

Course	HIST 2340 History of American Business/Management			
Term	Summer 2007			
Instructor	Name:	Jack Cochran, PE		
	Phone:	(949) 388-6701		
	Email:	jakcochran@aol.com		
Catalog Description	Traces the rise of business as a major American cultural institution, with consideration given to its impact on government, law, education, and social customs. Special emphasis is given to the changes in managerial thought and practice in the twentieth century, and the rise of big management and bureaucracy.			
Course Level Learning Outcomes	<ul style="list-style-type: none"> • Students will have a better understanding of the role of business in U.S. history. • Students will be able to evaluate the pros and cons of government regulation on business activities. • Students will be able to assess the role of individual leaders in business development. • Students will understand the importance of foreign business in the U.S. marketplace. • Students will be able to analyze the impact of social change, such as civil rights and women's suffrage, on economic development. • Students will be able to interpret the significance of capitalism and free enterprise in U.S. historical development. • Students will complete the course with a knowledge of the methodology of interpreting and writing history • Students will be able to perceive the value of historical investigation in the mainstream of American culture. • Students will have had the opportunity to practice the writing of an historical document. 			
Materials	<i>Business Enterprise in American History</i> , By Mansel Blackford, 3rd Edition, Houghton/Mufflin Publishers.			
Grading	Abstract of Final Paper	3 rd Week	5%	15
	Annotated Bibliography	4 th Week	10%	30
	Mid-Term Exam	5 th Week	15%	45
	Book Review	6 th Week	20%	60
	Final Paper & Presentation	7 th Week	20%	60
	Final Exam	8 th Week	30%	90
	Total		100%	300
	<p>The final paper is to be APA style, include references (minimum 5 non-internet and 3 internet) and bibliography. Use of Passports is required. Please use the Webster Writing Center to assist you with your paper.</p> <p>Grading: 275-300 Points = A 270-274 Points = A-</p>			

	<p>265-269 Points = B+</p> <p>245-264 Points = B</p> <p>240-244 Points = B-</p> <p>235-239 Points = C+</p> <p>210-234 Points = C</p> <p>209-205 Points = C-</p> <p>204-200 Points = D+</p> <p>199-195 Points = D</p> <p><194 Points = F</p>
Activities	The professor will show one or more videos on U.S. business development and the student is expected to take notes on the content of the videos.
Policy Statements: University Policies	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Attendance Policy "The University reserves the right to cancel a student's course enrollment if the student does not attend class the first or second week of the term/semester. Students are expected to attend all class sessions. In the case of unavoidable absence (e.g., medical reason, work related travel), the student must contact the instructor directly and immediately. The instructor may give warning to the student and then recommend that the student withdraw from the course. The student is subject to appropriate academic penalty for incomplete or other make-up work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission from the instructor should withdraw from the class."</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
Course Policies	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. However, every effort will be made to prevent inconvenience or disruption of the learning process for students.</p> <p>Class meetings are to be treated as important business appointments. Because so much of the value of this course comes from class discussion, attendance is required. There are, of course, excusable absences. However, they will always be for reasons that are beyond your ability to control. Please talk to me about any absences.</p>

	<p>REQUIRED WRITING COMPONENT:</p> <p>At least one writing component is required in ALL graduate and undergraduate courses. The written assignment should be APA style, include references (a minimum 5 non-internet references (e.g. academic journals, books, professional publications) in addition to any internet resources they may use), and a bibliography. The assignment should show that the student clearly has the ability to conduct research, cite sources to support arguments and write in a coherent, organized fashion expected at the college (for Undergraduate students) or Graduate level.</p> <p>REQUIRED USE OF PASSPORTS: Students are required to use Webster University's online library, PASSPORTS (http://library.webster.edu). PASSPORTS offers access to many scholarly and professional publications free of charge. Check with the Academic Advisor or visit the website for more information about what is available via PASSPORTS.</p> <p>TURN-IT-IN PLAGIARISM DATABASE: Faculty encourage students to use the Turn-it-In PlagiarismDatabase and should include the password on the syllabus. (http://library.webster.edu/turnitin.html)</p> <p>WRITING ASSISTANCE: All students are encouraged to submit their research papers to the Webster On-Line Writing Center for review and assistance. (http://www.webster.edu/acadaffairs/asp/wc/online.html)</p>
<p>Weekly Schedule</p>	<p>Week 1. Orientation/Introductions - Introduction, pp 1-12; Chapters 1, 2 Course overview</p> <p>Week 2. Discussion of the "Great Man Theory" Foundations of American Business - Chapters 3, 4</p> <p>Week 3. Business in the Colonial and Revolutionary Eras Early Business Development (1790-1850) - Chapters 5, 6 Struggle with government regulations</p> <p>Week 4. The Southern issue: slavery and economic growth The Rise of Big Business (1850-1920) - Chapter 7 The important leaders: Vanderbilt and Carnegie</p> <p>Week 5. The Progressive Era - Chapters 8, 9 Henry Ford and industrialization</p> <p>Week 6. Development of Modern Business (1920-1945)-Chapters 10, 11 Depression and its toll on development The Second World War and rise of women in business</p> <p>Week 7. Post-World War II Prosperity - Chapters 12, 13 Growth of the suburban economy The Federal Reserve Video: The U.S. Since 1945</p> <p>Week 8. Restructuring American Business: Rise of the computer age and the dot-com collapse Rise and fall of business leaders: Tyco, World Com, Enron The international challenge Final Papers and Presentations Due; Final Exam</p>