

HISTORY 2807F

Entrepreneurship in the United States and Canada since 1800

Fall 2022

Lecture: Tuesdays, 4:30 - 6:30 p.m. (Location: University College 1225)

Tutorial Sect 002: Thursdays, 1:30 - 2:20 p.m. (Stevenson Hall 2166)

Tutorial Sect 003: Thursdays, 2:30 - 3:20 p.m. (Stevenson Hall 1155)

Course delivery in-person

Instructor: Professor Keith Fleming

Office Hours: Thursdays, 3:30 – 5:30 p.m.

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This is a draft syllabus. Please see your course OWL site for the final syllabus.

Course delivery with respect to the COVID-19 pandemic

The intent is for this course to be delivered in-person, but should the COVID-19 landscape shift, the course will be delivered on-line synchronously (i.e., on Zoom at the times indicated in the timetable). The grading scheme will not change. The course will return to an in-person mode of delivery when the University and local health authorities deem it safe to do so.

Course Description:

A lecture and seminar course examining theories of entrepreneurship and their historical relationship to such essential business activities as finance, marketing, manufacturing, transportation, labour relations, and management. The focus is on the careers and business innovations of leading American and Canadian entrepreneurs in the 19th and 20th centuries.

Course Syllabus:

History 2807F is a study of entrepreneurs and entrepreneurship in the United States and Canada in the 19th and 20th centuries. Entrepreneurs are best understood as those who take the risks to create material wealth in the economic realm. This course will examine how economic, social, and political conditions in the United States and Canada encouraged a culture of entrepreneurship, and in turn were shaped by the activities of successive generations of creative entrepreneurs. Various theories of entrepreneurship will be examined along with their practical application by entrepreneurs in a wide array of business endeavors, including corporate finance, marketing, mass production manufacturing, corporate trusts, and transportation. Entrepreneurs' revolutionary approaches to business organizational structures, and information technologies will also be discussed. A select group of women entrepreneurs are also studied.

A central emphasis of the course will be to study the careers of leading entrepreneurs, including but not limited to Andrew Carnegie, Jonas Chickering, Samuel Colt, Jay Cooke, Michael Dell, James B. Duke, Pierre Du Pont, William C. Durant, George Eastman, Timothy Eaton, Thomas Edison, Marshall Field, Henry Ford, Henry Frick, Bill Gates, A.P. Giannini, Jay Gould, Edward H. Harriman, H.J. Heinz, James J. Hill, Lee Iacocca, Henry Kaiser, Ray Kroc, Estée Lauder, Francis Cabot Lowell, Charles E. Merrill, Cyrus H. McCormick, J.P. Morgan, John H.

Patterson, George Pullman, John D. Rockefeller, Howard Schultz, I.M. Singer, Samuel Slater, Alfred P. Sloan, Donald Smith, A.T. Stewart, Gustavus Swift, Cornelius Vanderbilt, William Cornelius VanHorne, Madam C.J. Walker, Sam Walton, George Westinghouse, and Robert Woodruff.

There will be one two-hour lecture each week, as well as a one-hour tutorial when the weekly assigned readings are discussed.

As Learning Outcomes, students will be able to

- identify the major events, concepts, and personalities associated with the development of entrepreneurialism in North America since 1800
- provide accurate factual information about a wide range of people, groups, events, and documents discussed in readings and explain their significance
- strengthen skills of oral and written communication
- analyze secondary sources, including their sources, methods, arguments, strengths, limitations, potential implications and significance for the field
- solve research problems by identifying a topic, refining it to a significant and answerable historical question, determining the essential components of the argument, organizing the parts of the essay, and drawing conclusions
- effectively integrate a wide thematic variety of secondary sources in a research essay
- situate contemporary business issues in a broader historical context, identifying ways these issue have been informed by the history of entrepreneurship described in this course

Each student will write a scholarly **book review** (5-6 typewritten pages in length) of Joe Carlen, *A Brief History of Entrepreneurship: The Pioneers, Profiteers, and Racketeers Who Shaped Our World* (Columbia Business School Publishing, 2016). A detailed description of the book review assignment will be discussed in class on **Tuesday September 27th**. An electronic copy of the completed book review must be submitted via the course OWL website (see **Assignment link**) no later than **Friday 21 October 2022 at 11:55 p.m.** In addition, an identical electronic copy of the book review must be submitted by the due date and time to Turnitin.com via the course OWL website.

