

ECONOMIC AND BUSINESS HISTORY

Degree(s)	: Economics; Management
Type	: Compulsory course unit
Curricular year/semester	: 1st year - 1st Semester / 2nd Semester
ECTS / hours per week	: 6 ECTS / 3.5 Hours
Workload per week	: 2Theoretical x 1 Hour + 1Practical x 1.5 Hours
Teacher responsible	: Professor Nuno João de Oliveira Valério (1st Semester) : Professor Ana Bela Ferreira Macias Nunes (2nd Semester)

OBJECTIVES

In accordance with the spirit of the Bologna Process, this unit course aims to develop several basic competencies that are essential for future graduates in all areas mentioned above, both at the level of learning outcomes and at the level of the development of generic and specific competences.

At the level of learning outcomes we aim to develop the following capacities:

- 1) To acknowledge the relevance of social background in explaining economic facts and of time and space variables in explaining social and economic facts.
- 2) To analyse the performance of economies and organisations in different social, political and cultural contexts.

At the level of the development of generic and specific competences we aim to develop the following instrumental and interpersonal capacities:

- a) Selecting and working on relevant data.
- b) Analytical and synthesising skills.
- c) Oral and written skills.
- d) Team work.

The objectives mentioned above are accomplished through the study of a main topic: the formation and evolution of the contemporary world economy (in other words, the process, or rather the processes, of globalisation). This topic will be dealt in two successive perspectives. At the level of the economy as a whole, we will focus on innovations – technological, organisational, institutional and space innovations – which led to a new economic epoch (modern economic growth), and created the conditions for the globalisation processes. At the level of firms, we will focus on the most important organizational transformations, which occurred in the most innovative among them during modern economic growth.

PROGRAM

The theme proposed will be dealt according to the following program:

Introduction – From a world of multiple self-sufficient economies to a world of a single self-sufficient economy.

Part I – Modern economic growth in a long-run perspective

- I.1 – Modern economic growth in a global perspective.
- I.2 – The diffusion of modern economic growth in the nineteenth century and the first globalisation process. The formation of the contemporary world economy.
- I.3 – Modern economic growth in the inter-war period. The setbacks of the contemporary world economy and the globalisation backlash.
- I.4 – Modern economic growth since World War II. The contemporary world economy towards the second globalisation process.

Part II – Organisation design during modern economic growth

- II.1 – Organisations in a global perspective.
- II.2 – Personal capitalism. The traditional firm at the beginning of modern economic growth.
- II.3 – From personal capitalism to managerial capitalism. The modern business firm.
- II.4 – The specificities of multinationals.
- II.5 – The impact of the second process of globalisation.

BIBLIOGRAPHY

Recommended Bibliography:

Introduction – From a world of multiple self-sufficient economies to a world of a single self-sufficient economy

- Ana Bela Nunes and Nuno Valério. *European modern economic growth*. Lisboa: GHES/ISEG (Teaching Texts Series no. 1), sections 7.3 and 7.3.1 and map 7.1.

Part I – Modern economic growth in a long-run perspective

I.1 – Modern economic growth in a global perspective.

- Chris Freeman, Francisco Louçã (2001). *As time goes by*, Oxford: Oxford University Press, pp. 139-151.

- Ana Bela Nunes and Nuno Valério. *European modern economic growth*, Lisboa: GHES/ISEG (Teaching Texts Series no. 1), section 1.
- Text 1 – Simon Kuznets. “The modern economic growth: rate, structure and spread. A postscript”.

I.2 – Diffusion of modern economic growth in the nineteenth century and the first globalisation process.

The formation of the contemporary world economy.

- Ana Bela Nunes and Nuno Valério. *European modern economic growth*, Lisboa: GHES/ISEG (Teaching Texts Series no 1), section 7.
- Text 2 – Alexander Gerschenkron. *Economic backwardness in historical perspective*.
- Text 3 – A. G. Kenwood; A. L. Loughheed. “International aspects of economic growth in the nineteenth century: the spread of industrialization”.

I.3 – Modern economic growth in the inter-war period. Setbacks in the contemporary world economy and the globalisation backlash.

