

Course: Econ 314 US Business and Entrepreneurial History

Tuesday and Thursday, 2:30 to 3:45 pm

Professor: Dr. Lynne P. Doti

Office Hours: BK 301B Tues and Thurs, 4-5 pm. Other days or times available by appointment.

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For class note outlines, study guides, grades, etc.

Course description: The course examines the changing roles of entrepreneurs, business, the financial structure, and government's role in the economy in the United States from colonial times to the present, with an emphasis on the 20th century. The entrepreneur's own, lifestyle, ethics and background will be examined. Prior knowledge of U.S. history is assumed. A brief quiz will be administered at the beginning of the course to assure knowledge is sufficient.

Course Objectives:

- Demonstrate knowledge of the economic and business history of the United States.
- Identify key concepts or issues common to the discipline of history: forces of change in an economy, governments' role, changing demographics.
- Describe the major historical trends in United States business from colonial to modern times.
- Demonstrate the influence of economic context on people and places within US history.
- Demonstrate the influence of economic forces on United States from colonial to modern times through assignments on the life of a historical entrepreneurial figure.
- Identify the assumptions, implications, and limitations of several historical accounts of the life of an entrepreneur.
- Formulate substantive conclusions from the interpretation of historical evidence and use both primary documents and secondary works to construct historical narratives using an entrepreneur as subject matter.
- Assess historical evidence and write critical reviews of historical narratives based on both primary documents and secondary works.
- Develop competencies in accumulating evidence from a variety of sources, assessing the validity of evidence, and presenting their conclusions in a narrative form.

Texts:

Larry Schweikart and Lynne Pierson Doti, *American Entrepreneur*, AMACOM, 2010.

ISBN-13: 978-0-8144-1411-8

Additional reading required from your choices of sources.

Grading:

Grades are based on the % of points earned on tests, quizzes and assignments.

Based on tests and assignments, weighted as follows:

Test	1	100 = 20%	Biography Assignments:	
Test	2	100 = 20%	Topic and main source selection	10 = 3%
Final Exam		150 = 30%	Secondary sources	15 = 3%
Biography		150 = 30%	Questions	80 = 16%
			Presentation	20 = 3%
			Attendance at presentations	5 = 1%
TOTAL		500 = 100%	Executive summary	20 = 4%

*Up to 20 points replacement credit allowed. In class exercises will be available.

Grade	Grade Range
A	93% +
A-	90 – 92.99%
B+	87 – 89.99%
B	83 – 86.99%
B-	80 – 82.99%
C+	77 – 79.99%
C	73 – 76.99%
C-	70 – 72.99%
D+	67 – 69.99%
D	63 – 66.99%
D-	60 – 62.99%
F	Less than 60%

Policies:

Failure to attend class: You are expected to be in every scheduled class, on time. Frequent failure to appear in class on time may result in failing the class. Occasional absences may be handled by extra study time, the assistance of classmates with good notes, and/or consultation with the professor.

Make-up Tests: Make-up tests will be given only for verified excused absences. Make-up tests are essay and must be completed during my office hours within the week after the exam. They will differ from class exam.

Late Assignments: Assignments are due **when class starts** on the “due date.” **Late assignments are not accepted.** You may hand assignments in early at the ASBE office, BK 301. Ask the desk attendant to record the time it was accepted and his or her name on the paper.

Academic Integrity: “Chapman University is a community of scholars which emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Students are responsible

for doing their own work, and academic dishonesty of any kind will not be tolerated anywhere in the university.” (Catalog)

Accommodations:

“In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that might affect their ability to perform in this class are encouraged to inform the instructor at the beginning of the term. The University, through the Disability Services Office, will work with the appropriate faculty member who is asked to provide the accommodations for a student in determining what accommodations are suitable based on the documentation and the individual student needs. The granting of any accommodation will not be retroactive and cannot jeopardize the academic standards or integrity of the course.” (catalog)

Important Addresses and Telephone Numbers

Disabilities Services:

410 N. Glassell

Phone: (714) 997-6778

Tutoring, Learning, and Testing Center:

Cecil B. DeMille Hall 130

Phone: (714) 997-6828

BIOGRAPHY ASSIGNMENTS: Subject of the assignments is a biography of a US business person.

