

**Department of History**  
**The University of Western Ontario**  
**History 2807G**  
**Entrepreneurship in the United States and Canada since 1800**  
**2014**

Instructor: Professor B. Forster  
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**HIST 2807G: Entrepreneurship in the United States and Canada since 1800**

History 2807G is a study of entrepreneurs and entrepreneurship in the United States, Canada and, on occasion, beyond, in the 19th and 20th centuries. 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 finance, marketing, mass production, corporate trusts, and transportation. Entrepreneurs' revolutionary approaches to labour relations, business organizational structures, and invention and new technologies will also be discussed, along with entrepreneurialism in the context of publicly-owned enterprises and privately owned multinational corporations. A key focus of the course will be the examination of the activities of leading entrepreneurs, so the life histories of key business people will be inherent in the course itself. A research essay on the life and major innovations of a chosen American or Canadian entrepreneur is required of students.

Research Essay proposal.....	5%
Mid-term Exam.....	20%
Research Essay.....	30%
Tutorial Participation.....	15%
Final Examination.....	30%

**COURSE READINGS:**

The course textbook Nancy F. Koehn, *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard, 2001), is available in the University Book Store. There are a number of additional readings as indicated in the syllabus, and links will be available through the OWL site for the course. Some readings may still be added; for these there will be announcements via the OWL site at least a week in advance.

## **PARTICIPATION:**

Students are required to participate actively in all tutorial discussions, thereby demonstrating their comprehension of the assigned readings and lectures. 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 ZERO 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.

## **ESSAY:**

Each student will write a **research essay** (10-12 typewritten pages in length) on the life and principal business innovations of a leading American, Canadian or (in limited instances) British 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 decisionmaking.

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 distributed and discussed in class on **Thursday January 23rd**.

A **research essay proposal** (maximum one page in length) outlining the topic, thesis, and main sources to be utilized must be submitted **in class** no later than **Thursday February 6th**. A paper copy of the completed research essay must be submitted **in class** on **Thursday March 13th**. In addition, an identical electronic copy of the written assignment must be submitted by the due date and time to turnitin.com via the OWL website.

A **late penalty** of 5% for the first day and 2% per day thereafter (weekends included) will be assessed against all written work submitted after the due date. Students must keep a duplicate of all written work until the final grade is received.

## **EXAMINATIONS:**

There will be a **mid-term examination** on **Thursday February 13th** covering all lectures, tutorials, and required readings in the course to that date.

There will be a three-hour **final examination** during the April examination period covering all subsequent lectures, tutorials, and required readings for the course.

## Lecture and Tutorial Schedule

Thurs. Jan. 09

Week 1

### **What is entrepreneurship?**

**Reading:** James A. Montanye, "Entrepreneurship," *The Independent Review*, vol. 10, 2006, pp. 547-569. This can be found through Summons at the UWO library site. Cut and paste the following:

<http://web.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=baeeb786-f6f8-4945-99f2-89ec792ef83d%40sessionmgr115&vid=2&hid=113>

Thurs. Jan. 16

Week 2

### **Entrepreneurs in marketing – the British at the opening of the Industrial Revolution**

**Reading:** Koehn, *Brand New*, Chapter 2, Josiah Wedgewood.

Thurs. Jan. 23

Week 3

### **A technological storm: Entrepreneurs in production**

**Reading:** Jennifer Tann, "Matthew Boulton – Innovator," in *Matthew Boulton: Enterprising Industrialist of the Enlightenment*, Ashgate: 2013, Ch. 3 Available at UWO Library as an ebook, <http://lib.myilibrary.com/ProductDetail.aspx?id=417238>

Thurs. Jan. 30

Week 4

### **A transportation revolution: canals, railways and steamships**

**Reading:** TBA

Thurs. Feb. 6

Week 5

### **Mass Production and heavy industry: Entrepreneurs in a second industrial revolution?**

**Reading:** Koehn, *Brand New*, Chapter 3, H.J. Heinz  
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.

Thurs. Feb. 13

Week 6

### **Mid-term test**

There will be no tutorials this week.

Thurs. Feb. 20

Week 7

### **Reading Week**

Thurs. Feb. 27

Week 8

**Entrepreneurs in finance: Mergers, Acquisitions, Consolidation and the new corporate form**

**Reading:** Gregory P. Marchildon, *Profits & Politics: Beaverbrook and the Gilded Age of Canadian Finance*, Toronto: UTP, 1996, ch. 9.

Thurs. Mar. 6

Week 9:

**A new world in marketing and consumption**

**Reading:** Koehn, *Brand New*, Chapter 4, Marshall Field

Thurs. Mar. 13

Lecture 8:

**Entrepreneurship in hard times: Peace and War**

**Reading:** Koehn, *Brand New*, Chapter 5, Estee Lauder

Thurs. Mar. 20

Lecture 9:

**Entrepreneurship in the era of mass consumption**

**Reading:** Koehn, *Brand New*, Chapter 6, Howard Schultz

Thurs. Mar. 27

Lecture 10:

**Technology and digitization**

**Reading:** Koehn, *Brand New*, Chapter 7, Michael Dell

Thurs. April 3

Lecture 11:

**Entrepreneurship in the era of globalization and market integration**

**Reading:** TBA

**SUPPORT SERVICES**

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

*Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.*

THE UNIVERSITY OF WESTERN ONTARIO  
FACULTY OF SOCIAL SCIENCE

PLAGIARISM

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offense (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

The following rules pertain to the acknowledgements necessary in academic papers.

A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of Publication and page number. Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

B. In adopting other writer's ideas, you must acknowledge that they are theirs.

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source; these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently.

Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction, your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases, in their suspension from the University.

#### MEDICAL ACCOMMODATION

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Please go to [https://studentservices.uwo.ca/secure/medical\\_accommodations\\_link\\_for\\_OOR.pdf](https://studentservices.uwo.ca/secure/medical_accommodations_link_for_OOR.pdf) to read about the University's policy on medical accommodation. Please go to <http://www.uwo.ca/univsec/handbook/appeals/medicalform.pdf> to download the necessary form. In the event of illness, you should contact Academic Counselling as soon as possible. The Academic Counsellors will determine, in consultation with the student, whether or not accommodation is warranted. They will subsequently contact the instructors in the relevant courses about the accommodation. Once a decision has been made about accommodation, the student should contact his/her instructors to determine a new due date for term tests, assignments, and exams.

If you have any further questions or concerns please contact, Rebecca Dashford, Undergraduate Program Advisor, Department of History, 519-661-2111 x84962 or [rdashfo@uwo.ca](mailto:rdashfo@uwo.ca)