- Berend, Ivan (2006), *An economic history of twenty-century Europe*. Cambridge: Cambridge University Press, pp. 92-95.
- Graff, Michael; Loughheed, A.L.; Kenwood, A.G. (2013), *The growth of the international economy, 1820-2015*. Abingdon: Routledge, chapters 11, 12, 14 and 15.
- Text 4 – Charles H. Feinstein; Peter Temin; Gianni Toniolo. “Epilogue: the past and the present”.

I.4 – Modern economic growth since World War II. The contemporary world economy towards the second globalisation process.

- Berend, Ivan (2006), *An economic history of twenty-century Europe*. Cambridge: Cambridge University Press, pp. 139-150 and 157-164.
- Graff, Michael; Loughheed, A.L.; Kenwood, A.G. (2013), *The growth of the international economy, 1820-2015*. Abingdon: Routledge, chapters 16, 17, 18, 19, 20, 21 and 22.
- Text 4 – Charles H. Feinstein; Peter Temin; Gianni Toniolo. “Epilogue: the past and the present”.

Part II – Organisation design during modern economic growth

II.1 – Organisations in a global perspective

- D. Besanko, D. Dranove, M. Shanley, S. Schaefer (2003). *The Economics of Strategy*. Hoboken: Wiley. Chapter 16 – Strategy and Structure, pp. 534-566.
- Text 5 – Alfred Chandler Jr., “The United States: seedbed of managerial capitalism”.

II.2 – Personal capitalism. The traditional capitalist firm at the beginning of modern economic growth.

- D. Besanko, D. Dranove, M. Shanley, S. Schaefer (2003). *The Economics of Strategy*. Hoboken: Wiley. Chapter 1 – The Evolution of the Modern Firm, pp. 43-71.
- Text 5 – Alfred Chandler, “The United States: seedbed of managerial capitalism”.

II.3 – From the personal form of organisation to the managerial stage. The modern business firm.

- D. Besanko, D. Dranove, M. Shanley, S. Schaefer (2003). *The Economics of Strategy*. Hoboken: Wiley. Chapter 1 – The Evolution of the Modern Firm, pp. 43-71.
- Text 5 – Alfred Chandler, “The United States: seedbed of managerial capitalism”.

II.4 – The specificities of multinationals.

- Geoffrey Jones (2005), *Multinationals and global capitalism from the nineteenth to the twentyfirst century*. Oxford: Oxford University Press, pp. 3-41.

II.5 – The impact of the second process of globalisation

- D. Besanko, D. Dranove, M. Shanley, S. Schaefer (2003). *The Economics of Strategy*. Hoboken: Wiley. Chapter 1 – The Evolution of the Modern Firm, pp. 43-71. Chapter 16 – Strategy and Structure, pp. 534-566.
- Text 6 – Gordon Boyce e Simon Ville. “The development of modern business: a summary and prospective” – part B: prospective.

Optional Bibliography:

- Aldcroft, Derek (1987), *From Versailles to Wall Street (1919-1929)*. Hammondsworth: Penguin.
- Aldcroft, Derek; Morewood, S. (1995), *Economic change in Eastern Europe since 1918*. Aldershot: Edward Elgar.
- Besanko, D.; Dranove, D.; Shanley, M.; Schaefer, S. (2003). *The Economics of Strategy*. Hoboken: Wiley.
- Boyce, Gordon; Ville, Simon (2002). *The development of modern business*. London: Palgrave.
- Cameron, Rondo (1989), *A Concise Economic History of the World*. New York: Oxford University Press.
- Chandler Jr., Alfred (1977), *The visible hand. The managerial revolution in American business*. Cambridge (Mass.): The Belknap Press.
- Chandler, Jr., Alfred D. (1984), “The emergence of Managerial Capitalism”, *Business History Review*, 58,: 473-503.

