: Logan, pp. 23-39, 112-17
  3. Class/Group Presentation on The Freedmen’s Bank
- F. February 26, 2009
1. Nadir: Court Decisions Affecting Economic Rights
    - a. The Slaughterhouse Cases, 83 U.S. 36 (1873)
    - b. United States v. Cruikshank, 92 U.S. 542 (1875)
    - c. United States v. Reese, 92 U.S. 214 (1876),
    - d. The Civil Rights Cases (5 consolidated cases brought to the U.S. Court for review), 109 U.S. 3 (1883)
    - e. Plessy v. Ferguson, 163 U.S. 537 (1896)
  - b. Readings: Logan, 39-57, 114-33
    - ii. Class/Group Presentation on North Carolina Mutual
    - iii. Video: Ida Wells Barnett

G. March 5, 2009

1. From the Golden Age of Black Business to the Depression

- i. From the Depression to Civil Rights in Black Business
- ii. Reading: Booker T. Washington, The Negro in Business (all) Walker, pp. 182-264
- iii. Class/Group Presentation on Madam CJ Walker
- iv. Class/Group Presentation on Maggie Lena Walker
- v. Class/Group Presentation on National Negro Business League

March 12, 2009

- vi. The Civil Rights Era of the 1950s to the Present
  1. Brown v. the Board of Education, 347 U.S. 483 (1954)
  2. Executive Order 11,246
  3. The 1964 Civil Rights Act
  4. The Voting Rights Act
- vii. The Federal Government and Black Business from 1960 – 1990 Juliet Walker, pp. 264 – 294)
- viii. Government Efforts to Assist African-American Businesses
  1. The Small Business Act (the SBA 8(a) Program)
- ix. Readings: Walker, 264-94
- x. Class/Group Presentation on Reginald Lewis
- xi. Class/Group Presentation on John H. Johnson

March 26, 2009

- xii. The Federal Government and Black Business from 1960 to 1990
  1. The Rise of Black Corporate America from 1945 – 1995 (Reading: Juliet Walker, pp. 295 - 331)
- xiii. Case Law Addressing the Government's Efforts
  1. Fullilove v. Klutznick, 448 U.S. 448 (1980)
  2. City of Richmond v. J. A. Croson, 488 U.S. 469 (1989)
  3. Metro Broadcasting, Inc. v. FCC, 497 U.S. 547 (1990)
  4. Adarand Construction, Inc. v. Pena, 515 U.S. 200 (1995)
- xiv. Class/Group Presentation on Maynard Jackson
- xv. Class/Group Presentation on James Brown

April 2, 2009

- xvi. The Minority Business Development Agency

- xvii. Analysis of Minority Business Enterprise Programs in Various Cities/States
    - 1. Austin (Texas)
    - 2. Detroit (Michigan)
    - 3. Indiana
    - 4. Atlanta (Georgia)
    - 5. El Paso (Texas)
- April 9, 2009
- xviii. Black & White Corporate America 1965-1995 (Reading: Juliet Walker, pp. 332 – 372)
  - xix. Discussion of Essays from Black Business and Economic Power
    - 1. Where Did All of Our Customers Go?: Historic Black-Owned Businesses and the African American Consumer Market – Robert E. Weems
    - 2. The African Union Company of the 1920s and Its Activities in Africa and the United States – Maceo Crenshaw Dailey, Jr.
- April 16, 2009
- xx. Class/Group Presentation on Oprah Winfrey
  - xxi. Student Proposals
    - 1. Students will propose their own state/federal level Minority Business Enterprise program initiatives
  - xxii. Discussion of Various Approaches to expanding into the International Marketplace
    - 1. The Aga Khan-Ismaeli Approach
    - 2. The Asian-Indian Approach
    - 3. Other Approaches (if time permits)
- April 23, 2009
- xxiii. African Entrepreneurship and Other Topics Readings, Alusine Jalloh and Toyin Falola, Black Business and Economic Power, pp, 199-211,311-346, 381-404
- April 30, 2009
- May 14, 2009
- xxiv. Review for Final Exam
  - xxv. Final Exam from 7:00 p.m. – 9:45 p.m.