- Must all be completed as a **group of 3 or 4** students.
- **The groups must be established by the second assignment.**
- Every name listed on each assignment will receive the same grade.
- After the second assignment, any member of a group may be excluded from credit for any assignment only by a **written** request from **all** other members of the group one week before the assignment is due. The excluded student must find another group to join.

All assignments are **due at the beginning of class**. Five percent will be deducted if the assignment is turned in past 2:30. An additional ten percent will be deducted every 24 hours.

1. **Topic and main source:** paper describing topic and one complete reference to one book on your subject **in your possession IN CLASS on the assignment due date. This book must have footnotes or endnotes.**

1. Topic: One paragraph description of the person and his or her business(es).
2. One main book: Author, Title, Place published, publisher, date (first published + date on reprint or new edition you are using), number of pages. **Bring the book to me by the due date.**
3. One paragraph about the **author's** credentials.
4. **Where** did you find this book?

Some appropriate books are on my Amazon.com lists: Business Biographies I, II, US. Most of the listed books are in the CU library. Be sure to read my brief reviews before selecting a book.

http://www.amazon.com/gp/richpub/listmania/byauthor/A31Z7K7MY2CNU2/ref=cm_pdp_lm_all

2. **Secondary sources and final determination of the group members and leader.**

1. Expand description of the subject to 1 page.
2. For main source and at least **5 more** sources, give the full bibliographic entry and a several sentence description of the source.
3. Sources may be books, articles, web sites or films/TV.
4. The quality of the sources will be important in the grade.
5. Source quality is ranked
 - 1) Referred academic journal article
 - 2) Book with endnotes
 - 3) Original unpublished material
 - 4) Major business magazines like *Forbes* or *Business Week*
 - 5) Other sources
6. At least one more major source should have notes on sources referenced by page.
7. Sources should represent different points of view.
8. Duty of **leader** is to organize the division of labor to result in well organized assignments with even quality and style for assignments #3 and 4. Leader will receive up to 5 extra points if these goals are achieved.

3. **Questions:**

1. Answer assigned questions about your subject.
2. Include exact reference sources for **each fact**. (endnotes). References must be exact enough for the instructor to find the information. Internet sources should include date referenced.
3. 20-25 pages total length.
4. **Turnitin Report** (on Blackboard) required verifying accurate sources.
 - 1) Submitting a paper to a Turnitin assignment area (Student Instructions)

- 2) In the course select the Assignments area
- 3) Click View/Complete
- 4) Fill out the on screen form: name, paper title, and choose the file to submit by selecting the browse button. Use subject name_student last names to title the paper,
- 5) Choose file and then submit.

4. Presentation:

1. 15-20 minute PowerPoint oral presentation.
2. All group members must present.
3. Attendance required of all students for presentations. Other students will evaluate.
4. Max 500 word hard copy **executive summary** to be distributed to fellow students.
5. Email to me to post on Blackboard in advance of the presentation.

CLASS SCHEDULE Spring 2012:

Date	Topic	Text	Tests, Assignments
1-31	Introduction	1	
2-2	Entrepreneurs	1	
2-7	European settlement	2	
2-9	Early national	3	
2-14	1820-1850	4	Groups and Topic due Bring biography book to class
2-16	Managers 1850-80		
2-21	cont'd	5	
2-23	Catch up, review		
2-28			TEST 1-5 (100 pts)
	1860s to 1950s		
3-1	Entrepreneurs 1850-80	6	
3-6	Backlash 1870-1920	7	
3-8	Consumer markets	8	Secondary sources due
3-13	Expansion, Depression	9	
3-15	WWII & after	10	
3-20	Continued		
3-22	1950 Consumer Era	10	
3-27	Catch up, review		
3-29			TEST 6-10 (100 pts)
4-3,5	SPRING BREAK		
4-10	Regression 1960s-70s	11	
4-12	Renaissance 1980s	12	
4-17	New Economy 1990s	13	
4-19	CONT'D	13	Biography Questions due
4-24	2001 to present	14+epilogue	
4-26	Groups work on presentations		
5-1	Presentations		
5-3	Presentations		
5-8	Presentations		
5-10	Presentations+ review		
5-18	Friday 10:45-1:15		FINAL EXAM Chaps. 11-14 +Entrepreneurs (150 pts)