

Prelim. Syllabus

B30.2190.W5

Global Perspectives on Enterprise Systems

Richard Sylla

Winter Intensive 2009: Jan 27-Feb 5, 2009

1.5 credits

Course Description and Requirements

This course of reading, writing and discussion considers the enterprise systems of Great Britain, Germany, Japan and the United States. We will examine the political and economic dynamics these four, successful, wealth-creating societies, paying special attention to impacts of government, financial systems, entrepreneurship, and management. The latter two are exemplified by well-known firms from each country. The intellectual objectives of the course are to hone students' abilities to think comparatively, over time and across cultural contexts.

We will take time to consider the lessons we can learn from history and its application to nations and institutions in our own time.

Classes will be a mix of lecture, discussion of the assigned readings, and group presentations. Attendance is important. Short paragraphs on the assigned readings will be required for classes as a preparation for discussion. 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.

Since there are reading and homework assignments (non-graded, but mandatory, with course grade reductions if neglected) due for the first five classes, it is important to do the reading sufficiently in advance. Please read for comprehension. Think about what the important themes are. Don't get lost in the mass of detail. There is nothing to memorize.

Course grades will rest mainly on the quality of the final essay, affected at the margins by quality of class discussion, homework submissions, and group presentations.

B30.2190**Global Perspectives****Texts and other readings, etc.**

Thomas C. McCraw, ed., *Creating Modern Capitalism* (Harvard University Press, 1998). Available in NYU Professional Bookstore or on-line distributor.

George David Smith and Richard Sylla, "Capital Markets," from *Encyclopedia of the 20th Century* (Scribners, 1996). Posted on Blackboard under "Course Documents."

Other readings listed below, on Blackboard under "Course Documents."

Class Schedule and assignments**Jan 27 Patterns of modernization: government and society**

Read: George David Smith, Richard Sylla, and Robert E. Wright, "The Diamond of Sustainable Growth," Peter Botticelli, "British Capitalism and the Three Industrial Revolutions"; T.K. McCraw, "American Capitalism"; Jeffrey Fear, "German Capitalism" and Jeffrey R. Bernstein, "Japanese Capitalism," from *Creating Modern Capitalism*.

Homework assignment due at the beginning of class: Two pages (maximum) in response to the following question: What surprises you most about the comparative economic development of the UK, the US, Germany and Japan?

Jan 29 Dynamics of capitalism: financial systems

Richard Sylla, "Emerging Markets in History: The United States, Japan, and Argentina," George David Smith and Richard Sylla, "Capital Markets;" and "The Deutsche Bank" **[Group Presentation (GP) on Sun.]** from *Creating Modern Capitalism*.

Homework: Write a page on: Though there is some "convergence" among different financial systems in the contemporary world, they were significantly different in Germany, Japan, the UK, and the US before the 1990s. How do you account for these differences? Which type of financial system—the bank-oriented or the market-oriented—seems better?

Feb 1 am Dynamics of capitalism: entrepreneurship and management: pt. I

Read: "Josiah Wedgwood;" Henry Ford and Alfred Sloan" from *Creating Modern Capitalism*. [2 GPs]

Homework: Write a paragraph on each of the following questions: What, if anything, is particularly remarkable about Josiah Wedgwood's 18th-century business achievement? Who do you think made a bigger impact on the modern world, Ford or Sloan? Why?

Feb 1 pm Dynamics of capitalism: entrepreneurship and management: pt. II

Read: "August Thyssen," "IBM...", and "7-Eleven..." from *Creating Modern Capitalism*. [3 GPs]

Homework: Write on: How would you evaluate Thyssen, the Watsons of IBM, and the leaders of 7-Eleven in America and Japan as entrepreneurs? As managers? One page.

Feb 3 Comparative advantage lost and won

Read: "Toyoda Automatic Looms..." and "Rolls Royce..." from *Creating Modern Capitalism*. [2 GPs]

Homework: The chapters each deal with the history of one company. Toyoda/Toyota managed to capture markets from superior players in both the textile machinery and auto industries. Rolls Royce found its niche in two industries, luxury cars and aircraft engines. In each case, what factors contributed to the company's success? One page.

[If one or two groups can have their "emerging country" presentations ready for Feb 3, we will have them, and avoid an overload on Feb 5.]

Feb 5 Lessons for (and from) emerging markets

Please search for and read some good articles or other sources, eg internet*, on the economic development of one of the following "emerging" nations [*these may change in the final syllabus*]: China, India, Brazil, Mexico, Russia, Nigeria, South Africa, and Indonesia [6-8 GPs]. The

instructor will assign groups specific responsibility for each of the countries.

Each group will make a *15-minute* presentation to the rest of the class [**8 GPs**]. What are some key facts of the country's history? What does each country have going for it in terms of government, entrepreneurship, management, and finance? What are the negatives in each area?

*www.nationmaster.com, www.cia.gov/cia/publications/factbook, EIU country reports: [www.nyu.edu/library/bobst/vbl.country info.html](http://www.nyu.edu/library/bobst/vbl.country%20info.html), www.state.gov/r/pa/ei/bgn

Instructor's Biographical Information

RICHARD SYLLA

Richard Sylla is Henry Kaufman Professor of the History of Financial Institutions and Markets at the Stern School of Business, New York University. He is also a Research Associate of the National Bureau of Economic Research.

Professor Sylla received the B.A.(1962), the M.A. (1965), and the Ph.D. (1969), all from Harvard University. He is the author of *The American Capital Market, 1846-1914* (1975); co-author of *The Evolution of the American Economy* (1993; 1st ed., 1980) and, with the late Sidney Homer, *A History of Interest Rates*, (4th ed., 2005; 3rd ed. Rev., 1996; 3rd ed., 1991); and co-editor of *Patterns of European Industrialization—The Nineteenth Century* (1991), and *The State, the Financial System, and Economic Modernization* (1999), as well as of journal articles, essays, and reviews in business, economic, and financial history.

Professor Sylla is a former editor of *The Journal of Economic History*. His current research focus is on the financial history of the United States in comparative contexts. He served as chairman of the board of trustees of the Cliometric Society, 1998-2000. In 2000-2001, Sylla was president of the Economic History Association, the professional organization of economic historians in the United States. In 2005-2006, he was president of the Business History Conference. Sylla is vice chairman of the board of trustees of the Museum of American Finance, a Smithsonian affiliate located in New York City that opened at 48 Wall Street on January 11, 2008.