- Chandler Jr., Alfred, et alii (ed.) (1997), *Big business and the wealth of nations*. Cambridge: Cambridge University Press.
- Chandler Jr, Alfred, (2004) [1990], *Scale and scope. The dynamics of industrial capitalism*. Cambridge (Mass.): The Belknap Press/ Harvard University Press.
- Crafts, Nicholas; Toniolo, Gianni (eds) (1996), *Economic growth in Europe since 1945*. Cambridge: Cambridge University Press.
- Eichengreen, Barry (ed.) (1996), *Globalizing capital: a history of the international monetary system*. Leuven: Leuven University Press.
- Eichengreen, Barry (ed.) (1996), *The reconstruction of the international economy, 1945-1960*. Cheltenham: Edward Elgar.
- Feinstein, Charles H.; Temin, Peter; Toniolo, Gianni (1997), *The European Economy Between the Wars*. Oxford: Oxford University Press.
- Foreman-Peck, James (1995), *A History of the World Economy. International economic relations since 1850*. New York, Harvester: Wheatsheaf.
- Freeman, Christopher; Louçã, Francisco (2001), *As time goes by – from industrial revolutions to the information revolution*. Oxford and New York: Oxford University Press.
- Gerschenkron, Alexander (1966), *Economic backwardness in historical perspective*. Cambridge (Mass.): The Belknap Press of Harvard.
- Hardach, G. (1987), *The first world war 1914-1918*. Hammondsouth: Penguin.
- Hertner, Peter; Jones, Geoffrey (1986), *Multinationals: theory and history*. Aldershot: Gower Publishing Co.
- Hirst, Paul; Thompson, Grahame (1996), *Globalization in question*. Cambridge: Polity Press.
- Jones, Geoffrey (2005), *Multinationals and global capitalism*, Oxford: Oxford University Press.
- Jones, Geoffrey; Zeitlin, Jonathan (ed.) (2009), *The Oxford handbook of business history*. Oxford: Oxford University Press.
- Kenwood, A. G.; Lougheed, A. L. (2005), *The growth of the international economy - 1820-2000*. New York: Unwin Hyman.
- Kindleberger, C. (1987), *The world in depression 1929-1939*. Hammondsouth: Penguin.
- Kuznets, Simon (1966), *The Modern Economic Growth: Rate, Structure and Spread*. New Haven: Yale University Press.
- Kuznets, Simon, *Economic growth of nations*, Cambridge: Belknap Press of Harvard, 1971.
- Maddison, Angus (1991), *Dynamic forces in capitalist development – a long run comparative view*. New York: Oxford University Press.
- Maddison, Angus (2001), *The world economy. A millennial perspective*. Paris: OCDE.
- Milward, Alan (1987), *War, economy and society (1939-1945)*. Hammondsouth: Penguin.

- North, Douglas; Thomas, R. Paul (1973). *The rise of the western world. A new economic history*. Cambridge: Cambridge University Press.
- Nunes, Ana Bela; Valério, Nuno (2010), *European modern economic growth*. Lisboa: GHES/ISEG – Teaching Texts Series no 1.
- O'Rourke, Kevin; Williamson, Jeffrey (2000), *Globalization and history*. Cambridge (Mass.): The MIT Press.
- Piore, Michael; Sabel, Charles (1981), *The second industrial divide*. New York: Basic Books.
- Pollard, Sydney (1992), *Peacefull conquest. The industrialization of Europe 1760-1970*. Oxford: Oxford University Press.
- Putterman, Louis; Kroszner, Randall S. (eds.) (2009), *The Economic Nature of the Firm: a reader*. Cambridge: Cambridge University Press. (3ª edição).
- Schmitz, C. J. (1995), *The growth of big business in the United States and Western Europe, 1850-1939*. Cambridge: Cambridge University Press.
- Van der Wee, Herman (1987), *Prosperity and upheaval: the world economy 1945-1980*, Hammondsorth: Penguin.
- Wallerstein, Immanuel (1974-1989), *The modern world-system*. New York, Academic Press (3 volumes).
- Williamson, Oliver E.; Winter, Sidney G. (1991), *The nature of the firm: origins, evolution, and development*. New York: Oxford University Press.
- Wilson, John F. (1995), *British business history, 1720-1994*. Manchester and New York: Manchester University Press.
- Wilson, John F. (2009) *The making of modern management*. Oxford e New York: Oxford University Press.