Each student will submit via the course OWL website (see **Assignment link**) a **research essay proposal** (one to two pages in length) outlining the topic, thesis, and main sources to be utilized no later than **Tuesday October 4th at 4:30 p.m.** Individual essay topics must be approved by the instructor. Essays will not be accepted or assigned a grade if they are submitted on a topic other than what was approved by the instructor.

Each student will write a **research essay** (10-12 typewritten pages in length) on the life and principal business innovations of a leading American or Canadian entrepreneur. Individual essay topics will be assigned by the instructor in consultation with each student. In addition to focusing on the entrepreneur's most significant business innovations, essays must discuss the principal societal, economic, and political influences which affected the entrepreneur's decision-making. If, for example, a student intends to write a research essay on the career of the pioneering industrialist and steel producer Andrew Carnegie, attention must be given to the relevant social,

economic and political events which marked American society between the 1870s and the 1890s, the decades when Carnegie made his most significant entrepreneurial innovations. A detailed description of the essay assignment will be discussed in class on **Tuesday September 27th**. An electronic copy of the completed research essay must be submitted via the course OWL website (see **Assignment link**) no later than **Friday 25 November 2022 at 11:55 p.m.** In addition, the essay must be submitted by the due date and time to Turnitin.com via the course OWL website.

Students will submit each week a **written response** (maximum 400 words per weekly response) to a question **based on the lecture** for that week. The lecture response questions will be posted on the “**Assignments**” section of the course OWL website by 8 p.m. on the day of the lecture. Students will have twenty-four hours to submit their written answers via the course OWL website. Responses must also be submitted to Turnitin.com via the course OWL website. Late submissions (defined as after 8 p.m. the day following the posting of the lecture question) will not be accepted or graded. Although eleven lecture response questions will be assigned, only the student’s ten best grades will be counted.

Course Materials:

The course textbook Nancy F. Koehn, *Brand New: How Entrepreneurs Earned Consumers’ Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), and the book for review, Joe Carlen, *A Brief History of Entrepreneurship: The Pioneers, Profiteers, and Racketeers Who Shaped Our World* (Columbia Business School Publishing, 2016) are available for purchase through the University Book Store.

All other course readings are available in digital format at the Western Libraries “Course Readings” site for History 2807F (<https://ares.lib.uwo.ca/ares/>).

Methods of Evaluation:

Research Essay proposal (due Tuesday October 4 th)	5%
Book Review (due Friday October 21 st)	25%
Research Essay (due Friday November 25 th)	30%
Tutorial Participation	20%
Lecture response questions (10 x 2% each)	20%

A **late penalty** of 5% for the first day and 2% per day thereafter (weekends included) will be assessed against the book review and research essay if submitted after the due date.

Students must pass all elements of the course (research essay proposal; research essay; book review; tutorial participation; lecture response questions) in order to achieve a passing grade in the course.

Students are expected to attend and participate actively in all tutorial discussions, thereby demonstrating their comprehension of the assigned readings. Sample discussion questions will be posted on the course OWL website before each class to assist students in preparing to participate meaningfully in the tutorial. All students will be assigned a participation grade on a 10-point scale following each tutorial. Failure to attend a tutorial will result in a score of “0” for that class. Merely attending a tutorial without participating in the discussion will result in a score of “2” for that class. The assignment of a participation grade from “3” to “10” will be determined by the quality of the student’s contributions to discussion during any given tutorial.

In instances when absence from tutorial is unavoidable, students are expected, when possible, to inform the instructor in advance of their pending absence.

Non-illness absences from tutorials are unacceptable. Any student attending fewer than seven of the nine scheduled tutorials for non-illness reasons will be assigned a failing grade for tutorial participation.

Course Schedule and Readings:

WEEK #1

Tuesday 13 September 2022

Introduction to History 2807F

Lecture: Defining Entrepreneurship (I)

No Tutorials This Week

WEEK #2

Tuesday 20 September 2022

Lecture: Defining Entrepreneurship (II)

Lecture: Colonial Entrepreneurs

Tutorial Readings for Week #2:

Geoffrey Jones and R. Daniel Wadhvani, "Entrepreneurship," in Geoffrey Jones and Jonathan Zeitlin (eds.), *The Oxford Handbook of Business History* (Oxford University Press, 2009), pp. 501-509.

