

**HISTORY 2807G**  
**Entrepreneurship in the United States and Canada since 1800**  
**Winter 2021**

**Lecture: Tuesdays, 4:30 - 6:30 p.m., location TBD**

**Tutorial Sect 001: Thursdays, 2:30 - 3:30 p.m., location TBD**

**Tutorial Sect 002: Thursdays, 3:30 - 4:30 p.m., location TBD**

**Tutorial Sect 003: Thursdays, 4:30 - 5:30 p.m., location TBD**

**Instructor: Professor Keith Fleming**

Department of History, Office: Lawson Hall 1208

Email: [kfleming@uwo.ca](mailto:kfleming@uwo.ca)

Office Hours: Thursdays, 12:00 p.m. – 2:00 p.m. or by appointment

**Since I am unable to hold in-person office hours during the Winter 2021 academic term due to Covid-19 restrictions, please phone (226-236-6616) or email ([kfleming@uwo.ca](mailto:kfleming@uwo.ca)) me during Thursday office hours about course-related matters. If needed, I will also hold individual appointments with students via Zoom scheduled at mutually convenient times.**

**Lectures and tutorials will be offered in a virtual, synchronous format via Zoom. A link to Zoom and the weekly class meetings can be located on the History 2807G OWL website Tool Menu.**

**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 2807G is a study of entrepreneurs and entrepreneurship in the United States and Canada in the 19<sup>th</sup> and 20<sup>th</sup> 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 write a scholarly **book review** (6 typewritten pages in length) of Walter A. Friedman, *American Business History: A Very Short Introduction* (Oxford University Press, 2020). A detailed description of the book review assignment will be discussed in class on **Tuesday January 19<sup>th</sup>**. An electronic copy of the completed book review must be submitted via the course OWL website no later than **Friday 26 February 2021 at 11:59 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 to [kfleming@uwo.ca](mailto:kfleming@uwo.ca) a **research essay proposal** (one to two pages in length) outlining the topic, thesis, and main sources to be utilized no later than **Tuesday January 26<sup>th</sup>**. 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 January 19<sup>th</sup>**. An electronic copy of the completed research essay must be submitted via the course OWL website no later than **Friday 19 March 2021 at 11:59 p.m.** In addition, the essay must be submitted by the due date and time to Turnitin.com via the course OWL website.

Due to scheduling restrictions posed by the Covid-19 pandemic, there **will not** be a final examination in this course. In its place, students will submit each week a **written response** (maximum 500 words per weekly response) to a question **based on the lecture** for that week. The 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. 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, Walter A. Friedman, *American Business History: A Very Short Introduction* (Oxford University Press, 2020) are available for purchase in the University Book Store, and are on two-hour reserve at D.B. Weldon Library.

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 January 26 <sup>th</sup> )	5%
Book Review (due Friday February 26 <sup>th</sup> )	25%
Research Essay (due Friday March 19 <sup>th</sup> )	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 all written work submitted after the due date.

Students must pass all elements of the course (research essay proposal; research essay; book review; tutorial participation; final examination) 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 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.

**Accommodation for missed assignment deadlines with a Self Reported Absence:**

If a student reports a SRA for an assignment (i.e. an essay) the new due date will be 48 hours after the SRA was submitted. For example, if you complete a SRA on March 19 at 3pm, your new due date will be March 21 at 3pm.

**Course Schedule and Readings:**

**WEEK #1**

**Tuesday 5 January 2021**

**Introduction to History 2807G**

**Lecture: Defining Entrepreneurship (I)**

**No Tutorials This Week**

\*\*\*\*\*

**WEEK #2**

**Tuesday 12 January 2021**

**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 19 January 2021**

**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 26 January 2021**

**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.

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

\*\*\*\*\*

**WEEK #5**

**Tuesday 2 February 2021**

**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 Business Review Press, 2001), pp. 43-90.

\*\*\*\*\*

**WEEK #6**

**Tuesday 9 February 2021**

**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 23 February 2021**

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

***No Tutorial This Week***

\* \* **BOOK REVIEW DUE FRIDAY FEBRUARY 26<sup>TH</sup> @ 11:59 p.m.** \* \*

\*\*\*\*\*

**WEEK #8**

**Tuesday 2 March 2021**

**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 9 March 2021**

**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 Business Review Press, 2001), pp. 91-130.

\*\*\*\*\*

**WEEK #10**

**Tuesday 16 March 2021**

**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 Business Review Press, 2001), pp. 137-199.

\* \* **RESEARCH ESSAY DUE FRIDAY MARCH 19<sup>TH</sup> @ 11:59 p.m.** \* \*

\*\*\*\*\*

**WEEK #11**

**Tuesday 23 March 2021**

**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 Business Review Press, 2001), pp. 201-256.

\*\*\*\*\*

**WEEK #12**

**Tuesday 30 March 2021**

**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 Business Review Press, 2001), pp. 257-305.

\*\*\*\*\*

## **Additional Statements**

### ***Academic 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 website:  
[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](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 Student Accessibility Services 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](http://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://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.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.

Please visit [https://www.uwo.ca/univsec/academic\\_policies/index.html](https://www.uwo.ca/univsec/academic_policies/index.html) to view all updated academic policies regarding medical accommodations.

### ***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>).

Students are expected to retain all research notes, rough drafts, essay outlines, and other materials used in preparing assignments. In the unlikely event of concerns being raised about the authenticity of any assignment, your instructor may ask you to produce these materials; an inability to do so may weigh heavily against you.

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 another writers ideas.

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 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 website:

[www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### ***Copyright***

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

### ***Health and Wellness***

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwoom/mentalhealth/> 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 Student Accessibility Services 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](mailto:vangalen@uwo.ca).