

Research Seminar in Business History (Chaire Kurgan-van Hentenryk)

Titulaires

Kenneth BERTRAMS (Coordonnateur) et Julien del Marmol

Mnémonique du cours

GEST-S496

Crédits ECTS

5 crédits

Langue(s) d'enseignement

Anglais

Période du cours

Deuxième quadrimestre

Campus

Solbosch

Contenu du cours

The teaching blocks are as follows:

- 1. General introduction to Business History; research methods; content outline**
- 2. Waves of globalization and technological revolutions**
- 3. The firm in (post-) industrialized economies**
 - 3.1. Family firms and industrial districts during the Industrial Revolution
 - 3.2. The American large enterprise
 - 3.3. The large enterprise in West Europe
- 4. Firms' development in East Asia**
 - 4.1. The Multinational Enterprise
 - 4.2. The Enterprise in Japan: between competition and cooperation
 - 4.3. The enterprise in late industrialised countries
- 5. A selection of business case-studies with guest scholars (to be announced shortly)**

Objectifs (et/ou acquis d'apprentissages spécifiques)

The learning objectives referring to knowledge are as follows:

- To become familiar with the most significant historical stages in the development of businesses, from the pioneering efforts of wholesale merchants on the Silk Route to the two big waves of globalization that have taken place in the world from the second half of the 19th century to the present.
- To understand the most important theories that have contributed to analyzing and understanding the evolution of businesses from a long-term perspective.

— To identify the variety of models of internationalization that have appeared throughout history, including those developed by large multinationals, small and medium-sized companies and business networks.

— To analyze the main external determinants of success or failure affecting a variety of businesses in different periods and territories of the world, with particular attention to the dynamic and changing role of the State and the financial system.

— To learn how to use concepts to make sense of and generalize about the wide variety of cases of internationalization involving businesses in a range of sectors and historical periods.

— To be able to do individual research to write, individually or in teams, case studies of business history that takes into account exogenous as well as endogenous factors.

Pré-requis et co-requis

Cours ayant celui-ci comme co-requis

STAG-B500 | Stage | 10 crédits

Méthodes d'enseignement et activités d'apprentissages

This course focuses on relevant issues from the research in business history. Activities will consist of approx. 6-8 hours of class with the instructor (3-4 classes of two hours each), 6-8 hours (3-4 classes) with guest scholars, and 6-12 hours of independent student work. The course has nine topics broken down in four successive sections. Each topic will be developed in the classroom in an ex-cathedra-type lessons during the first three sections. The last section consists of presentations made by guest scholars of their current research in business history. These presentations are made in order to show students how to undertake a proper research in the field. The last section may also include the full program of an international workshop in business history.

Contribution au profil d'enseignement

The competences to be gained in this course are as follows:

- Capacity for learning and responsibility (capacity for analysis, synthesis, to adopt global perspective and to apply knowledge in practice).
- Capacity to communicate in English and/or other foreign languages orally and in writing, comprehension skills, and mastery of specialized language.
- Capacity to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- Understanding of the structure and operation of international markets, to detect the potential implications of increasing internationalization and the new global framework.
- Understanding of the culture and business practices of different countries, as the basis for adapting to an interacting effectively with other geopolitical contexts.

- > Knowledge of international economic institutions and understanding of their role in the context of international economic relations.
- > Comprehensive understanding of the international economic, legal and socio-political framework, and ability to use this knowledge to oversee international business decisions.

Références, bibliographie et lectures recommandées

Chandler, Alfred D. Jr., "The coming of the modern industrial corporation," in *The Visible Hand. The Managerial Revolution in American Business*, Harvard University Press, Cambridge (MA), 1977, pp. 287-314.

Jones, Geoffrey, *Multinationals and global capitalism, from the nineteenth to the twenty-first century*, Oxford University Press, Oxford, 2005.

Landes, David, *The Unbound Prometheus: Technological Change and Industrial Development in Western Europe from 1750 to the Present*, Cambridge University Press, Cambridge, 1968.

A detailed reference list will be provided in class.

Support(s) de cours

Université virtuelle

Autres renseignements

Lieu(x) d'enseignement

Solbosch

Contact(s)

Julien del MARMOL (julien.del.marmol@ulb.be)

Méthode(s) d'évaluation

Examen oral

Méthode(s) d'évaluation (complément)

From 2021 onwards, the assessment will be done through an **oral examination**. Topics that will be assessed are threefold: the contents and key ideas of the lectures, the presentations done by guest scholars (case-studies), and the individual report of the workshop. Further guidelines will be provided in class on a yearly basis.

Construction de la note (en ce compris, la pondération des notes partielles)

- > Oral exam (80%)
- > Class and workshop active attendance and participation (20%)

Langue(s) d'évaluation principale(s)

Anglais

Programmes

Programmes proposant ce cours à la Solvay Brussels School of Economics and Management

MA-ECON | **Master en sciences économiques** | finalité Economic Governance and Public Policy in Europe/bloc 2 **et** MA-INGE | **Master en ingénieur de gestion** | finalité Spécialisée/bloc 1

Programmes proposant ce cours à la faculté de Philosophie et Sciences sociales

MA-HHIST | **Master en histoire** | finalité Histoire et administrations/bloc 1 et finalité Histoire et administrations/bloc 2