



**The University of Western Ontario
HISTORY 2807G**

**Entrepreneurship in the United States and Canada Since 1800
Winter 2019**

Lecture: Tuesdays, 4:30 - 6:30 p.m., SSC 3014

Tutorial Sect 002: Thursdays, 3:30 - 4:30 p.m., STVH 1155

Tutorial Sect 003: Thursdays, 4:30 - 5:30 p.m., SH 3307

Tutorial Sect 004: Thursdays, 2:30 - 3:30 p.m., SH 3355

Instructor: Professor Keith Fleming

Office Hours: Thursdays, 10:30 a.m. – 12:30 p.m. or by appointment

Department of History, Office: Lawson Hall 1208

Email: kfleming@uwo.ca

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 and more contemporary "green" 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 submit in class a **research essay proposal** (maximum one page in length) outlining the topic, thesis, and main sources to be utilized no later than **Tuesday February 12th**.

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 distributed and discussed in class on **Tuesday January 22nd**. A paper copy of the completed research essay must be submitted in class on **Tuesday March 26th**. In addition, an identical electronic copy of the written assignment must be submitted by the due date and time to turnitin via the course OWL website.

There will be a one-hour **mid-term examination** on **Tuesday February 26th** covering all lectures, tutorials, and required readings in the course to that date.

There will be a two-hour **final examination** during the **April examination period** covering all lectures, tutorials, and required readings for the entire course. Students will also be required to answer on the final examination a question based on Nancy F. Koehn, "Historical Forces and Entrepreneurial Agency" in *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (Harvard, 2001), pp. 307-339.

Course Materials:

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.

All other course readings are available either in digital format at the Western Libraries “Course Readings” site for History 2807G (<https://ares.lib.uwo.ca/ares/>), or on two-hour reserve at D.B. Weldon Library.

Methods of Evaluation:

Research Essay proposal (due Tuesday February 12 th)	5%
Mid-term Exam (in class on Tuesday February 26 th)	15%
Research Essay (due Tuesday March 26 th)	30%
Tutorial Participation	20%
Final Examination	30%

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 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 eight of the ten scheduled tutorials (an absence rate of approximately 20%) for non-illness reasons will be assigned a failing grade for tutorial participation.

In every instance where a student seeks accommodation for course work (including book review, essay proposal, essay, primary source presentation and report, and final examination) due to illness or non-illness, documentation for such accommodation is required. Such documentation must be submitted by the student directly to the appropriate Faculty Dean’s office and not to the instructor. It will be the Dean’s office that will determine if accommodation is warranted.

Students can find the University’s Policy on Accommodation for Illness at (http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf).

Course Schedule and Readings:

WEEK #1

Tuesday 8 January 2019

Introduction to History 2807F

Lecture: Defining Entrepreneurship (I)

No Tutorials This Week

WEEK #2

Tuesday 15 January 2019

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, 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 22 January 2019

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

Lecture: Essay Instructional Session

Tutorial Reading 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 29 January 2019

Lecture: Entrepreneurial Innovations in Financial Institutions

Tutorial Reading for Week #4:

Naomi R. Lamoreaux, "Entrepreneurship in the United States, 1865-1920," Chapter 13 in David S. Landes, Joel Mokyr, and William J. Baumol (eds.), *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times* (Princeton University Press, 2010), pp. 367-394.

WEEK #5

Tuesday 5 February 2019

Lecture: Entrepreneurial Manufacturers and the Development of Mass Production Strategies

Tutorial Reading for Week #5:

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

WEEK #6

Tuesday 12 February 2019

* * **RESEARCH ESSAY PROPOSAL DUE TODAY** * *

Lecture: Entrepreneurialism in Organizational Structures

Tutorial Reading for Week #6:

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 #7

Tuesday 26 February 2019

Lecture: Entrepreneurship and the Rise of Corporate Trusts (I)
MID-TERM EXAMINATION (IN CLASS DURING SECOND HOUR)

No Tutorial This Week

WEEK #8

Tuesday 5 March 2019

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

Tutorial Reading for Week #8:

Margaret B.W. Graham, "Entrepreneurship in the United States, 1920-2000," Chapter 14 in David S. Landes, Joel Mokyr, and William J. Baumol (eds.), *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times* (Princeton University Press, 2010), pp. 401-437.

WEEK #9

Tuesday 12 March 2019

Lecture: Marketing Entrepreneurs (II)

Tutorial Reading for Week #9:

"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, 2001), pp. 91-130.

WEEK #10

Tuesday 19 March 2019

Lecture: Entrepreneurial Women

Tutorial Reading for Week #10:

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

WEEK #11

Tuesday 26 March 2019

* * * * * **RESEARCH ESSAY DUE TODAY** * * * * *

Lecture: Entrepreneurs in Wartime

Lecture: “Green” Entrepreneurship

Tutorial Reading for Week #11:

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

WEEK #12

Tuesday 2 April 2019

Lecture: Entrepreneurs in Communications and Information Technology

Tutorial Reading for Week #12:

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

WEEK #13

Tuesday

Tuesday 9 April 2019

Lecture: Flotsam and Jetsam

Additional Statements

Academic Offences:

Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitute a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

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 for such checking 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>).

Accessibility Options:

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 519 661-2111 x 82147 for any specific question regarding an accommodation.

Information regarding accommodation of exams is available on the Registrar's website:

www.registrar.uwo.ca/examinations/accommodated_exams.html

Medical Issues

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

to read about the University's policy on medical accommodation. 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 should be requested. They will subsequently contact the instructors in the relevant courses about the accommodation. Once the instructor has made a decision about whether to grant an accommodation, the student should contact his/her instructors to determine a new due date for tests, assignments, and exams.

Students must see the Academic Counsellor and submit all required documentation in order to be approved for certain accommodation: http://counselling.ssc.uwo.ca/procedures/medical_accommodation.html

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.

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following web site:

www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western, http://uwo.ca/health/mental_wellbeing/ for a complete list of options about how to obtain help.

Use of Electronic Devices

Electronic devices will not be allowed during tests and examinations.

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.

If you have any further questions or concerns please contact, Heidi Van Galen, Administrative Officer, Department of History, 519-661-2111 x84963 or e-mail vangalen@uwo.ca.