

**COURSE DATA****Data Subject**

|                      |                               |
|----------------------|-------------------------------|
| <b>Code</b>          | 35810                         |
| <b>Name</b>          | Economic and business history |
| <b>Cycle</b>         | Grade                         |
| <b>ECTS Credits</b>  | 6.0                           |
| <b>Academic year</b> | 2021 - 2022                   |

**Study (s)**

| <b>Degree</b>   | <b>Center</b>        | <b>Acad. year</b> | <b>Period</b> |
|---|----------------------|-------------------|---------------|
| 1313 - Degree in Business Management and Administration             | Faculty of Economics | 1                 | Second term   |
| 1330 - Degree in Business Management and Administration (Ontinyent) | Faculty of Economics | 1                 | Second term   |

**Subject-matter**

| <b>Degree</b>   | <b>Subject-matter</b> | <b>Character</b> |
|---|-----------------------|------------------|
| 1313 - Degree in Business Management and Administration             | 11 - History          | Basic Training   |
| 1330 - Degree in Business Management and Administration (Ontinyent) | 11 - Historia         | Basic Training   |

**Coordination**

| <b>Name</b>                       | <b>Department</b>      |
|-----------------------------------|------------------------|
| MEDINA ALBALADEJO, FRANCISCO JOSE | 10 - Economic Analysis |

**SUMMARY**

Business and Economic History is a module of the *Grado de Administración y Dirección de Empresas* (GADE). This course is taught in the second semester of the first year. It is aimed to explore and analyse the evolution and transformation of the world economy and business throughout history.



To the prospective students of the *Grado de Administración y Dirección de Empresas* (GADE), the usiness and Economic History course offers the possibility of studying the world economy since the Industrial Revolution, and understanding how the changing economic circumstances (technological change, consumption patterns, financial crises) have affected the ownership, industrial organisation and management of the firm.

The course combines lectures and seminars with practical work aimed at developing the students' ability to analyse, discuss and provide critical thinking of the main economic concepts. The programme is structured around the following topics:

- The first *Industrial Revolution* and the factory system;
- Industrialisation and the transformation of the British firm;
- Technological change and the second *Industrial Revolution*;
- The firm during the first *Globalisation*;
- The *Golden Age of economic growth*, 1950-73;
- The large corporation and the emergence of managerial capitalism;

The third *Industrial Revolution*, productivity growth and economic crisis.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

## OUTCOMES

### 1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.
- Have critical and self-critical capacity.



- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.
- Understand the historical role of agents and institutions in economic, social and environmental activity.
- Be able to analyse the economic situation and understand its implications.
- Be able to analyse basic forms of economic integration.
- Know the origin of the main economic problems, the mechanisms of long-term growth and how economic and non-economic factors have interacted throughout history.

### **1330 - Degree in Business Management and Administration (Ontinyent)**

- Demonstrate capacity for analysis and synthesis.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.
- Understand the historical role of agents and institutions in economic, social and environmental activity.



- Be able to analyse the economic situation and understand its implications.
- Be able to analyse basic forms of economic integration.
- Know the origin of the main economic problems, the mechanisms of long-term growth and how economic and non-economic factors have interacted throughout history.

## LEARNING OUTCOMES

- To understand the processes of market integration or globalisation, and the impact of technology and institutional change on economic growth.
- To acquire a sound knowledge of business history with the aim of understanding how businesses responded to changing economic conditions.
- To enhance your ability to discuss and communicate economic concepts.

## DESCRIPTION OF CONTENTS

### 1. First Industrial revolution and the begining of modern economic growth

#### Topic 1. Preindustrial societies

- 1.1 The evolution of the economy: indicators
- 1.2 The demographic
- 1.3 The transformation of the productive structure: the processes of industrialization

#### Topic 2. Industrial Revolution

- 2.1. The Industrial Revolution
- 2.2. Division of labor and steam
- 2.3. Market and public intervention
- 2.4. The spread of industrialization

#### PRACTICES

Practice 1. Basic concepts

Practice 2. Firm and entrepreneur

### 2. Second Industrial revolution, 1870-1973

#### Topic 4. Rise of the West (and Japan)

- 3.1. Integration of the global market in goods and factor
- 3.2. Technical change during the Second Industrial Revolution
- 3.3. The growth of U.S.



### 3.4 The spread of industrialization

Topic 4.-The economy of the interwar period, 1918-1939

4.1 The imbalances in the twenties

4.2. The disintegration of the international economy and the depression of the thirties

4.3 The policy response to the crisis and recovery

Topic 5. The Golden Age of Capitalism, 1945-1973

5.1. The new international institutions

5.2. The diffusion of technical change

5.3. Mass consumption and the new role of government:

#### PRACTICES

PRACTICE 3. Firm and entrepreneur 1854-1914

PRACTICE 4. Firm and entrepreneur 1918-1939

PRACTICE 5. Firm and entrepreneur 1950-1973

### 3. Third Industrial revolution

Topic 6. The global economy

6.1. The limits of growth

6.2. The crisis of the seventies and the persistence of unemployment

6.3. Characteristics of current globalization

6.4. The relocation of advanced economies and new opportunities for developing countries

#### PRACTICES

PRACTICE 6.- The Global Company



**WORKLOAD**

| ACTIVITY                                     | Hours         | % To be attended |
|--|---------------|------------------|
| Theory classes                               | 30,00         | 100              |
| Classroom practices                          | 30,00         | 100              |
| Attendance at events and external activities | 0,00          | 0                |
| Development of group work                    | 0,00          | 0                |
| Development of individual work               | 0,00          | 0                |
| Study and independent work                   | 30,00         | 0                |
| Readings supplementary material              | 15,00         | 0                |
| Preparation of evaluation activities         | 0,00          | 0                |
| Preparing lectures                           | 14,00         | 0                |
| Preparation of practical classes and problem | 15,00         | 0                |
| Resolution of case studies                   | 15,00         | 0                |
| Resolution of online questionnaires          | 1,00          | 0                |
| <b>TOTAL</b>                                 | <b>150,00</b> |                  |

**TEACHING METHODOLOGY**

The teaching methodology adopted is a balance between theoretical lectures and practical classes/seminars in which students are expected to actively participate and interact, solve exercises, prepare oral presentations and engage in the learning experience provided with this course.

