

ECONOMIC AND BUSINESS HISTORY

SYLLABUS

1. THE COURSE

Economic and Business History has 6 ECTS credits and is a part of all undergraduate courses at ISEG. It is designed by the scientific area of History within the Department of Social Sciences and taught by its staff. *Economic and Business History* course involves two weekly 1-hour lectures and one 1.5-hour tutorial. Both require the participation of students and build upon the bibliography indicated in 1.5. Individual and group assessments are made during these classes (see below point 1.6).

1.1. OBJECTIVES

This course aims at teaching some fundamental contents of the discipline and developing skills that are essential for an ISEG undergraduate.

The learning goals, the course leads undergraduate students to understand how long-term changes and geographical differences are key to make sense of the economic and social forces that they will face in their professional life. The course is focused on long-term changes in the world economy and the role of states and firms. Given this focus on the long-term, the course covers economic history from the Eighteenth century to the last decades.

At the generic skills level, the course is designed to develop instrumental and practical competences through:

1. Search and interpretation of quantitative data
2. Text analysis and summary
3. Written and oral communication.
4. Teamwork.

1.2. CONTENT

The teaching objectives mentioned above require the study of Modern Economic Growth. This process powered Globalization and has impacted all organisations: firms, states, and international bodies. These have all changed in response to economic stimuli and crises created by Modern Economic Growth.

This theme is studied in a 'structural' plane and a 'polemic' plane. In the former place, students are expected to understand the structural features underlying Modern Economic Growth: a) sustained economic growth; b) modern firm; c) Globalization; d) world economic orders. All these features are to be understood considering innovations, a concept that encompasses not only new technologies allowing for productive breakthroughs, but also changes in organisational designs, institutions, and market extent.

The 'polemic' contents constitute the key scientific problems of the discipline, which students are challenged to answer, using scholarly data to build their arguments in group works. The four questions are as follows:

1. Why did Modern Economic Growth occur in a given set of economies?
2. Did the benefits of Globalization outweigh its problems?
3. How did firms adapt to Modern Economic Growth?
4. What roles did the state take in different periods?

1.3. PROGRAM

Intro

Chapter 1. – Modern Economic Growth (MEG)

Chapter 2. – The Spread of MEG: the First Globalization (1820-1913)

Chapter 3. – States and firms when Globalization faltered (1914-50)

Chapter 4 – Governments and policies in the Second Globalization (1950-...)

1.4. BIBLIOGRAPHY

The course involves 3.5 hours of teaching per week. The term is divided as follows:

First phase: weeks 1-4

The plenary lectures will be used for presenting the key contents of the program, with the additional bibliography. The tutorials are focused in the key texts and in assessments.

Second phase: weeks 5-11

The plenary lecture will be dedicated to team presentations made by the students, to be complemented in the tutorials. These presentations will explore the four questions set above in 1.2.

The assessments during the classes are all based in group work, as indicated in 1.1.

The average workload besides classes hours is estimated to total around 120 hours along the semester.

Lecturers will be available outside lectures and tutorial classes to provide further support for study.

1.5. REQUIRED BIBLIOGRAPHY

All Texts, except for “Text” 3, are printed in the ‘Texts’ file.

Text 1 – Oded Galor (2022) *The journey of Humanity. The origins of wealth and inequality*, Dutton, Penguin House (selected pages).

Text 2 – Simon Kuznets. *The Modern Economic Growth: rate, structure and spread*. New Haven: Yale University Press, 1966, chapter 10).

Text 3 – Tawney Lecture 2009 – Robert Allen, 2009, *Why was the Industrial Revolution British?* <https://ehs.org.uk/multimedia/tawney-lecture-2009-why-was-the-industrial-revolution-british/>

Text 4 – Alfred D. Chandler Jr. (1981), “The United States: seedbed of managerial capitalism”. In Alfred D. Chandler Jr., Herman Deams (editors), *Managerial hierarchies: comparative perspectives on the rise of the modern industrial enterprise*. Cambridge: Harvard University Press, pp. 9-40.

Text 5 – Michel Graff , A. G. Kenwood; A. L. Loughheed (2013), “International aspects of economic growth in the nineteenth century: the spread of industrialization”. In *The growth of the international economy – 1820-2015*. London and New York: Routledge, pp. 121-129.

Text 6 – Charles H. Feinstein; Peter Temin; Gianni Toniolo. “Epilogue: the past and the present”. In *The European Economy Between the Wars*. Oxford: Oxford University Press, 1997, pp. 187-204).

Text 7 – Thomas K. McCraw e William R. Childs. “Modern Management in the 1920s: GM Defeats Ford”. In *American Business Since 1920: How It Worked*. Third Edition. Hoboken: John Wiley & Sons, 2018, pp. 15-28) -

Text 8 – Eichengreen, B. (1994). Institutional prerequisites for economic growth: Europe after World War II. *European Economic Review*, 38, 883-890.

1.6. ASSESSMENT AND GRADING

Students can choose one of the assessment methods (‘A’ or ‘B’).

IN METHOD A THE FINAL GRADE IS THE RESULT OF SEVERAL IN-CLASS ASSESSMENTS

Two elements are considered in the Final Mark:

a) **Two written tests**, weighing 15% and 35% of the final mark.

b) **Seven in-class group assessments**, each weighted at 10%, with only the five best counting for the final mark).

Students who chose this assessment method are required to attend at least 2/3 of all classes (plenary and separate).

If the grade of the semester-based assessment is below 10, it is mandatory to take the examination in the repeat season.

IN METHOD B THE FINAL GRADE IS THE RESULT OF AN EXAM

The Final Exam, to be held soon after the lectures, weights 100% of the Final Mark.

