

Course number		G-ECON31 6A628 LE44 G-ECON31 6A628 LE43 G-ECON31 6A628 LE38		
Course title (and course title in English)	Historical Approaches to Business and Economics A Historical Approaches to Business and Economics A		Instructor's name, job title, and department of affiliation	Graduate School of Economics Professor, KUROSAWA TAKAFUMI
Target year	1st year students or above	Number of credits	1	Year/semesters 2022/Intensive, Second semester
Days and periods	Intensive	Class style		Language of instruction English
[Overview and purpose of the course]				
<p>This class is designed to explain the basic methods and its applications for analyzing the economy, business and society from a historical perspective. This class is intended for 1) students who study economic history, business history, and social history, and 2) students who are studying industry studies, management, organizational studies, economics, political economy, and regional studies, with an interest in connecting with the time perspective, longitudinal analysis, evolutionary perspectives, the treatment of context. The lectures are provided by specially appointed professors invited from overseas universities. This year (2022 Autumn- 2023 Winter), the class will consist of two modules of four lessons each;</p> <p>【Module A】 "Theory and Practice of Industry History: The Case of the Shipping Industry” presented by Prof. Stig Tenold (Norwegian School of Economics, NHH),</p> <p>【Module B】 "Between Local and Global: Latin American Business and Entrepreneurship” , presented by Prof. Andrea Lluch (University of Los Andes and CONICET).</p> <p>Although these two themes are independent of each other, they share a fundamental perspective and approach to business history, and students can study both in unison (students who do not require credit may audit only one of them).</p> <p>Prof. Takafumi Kurosawa will support the class as coordinating host teaching staff.</p> <p>【This course is an international collaborative course that is being offered by GSE professors in collaboration with Prof. Stig Tenold and Prof. Andrea Lluch. If you are registered in the Top Global Course certificate program, a minimum of two credits from such course is one of the requirements for obtaining the certificate.】</p>				
[Course objectives]				
<ul style="list-style-type: none"> • Students will be able to analyze and interpret various economic, social and organizational phenomena in contemporary society, especially with regard to economics and business, from a historical perspective. • Students will understand the theories, analytical frameworks, concepts, and methods presented in the assigned literature and be able to use them to discuss and present their ideas with the instructor and other participants. <p>The individual Course Goals for Module A and Module B are as follows</p> <p>【Module A】</p> <p>This part is to familiarize students with theories, and with current empirical advances in the research of industry history and industrial dynamics. It also aims to equip students with the necessary methodology to conduct research in the field of industry studies or industrial history on this topic in the future.</p> <p>【Module B】</p> <p>Students will gain a basic knowledge of Latin American economics, business, and society, as well as an understanding of local initiatives in the context of globalization, using key concepts such as entrepreneurship, business groups, family firms, and multinational corporations, and be able to apply the results to their own research.</p>				
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Historical Approaches to Business and Economics A (2)

Latin America has experienced a dramatic transformation during the last 150 years. The course discusses the Latin American development through the entrepreneurs who shaped it. The region offers rich, and often traumatic historical conditions, especially concerning the impact of globalization and economic cycles. This module offers students an opportunity to explore the historical development of entrepreneurship in Latin America, one of the world's largest emerging markets. For that, it looks at the dynamic relationship between states and markets and between the developed and developing areas of the world economy or global economy. Through a wide-ranging framework, it offers students an opportunity to understand the changing role of entrepreneurs and how they created business organizations in different contexts and institutional settings over the last century?

[Course schedule and contents]

This course will be offered in a face-to-face format in February-March 2023 in the form of an intensive lecture. If face-to-face classes are not possible due to continued restrictions on entry and exit or other restrictions due to the pandemic, the classes will be offered at special times, taking into account the time difference, in the form of remote classes via Zoom, with a more spread out frequency of classes from December to March 2022. The contents are as follows.