Nancy F. Koehn, "Entrepreneurs and Consumers" in *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 1-7.

Gary J. Kornblith, "The Craftsman as Industrialist: Jonas Chickering and the Transformation of American Piano Making," in *Business History Review* (Vol. 59, No. 3, Autumn 1985), pp. 349-368.

WEEK #3

Tuesday 27 September 2022

Lecture: Extending the Entrepreneurial Reach: Steamships, the Telegraph, and Railroads

Lecture: Essay Instructional Session

Tutorial Readings for Week #3:

John F. Stover, "Pullman, George Mortimer," in *American National Biography Online*.

<http://www.anb.org/articles/10/10-01353.html>

"Making a difference in the way the world worked": James J. Hill and the Transcontinental Railroads," in Burton W. Folsom, *The Myth of the Robber Barons* (Young America's Foundation, 1991), pp. 16-39.

WEEK #4

Tuesday 4 October 2022

Lecture: Entrepreneurial Innovations in Financial Institutions

Tutorial Reading for Week #4:

Nancy F. Koehn, "H.J. Heinz, 1844-1919" in *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 43-90.

* * **RESEARCH ESSAY PROPOSAL DUE TUESDAY OCTOBER 4TH** * *

WEEK #5

Tuesday 11 October 2022

Lecture: Entrepreneurial Manufacturers and the Development of Mass Production Strategies

Tutorial Reading for Week #5:

Richard S. Tedlow, "Henry Ford: the Profits and the Price of Primitivism" in *Giants of Enterprise: Seven Business Innovators and the Empires they Built* (HarperBusiness, 2003), pp. 119-177.

WEEK #6

Tuesday 18 October 2022

Lecture: Entrepreneurialism in Organizational Structures

No Tutorial This Week.

* * **BOOK REVIEW DUE FRIDAY OCTOBER 21st @ 11:55 p.m.** * *

WEEK #7

Tuesday 25 October 2022

Lecture: Entrepreneurship and the Rise of Corporate Trusts (I)

Tutorial Readings for Week #7

"Timothy Eaton," *Dictionary of Canadian Biography, Vol XIII*

Nancy F. Koehn, "Marshall Field, 1834-1906" in *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 91-130.

WEEK #8

Tuesday 8 November 2022

Lecture: Entrepreneurship and the Rise of Corporate Trusts (II)

Lecture: Marketing Entrepreneurs (I)

Tutorial Reading for Week #8:

Nancy F. Koehn, "Howard Schultz and Starbucks Coffee Company" in *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 201-256.

WEEK #9

Tuesday 15 November 2022

Lecture: Marketing Entrepreneurs (II)

Tutorial Reading for Week #9:

Nancy F. Koehn, “Estée Lauder” in *Brand New: How Entrepreneurs Earned Consumers’ Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 137-199.

WEEK #10

Tuesday 22 November 2022

Lecture: Entrepreneurial Women

No Tutorial This Week.

* * **RESEARCH ESSAY DUE FRIDAY NOVEMBER 25TH @ 11:55 p.m.** * *

WEEK #11

Tuesday 29 November 2022

Lecture: Entrepreneurs in Wartime

Tutorial Reading for Week #11:

Nancy F. Koehn, “Michael Dell” in *Brand New: How Entrepreneurs Earned Consumers’ Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 257-305.

WEEK #12

Tuesday 6 December 2022

Lecture: Entrepreneurs in Communications and Information Technology

Tutorial Reading for Week #12:

Nancy F. Koehn, “Historical Forces and Entrepreneurial Agency” in *Brand New: How Entrepreneurs Earned Consumers’ Trust from Wedgwood to Dell* (Harvard Business Review Press, 2001), pp. 307-339.

Additional Statements:

Please review the Department of History Course Must-Knows document, <https://www.history.uwo.ca/undergraduate/Docs/Department%20of%20History%20Course%20Must-Knows.pdf>, for additional information regarding:

- Academic Offences
- Accessibility Options
- Medical Issues
- Plagiarism
- Scholastic Offences
- Copyright
- Health and Wellness