Syllabus

B30.2190.00 Global Perspectives on Enterprise Systems

Prof. Per H. Hansen

Spring 2011: February 5 to March 26, 2011

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 of 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. Moreover, the purpose is to sharpen students’ attention to what factors influence success and failure. 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. Please bring your name card.** Short assignments on the assigned readings will be required for most classes (non-graded, but mandatory, with course grade reductions if neglected). 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.

The course is very compressed and therefore 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.

**Group Presentations:** There will be two group presentations for each group of 5 to 8 students. The presentations will update the cases from *Creating Modern Capitalism* and discuss the current situation of one of the BRIC countries in the context of the Diamond model.

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.
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Texts and other readings, etc.


Smith, George David, Richard Sylla, and Robert E. Wright, “The Diamond of Sustainable Growth” (Will be posted on Blackboard under “Course Documents”)

Class Schedule and assignments

Feb 5  Patterns of modernization: government and society I

Smith, et al “The Diamond of Sustainable Growth,”

“Introduction” from Creating Modern Capitalism. AND the four chapters:

Peter Botticelli, “British Capitalism and the Three Industrial Revolutions” AND Jeffrey Fear, “German Capitalism” from Creating Modern Capitalism

Feb 12  Patterns of modernization: government and society II

North, “Institutions and the Performance of Economies Over Time”


Homework assignment: One page (maximum) on: What are the most important differences between Germany, the UK, the US and Japan with respect to their economic development
Four group presentations: What are the competitive strengths and weaknesses of the UK, the US, Japan and Germany today?

Feb 26 Dynamics of capitalism: entrepreneurship and management:
Read: "Josiah Wedgwood", “Henry Ford and Alfred Sloan”, and “Toyoda” from Creating Modern Capitalism.

Homework: Write a paragraph on each of the entrepreneurs discussed in the three chapters: What was the most important contribution to the company and to society of these entrepreneurs?

Mar 5 Dynamics of capitalism: entrepreneurship and management:
Read: “IBM…”, and “7-Eleven…” from Creating Modern Capitalism.

Four group presentations: The groups present on Ford/GM, Toyota, IBM and 7-Eleven respectively. What happened to the companies since the 1990s and how can you explain it in the context of the Diamond model and Douglas North’s framework?

Mar 12 Dynamics of capitalism: financial systems
Moss, "The Deutsche Bank" from Creating Modern Capitalism.
Calomiris, “Banking Crises Yesterday and Today”
Dore, Ronald, “Financialization of the Global Economy”
Smith and Sylla, “Capital Markets”

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?

Four group presentations: In the context of today’s texts, pick one important problem of current financial markets and discuss the “cure”.

Mar 26 Lessons for (and from) emerging markets and discussion of the course
Four group presentations, one on each of the BRIC countries. What does each country have going for it in terms of government, entrepreneurship, management, and finance? What are the negatives in each area?

The final essay
In the final essay, which should be no more than eight pages, you should demonstrate that you have acquired a good knowledge and understanding of the texts used in class, and of what
promotes and restricts long run economic growth and development at the macro- (nation) and micro- (company) levels. You should also demonstrate that you can use the framework of the Diamond of Sustainable Growth and Douglas North’s institutional approach to explain and analyze nations’ and companies’ competitiveness.
Per H. Hansen

Per H. Hansen (born 1957) is a historian and Professor of Business History at Copenhagen Business School. He was an adjunct professor and visiting scholar at the Stern School of Business from January to August 2009, and again from January to August 2011.

He has published (in Danish and English) books and articles on as diverse topics as financial and banking history (including financial crises and central banking), the business history of Danish modern furniture design, the Danish economy during WWII, and on organizational culture and change. He is also interested in branding and consumer culture in a historical and storytelling perspective. He teaches undergrad and graduate courses in “Comparative business history”, “Cultural branding”, “Bubbles, Greed and Corporate Failure”, and in “Business Research Methodology”. He has given lectures at a number of universities in Europe and the USA.

Per H. Hansen is on the editorial boards of Business History Review, History and Finance, Enterprise & Society, Business History, and Management & Organizational History. He is a former trustee of the US based Business History Conference, and a member of the Council of the European Business History Association. He has been a visiting scholar at Rutgers University (1997), UC Berkeley (2004-2005), and an Alfred D. Chandler Jr. International Visiting Scholar at Harvard Business School (Fall 2005).

In Denmark, Per H. Hansen is a widely used expert and commentator on national TV, radio, and in newspapers.