【Module A】 “Theory and Practice of Industry History: The Case of the Shipping Industry” offered by Prof. Stig Tenold (Norwegian School of Economics, NHH),

Date/Time: TBD (At some point between mid-February and mid-March, the course will be offered as an intensive course for a period of 4 days to 1 week. Details will be finalized by December 2022.)

Contents: This module consists of the following four interactive lectures.

- 1.The shipping industry #8211 history and theory
- 2.International and national dimensions of an industry study
- 3.Shipping and shipbuilding #8211 the shift from Europe to Asia
- 4.The research journey #8211 research questions, methods, data

【Module B】 "Between Local and Global: Latin American Business and Entrepreneurship" , offered by Prof. Andrea Lluch (University of Los Andes and CONICET).

Date/Time: TBD (At some point between mid-February and mid-March, the course will be offered as an intensive course for a period of 4 days to 1 week. Details will be finalized by December 2022.)

Contents: This module consists of the following four interactive lectures.

- 1.Latin America: Overview of society, economy, and politics
- 2.Entrepreneurship: Theory and context in Latin America
- 3.Entrepreneurship: Cases from today and past
- 4.Research Methods: Practicing Interviewing

[Course requirements]

English language ability sufficient to interact actively in class.

An interest in historical approaches is a prerequisite to taking this course. Participating students are required to read the assigned literature prior to class to prepare for the discussion. Unofficial participants who do not require credit may participate in only one of the modules, but must obtain permission from the coordinator teacher in advance.

[Evaluation methods and policy]

The grades for Module A (50%) and Module B (50%) will be combined for the overall grade. Students who need credit must take both modules.

【Methods & Criteria】

Students will be evaluated on the basis of their preparation for each class (30%) , their contribution to the class discussion (30%) , and their performance as indicated in the Feedback Sheet for each class (40%) .

[Textbooks]

No specific textbook is used. However, one or two pieces of mandatory reading material and several other related references will be assigned for each class. You are required to read the former before the class. The list of required readings and references will be presented in PandA by the beginning of the semester, and some additions and changes will be made, if necessary, at least two weeks before each class. These materials will be uploaded to the PandA resource section at least two weeks before the class, or I will announce how to obtain them on PandA.

[References, etc.]

(Reference books)

As indicated in the textbook section above, references for each session will be announced in PandA. The following is a partial list, and An updated list of additional readings and complementary materials (interview excerpts, videos, or other resources) will be provided prior to the start of the course and for each class.

【Module A】

Cite this chapter as:

- 1.Tenold S. (2019) The Declining Role of Western Europe in Shipping and Shipbuilding, 1900#82112000. In: Petersson N., Tenold S., White N. (eds) Shipping and Globalization in the Post-War Era. Palgrave Studies in Maritime Economics. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-26002-6_2
- 2.Sornn-Friese H. (2019) ‘Containerization in Globalization’ : A Case Study of How Maersk Line Became a Transnational Company. In: Petersson N., Tenold S., White N. (eds) Shipping and Globalization in the Post-War Era. Palgrave Studies in Maritime Economics. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-26002-6_5
- 3.Petersson N.P., Tenold S., White N.J. (2019) Conclusion. In: Petersson N., Tenold S., White N. (eds) Shipping and Globalization in the Post-War Era. Palgrave Studies in Maritime Economics. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-26002-6_10
- 4.UNCTAD (2021) Review of Maritime Transportation 2021. United Nations Publications. <https://unctad.org/webflyer/review-maritime-transport-2021>
- 5.Peter N. D. (2009) A Guide to the Emergence of Japan's Modern Shipping Industries. In: Peter N. D. Japanese Shipping and Shipbuilding in the Twentieth Century. Folkestone, Brill. <https://doi.org/10.1163/ej.9781905246885.i-194>
- 6.Tenold S. (2010) So Nice in Niches: Specialization Strategies in Norwegian Shipping, 1960-1977. International Journal of Maritime History, vol.22, No.1, 63-82. <https://doi.org/10.1177%2F084387141002200106>
- 7.Tenold S. and Ojala J. (2017) How to Sail a Sinking Ship: Adapting to the Declining Competitiveness of the European Shipping Industry. In: Tenold S. and Ojala J.(eds) Industries and Global Competition. Routledge, New York. <http://dx.doi.org/10.4324/9781315563909-14>
- 8.Ojala J. and Tenold S. (2017) Maritime trade and merchant shipping: The shipping/trade ratio since the 1870s. International Journal of Maritime History, vol.29, No.4, 838-854. <https://doi.org/10.1177%2F084387141002200106>

2F0843871417724692

- 9.Tenold S. (2020) Constantly crossing borders: The international nature of maritime history. *International Journal of Maritime History*, vol.32, No.2, 403-413. <https://doi.org/10.1177%2F0843871420921267>
- 10.Iversen M. J. and Tenold S. (2014) The two regimes of postwar shipping: Denmark and Norway as case studies, 1960#82112010. *International Journal of Maritime History*, vol.26, No.4, 720-733. <https://doi.org/10.1177%2F0843871414552611>

【Module B】

- 1.Austin, G., Davila, C., & Jones, G. (2017). *The Alternative Business History: Business in Emerging Markets*. *Business History Review*, 91(3), 537-569. doi:10.1017/S0007680517001052
- 2.Barbero Maria Ines and Nuria Puig, *Business groups around the world: an introduction Business History*, 2016 VOL. 58, NO . 1, 6-29 <http://dx.doi.org/10.1080/00076791.2015.1051530>
- 3.Bucheli, Marcelo (2008) *Multinational Corporations, Totalitarian Regimes, and Economic Nationalism: United Fruit Company in Central America, 1899-1975*, *Business History*, vol. 50, No. 4 (July): 433-454.PDF
- 4.Bulmer-Thomas, V. (2014). *The Economic History of Latin America since Independence* (3rd ed., Cambridge Latin American Studies). Cambridge: Cambridge University Press. doi:10.1017/CBO9781139208710. Introduction (PDF).
- 5.Davilla Carlos “Entrepreneurship and Cultural Values in Latin America, 1850-2000. From Modernization and Dependency Theories Toward a Business History Perspective” , in *The Determinants of Entrepreneurship: Leadership, Culture, Institutions*, Jose L Garcia-Ruiz and Pier Angelo Toninelli (Eds). London: Pickering & Chatto, 2010.
- 6.Duran, X., Musacchio, A., & Paolera, G. (2017-02-16). *Industrial Growth in South America: Argentina, Brazil, Chile, and Colombia, 1890-2010*. In *The Spread of Modern Industry to the Periphery since 1871*. : Oxford University Press. LINK <https://oxford.universitypressscholarship.com/view/10.1093/acprof:oso/9780198753643.001.0001/acprof-9780198753643-chapter-13>.
- 7.Fernandez Perez P. and Lluch A. (2016) *Evolution of Family Business Continuity and Change in Latin America and Spain*, Edward Elgar Publishing Limited, London (selected chapters).
- 8.Jones G. and Lluch A. (2015) *The Impact of Globalization on Argentina and Chile: Business Enterprises and Entrepreneurship*, Edward Elgar Publishing Limited, London, (Selected chapters)
- 9.Creating Emerging Project, Harvard Business School (selected fragments and videoclips).
- 10.Cases prepared by Harvard Business School will be introduced as needed.
- 11.Video contents: original contents will be introduced (detail TBD)

[Study outside of class (preparation and review)]

【Learning before class】 For each module, several references (journal articles, handbook chapters, etc.) will be assigned. These references will be uploaded to Panda at least two weeks before the class. Participating students are expected to read these references in advance based on the instructions of the instructor of each module before attending the class. Students will be asked to submit a brief comment/questionnaire based on their prior reading by the day before each class.

【Learning after class】 After the class, students will be asked to submit a feedback sheet that includes a very brief assignment asking them to reflect on the content of the class.

(**Other information (office hours, etc.)**)

After each class for matters that can be done in a short time. For other matters, the date and time will be decided by prior appointment.

*Please visit KULASIS to find out about office hours.