In this case, grades above 18 and must be further assessed through an oral examination. Final classification will be the average of the classifications of the written and the oral examinations. If the student chooses not to sit the oral examination, her/his final classification will be 17.

REPEAT ASSESSMENT PERIOD

This season is for students who have failed (i.e. mark below 10) in any of the schemes indicated above, or who want to improve their grade.

NOTES ON MARKS

- 1) Marks range from 0 to 20
- 2) Absence in one moment of the semester-based assessment will be considered equivalent to 0.
- 3) If the grade obtained includes a fraction, the latter will be rounded to the nearest whole number, i.e. fractional elements equal to or greater than $\frac{1}{2}$ will be rounded up, and fractional elements less than $\frac{1}{2}$ will be rounded down.

1.7. ADDITIONAL BIBLIOGRAPHY:

ON MODERN ECONOMIC GROWTH:

Allen, R., *A global economic history – a very short introduction*, Oxford, Oxford University Press. 2011

Clark, Gregory, *A farewell to alms – a brief economic history of the world*, Princeton, Princeton University Press, 2007

Gerschenkron, Alexander. *Economic backwardness in historical perspective*. Cambridge (Mass.): The Belknap Press of Harvard, 1966.

Kuznets, Simon. *The Modern Economic Growth: Rate, Structure, and Spread*. New Haven: Yale University Press, 1966.

Maddison, Angus. *Dynamic forces in capitalist development – a long run comparative view*. Oxford: Oxford University Press, 1991.

North, Douglass e Thomas, Robert P. *The rise of the western world. A new economic history*. Cambridge: Cambridge University Press, 1973.

Piketty, Thomas. *Le capital au XXI siècle*, Paris: Editions de Seuil, 2013. Translation in English: *Capital in the twenty-first century*. London: Belknap Press of Harvard University Press, 2014.

ON THE EVOLUTION OF THE CONTEMPORARY WORLD ECONOMY

Aldcroft, Derek. *From Versailles to Wall Street (1919-1929)*. Hammondsworth: Penguin, 1987.

Allen, Robert C. *Global economic history. A very short introduction*. Oxford: Oxford University Press, 2011.

Baten, Joerg (ed.). *A history of the global economy - 1500 to the present*. Cambridge: Cambridge University Press, 2016.

Berend, Ivan T. *An economic history of the twenty-century Europe*. Cambridge: Cambridge University Press, 2006.

Crafts, Nicholas; e Toniolo, Gianni (ed.). *Economic growth in Europe since 1945*. Cambridge: Cambridge University Press, 1996.

Eichengreen, Barry (ed). *The reconstruction of the international economy, 1945-1960*. Cheltenham: Edward Elgar, 1996.

Eichengreen, Barry. *Globalizing capital. A history of the International monetary system*. Princeton, Princeton University Press, 2008 (2nd edition).

Feinstein, Charles H.; Temin, Peter; Toniolo, Gianni, *The European Economy Between the Wars*. Oxford: Oxford University Press, 1997.

Foreman-Peck, James. *A History of the World Economy. International economic relations since 1850*. New York: Harvester Wheatsheaf, 1995.

Graff, Michael; Loughheed, A. L. e Kenwood, A. G.. *The growth of the international economy, 1820-2015*. London, New York: Routledge, 2013.

Maddison, Angus. *The world economy: a millennial perspective*. Paris: OECD, 2001.

Milanovic, Branko. *Global inequality. A new approach for the age of globalization*. Cambridge (Mass.): The Belknap Press, 2016.

O'Rourke, Kevin H.; Williamson, Jeffrey. *Globalization and history: the evolution of a nineteenth century Atlantic economy*. Cambridge (Mass.): MIT Press, 2000.

Persson, Karl G.; Sharp, Paul. *An Economic History of Europe*. Cambridge: Cambridge University Press, 2015.

Van der Wee, Herman. *Prosperity and upheaval: the world economy 1945-1980*. Hammondsworth: Penguin, 1987.

ON BUSINESS HISTORY:

Chandler Jr., Alfred. *The visible hand. The managerial revolution in American business*. Cambridge (Mass.): The Belknap Press, 1977.

Chandler Jr., Alfred, et alii (ed.). *Big business and the wealth of nations*. Cambridge: Cambridge University Press 1997.

Chandler Jr, Alfred. *Scale and scope. The dynamics of industrial capitalism*. Cambridge (Mass.): The Belknap Press/ Harvard University Press, 1990 (1st edition).

Hertner, Peter; Jones, Geoffrey. *Multinationals: theory and history*. Aldershot: Gower Publishing Co, 1986.

Jones, Geoffrey. *Multinationals and Global Capitalism. From the nineteenth to the twenty-first century*. Oxford: Oxford University Press, 2005.

Jones, Geoffrey; Zeitlin, Jonathan (ed.). *The Oxford handbook of business history*. Oxford: Oxford University Press, 2009.

Jones, Geoffrey; Friedman, Walter A.. *The rise of the modern firm*. Edward Elgar, 2011.

Porter, Glenn. *The rise of big business 1860-1920*. Chichester: John Wiley and Sons Ltd, 2006.

Schmitz, C. J.. *The growth of big business in the United States and Western Europe, 1850-1939*. Cambridge: Cambridge University Press, 1995.

Wilson, John F.. *The making of modern management*. Oxford and New York: Oxford University Press, 2009.

2. OTHER COURSES TAUGHT BY THE HISTORY STAFF

Academic Year 2022-2023

The History Staff also teaches other undergraduate course: Global History of Portuguese Economy and History of the European Union.

For postgraduate courses, there is also Monetary and Financial History and there is a PhD program in Economic History.

3. TEACHING STAFF

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