Global Perspectives on Enterprise Systems

George D. Smith

Spring 2009

Mondays and Wednesdays

Preliminary Syllabus

Course Description and Requirements

This course compares the development of rich and “emerging market” societies over time. Through both macro- and micro-economic perspectives, we examine political, cultural, and economic similarities and differences of national enterprise systems, paying special attention to impacts of government, financial institutions, entrepreneurship and management.

The intellectual objectives of the course are to develop an understanding of different enterprise systems and to hone abilities to think comparatively, both over time and across national contexts.

We will consider the lessons we can learn from the histories of the UK, the US, Germany and Japan before examining the more recent progress of economies and firms in such diverse countries as India, China, the Asian “Dragons,” Russia, Saudi Arabia, Argentina, Chile, and the European Union.

Classes will be a mix of lecture and discussion of the assigned readings. Attendance is important. Short paragraphs on the assigned readings will be required for each class as a preparation for discussion. Later in the semester, student teams will present on cases. There will be a final take home essay, distributed in the penultimate class session, which will be due one week from the end of the course.
Required readings available in NYU Bookstore:

Books


Readings posted on Blackboard


Case packet

Chile: The Latin American Tiger?"


“A Wider Europe: The Challenge of EU Enlargement”

“Saudi Arabia”

“The Competitive Advantage of India"

“China Building: Capitalism with Socialist Characteristics"

“Gazprom and Hermitage Capital.”

“Ghana: National Economic Strategy”
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Class Schedule
(subject to modification)

1 Overview of issues and themes

Background reading: “The Diamond of Sustainable Development,” working paper posted on Blackboard under “Assignments.”

Part 1: Evolution of Rich Societies

Patterns of industrialization: early and late developers

2 Peter Botticelli, “British Capitalism and the Three Industrial Revolutions,” from McCraw, Creating Modern Capitalism (hereafter CMC).

3 CMC, chapter on “American Capitalism.”

4 CMC, chapter on “German Capitalism.”

5 CMC, chapter on “Japanese Capitalism.”

6 “The Communist Alternative and why it Failed,” reading TBA.

Financial system development

7 CMC, “The Deutsche Bank.”

8 Smith and Sylla, "Capital Markets."

Entrepreneurs and managers

9 CMC, "Josiah Wedgwood."

10 CMC, "Henry Ford and Alfred Sloan."

11 CMC, “Toyoda.”

12 CMC, “7-Eleven.”
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Part 2: Emerging and Underdeveloped Societies

13 “Chile: The Latin American Tiger?”

Little Dragons

14 Ezra Vogel, The Four Little Dragons, chapters on Hong Kong and Singapore.
15 Vogel, chapter on Taiwan.
16 Vogel, chapter on South Korea.

Traps?

17 “Saudi Arabia”
18 “Gazprom and Hermitage Capital”
19 "Ghana"

Giants Awakening

20 “The Competitive Advantage of India”
21 “China Building: Capitalism with Socialist Characteristics”

Mature Economies Reforming:

22 "A Wider Europe: The Challenge of EU Enlargement”
24 Silicon Valley and Technology Clusters
25 Overview and Conclusions (Final exams due 5/12)
Instructor’s Biographical Information

George David Smith is Clinical Professor of Economics and International Business at the NYU Stern School of Business. He began teaching at Stern in 1984, joined its economics faculty in 1988. He offers courses in U.S. Economic and Business History, Global Perspectives on Enterprise Systems, Markets, Ethics and Law, and Entrepreneurial Leadership. He has been a faculty member of the Berkley Center for Entrepreneurial Studies and is a research associate of the Center for Japan-U.S. Business and Economic Studies. He has been twice named a Glucksman Faculty Fellow.


Some of his publications include:


