

COURSE CODE: BUSHIST

COURSE TITLE: Business History

COURSE DESCRIPTION:

Business History (BUSHIST) is the branch of economic history that deals with the history of business organizations, methods, government regulation, labor relations, and impact on society. It also includes biographies of individual companies and entrepreneurs. The course will focus on the history and development of business in the Philippines and in other countries and how they shaped business practices and policies in the Philippines.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

- Chandler, Alfred et al. 1999. Big Business and the Wealth of Nations. Cambridge University Press. UK.
- Drucker, Peter Ferdinand. 2002. Innovation and Entrepreneurship. New York: Harper Business.
- Fields, Karl J. 1995. Enterprise and the State in Korea and Taiwan. Cornell University Press. USA.
- Guirdham, Maureen. 2009. Culture + Business in Asia. Palgrave Macmillan. USA.

Some Online References:

- Gras, N. S. B. (1934). Business History. The Economic History Review. Vol. 4. No. 4. (April 1934). Pp 385-398. URL: <http://www.jstor.org/stable/2589848>
- Gras, N.S.B. (1938). Why Study Business History?. The Canadian Journal of Economics and Political Science. Vol. 4. No. 3. (August 1938). Pp. 320-340. URL: <http://www.jstor.org/stable/136675>
- Jones, Geoffrey and Khanna, Tarun. (2006) Bringing History (Back) into International Business. Journal of International Business Studies. Vol. 37. No. 4 (July 2006). Pp. 453-468. URL: <http://www.jstor.org/stable/3875164>
- Tong Chee kiong and Yong Pit Kee. (1998). Guanxi Bases, Xinyong and Chinese Business Networks. The British Journal of Sociology. Vol. 49. No. 1. March 1998. Pp 75-96. URL: <http://www.jstor.org/stable/591264>

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: