

EUROPEAN BUSINESS HISTORY

Number of sessions: 30

Length of each session: 1,5 h

Total length of the module: 45 hours

INTRODUCTION TO THE COURSE

This course examines the evolution of the European firm in the last two centuries. It begins dealing with concept of the entrepreneur, the nature of the firm, and the role of the enterprises in economic growth. Then the focus is on the firm during the first and second industrial revolutions, where we will study the industrial districts and the emergence of the big business. We will deal with the different European Business models in the 20th century, Britain, Germany and France. We will finish with a dynamic analysis of the multinationals in the long run.

CONTENT

1. Entrepreneur and the nature of the firm (3 sessions)
 - Functions of the entrepreneur
 - Nature of the firm
 - Firm and Economic Growth
2. Family business and industrial districts during the Industrial Revolution (5 sessions)
 - The industrial firm and the factory system
 - Entrepreneurship and networks
 - Industrial clusters
3. The emergence of big business (4 sessions)
 - Railway companies
 - Strategy and structure
 - The rise of the American Business Corporation
4. Great Britain: Personal Capitalism (4 sessions)
 - British Industrial Enterprise
 - Growth via mergers and acquisitions

Dominance of personal management

5. Cooperative Managerial Capitalism: German Big Business (4 sessions)

Industrial and Financial Cooperation

Industrial Organisation: the role of the cartels

6. The role of the State (5 sessions)

European State owned enterprises

Regulation and the firm

Impact of the European Union

7. The multinationals (5 sessions)

International firm during liberalism

Growth and management of the multinational firm

Government and International business

GRADING

30% Essay (word limit: 2000 words)

70% Exam (2 hour written exam)

BIBLIOGRAPHY

Jonathan Brown and Mary Rose (1994) *Entrepreneurship, networks and modern Business*, Manchester University Press.

Youseff Cassis (1999) *Big Business. The European Experience in the Twentieth Century*, OUP.

Youseff Cassis and Ioanna Minoglou (eds) (2005) *Entrepreneurship in Theory and History*, Palgrave.

Alfred Chandler (eds) (2005) *Leviathans. Multinational Corporations and the New Global History*, CUP.

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A, Chandler, F. Amatori and T. Ikino (eds) (1997) *Big Business and the Wealth of Nations*, CUP.

Andrea Colli (2003) *The History of Family Business, 1850-2000*, CUP.

Gary Herrigel (1996) *Industrial Constructions: The Sources of German Industrial Power*, CUP.

Geoffrey Jones (2005) *Multinationals and the Global Capitalism: From the Nineteenth to Twenty-First Century*, OUP.

Geoffrey Jones and Jonathan Zeitlin (eds.) (2008) *The Oxford Handbook of Business History*, OUP.

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Michael Smith (2006) *The Emergence of Modern Business Enterprise in France, 1800-1930*, Harvard UP.

Pier A. Toninelli (ed) (2000) *The Rise and Fall of State-Owned Enterprise in the Western World*, CUP.

Richard Wittington and Michael Mayer (2002) *The European Corporation: Strategy, Structure and Social Science*, OUP.

Jonathan Zeitlin and Peer Hull Kristensen (2005) *Local Players in Global Games: The Strategic Constitution of a Multinational Corporation*, OUP.