To complement the theoretical lectures, students are expected to make use of the reading list or bibliography given. Lecture notes should be the starting point, not the end point of the learning process. Students who centre their study exclusively on the lecture notes will not get a good final grade. The lectures will aim at exploring the main theoretical issues in each topic. For this purpose, discussion and critical thinking will be encouraged. Participation in lectures and practical classes/seminars will also be evaluated as an integral part of the coursework.

Practical classes/seminars will be organised as follows. Materials consisting of readings, videos, exercises, and data sets will be provided prior to each class via *Aula Virtual*. Students are expected to prepare for the seminar accordingly. The seminars are aimed at acquiring a solid understanding of theoretical concepts, promoting participation and enhancing specific skills (reading, writing, oral presentation). Students are encouraged to form study groups. Cooperation and teamwork with other students provides you with the opportunity to exchange ideas or views that will improve your understanding of the subject.



Creating a respectful atmosphere in lectures and practical classes/seminars is crucial to enjoy the learning experience provided with this course. For this purpose, mobiles phones should be switched off during lectures and seminars. Consumption of food is not permitted in lectures or seminars. Smoking is prohibited in lectures or seminars. Students are expected to be punctual. Please, do respect the class and your classmates.

## EVALUATION

The Business and Economic History module will be assessed by,

- Written examination (60%) at the end of the semester;
  - Coursework (40%) comprising
    - Practical work such as oral presentations and written exercises
- Participation and involvement in the learning process

Cousework aims to observe the learning process of each student in the process of their education with the objective of introducing modifications in the same that allow to optimize said process. Due to this characteristic of the cousework all its activities are non-recoverable.

Plagiarism is defined as the act of “*stealing ideas or passages from (another’s work) and present them as one’s own*” (Collins Dictionary for the 21<sup>st</sup> century). It is important to develop the appropriate writing skills, hence copying and quoting from a textbook or an academic paper must be referenced. Plagiarism is unacceptable. A mark of zero will be awarded if plagiarism is detected.

Copying from another’s work or using cribs in the final exam is dishonest and thus unacceptable. Copying or using cribs in the final exam will be penalised, and the penalties are severe within the *Universitat de València*.

There are no differences between the first and the second call. In the second call, the qualifications of the non-recoverable activities of the first call will be kept.

Students must obtain a minimum grade of 5 in the final exam to pass the module. Then, the exam and coursework marks will be summed up to obtain the final grade.

The exam date will be determined by the *CAT*, approved by the *Junta del Centro*, and announced by the *Facultad de Economía*.

For more information please read the Reglamento de Evaluación of the Universitat de València:

[https://www.uv.es/graus/normatives/2017\\_108\\_Reglament\\_avaluacio\\_qualificacio.pdf](https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf)



## REFERENCES

### Basic

- Palafox, J. (editor) (2014): Los tiempos cambian. Historia de la Economía, Valencia, Tirant Humanidades.

### Additional

- Palafox, J. (coord.) (1999), Curso de historia económica, Valencia, Tirant Lo Blanch,.
- Comín, F., Hernández, M. y E. Llopis (2005), Historia económica mundial. Siglos X-XX, Barcelona, Crítica.
- Sudrià, C. y Feliu, G (2007), Introducción a la Historia Económica Mundial, Valencia, Publicaciones de la Universidad de Valencia
- Valdaliso, J.M. y López, S. (2008), Historia económica de la empresa. Barcelona, Crítica.
- Cameron, R., and Larry Neal (1989), A Concise Economic History of the World: From Paleolithic Times to the Present, Oxford University Press
- De la Dehesa, G. (2003), Globalización, desigualdad y pobreza, Madrid, Alianza Editorial.
- O'Rourke, K.; Williamson, J.G. (2006). Globalización e historia: la evolución de la economía atlántica del siglo XIX, Zaragoza, Prensas Universitarias de Zaragoza.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### ADENDA A LA GUÍA DOCENTE

#### HISTORIA ECONÓMICA Y DE LA EMPRESA (ADE)

##### 1. 1. CONTENTS

The contents of the teaching guide are maintained.

##### 1. 2. WORK BURDEN

The workload is maintained: 30 hours of theoretical classes and 30 of practical classes.





### **1. 3. TEACHING METHODOLOGY**

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

### **1. 4. ASSESSMENT**

Given the extraordinary circumstances, the assessment of this course consists of (1) coursework (40%) and (2) written final exam (60%). Problem-solving exercises, tests, and case studies, among others, will make up the coursework (40%). Anyhow, and in order to pass the course, a minimum grade of 5 out of 10 is required in the final written exam.

### **1. 5. BIBLIOGRAPHY**

Basic bibliography remains as indicated in the course guide. In fact, Tirant offers online access to the main textbook through VPN and the link below:

<https://www.uv.es/uvweb/servicio-bibliotecas-documentacion/es/novedades/acceso-biblioteca-virtual-tirant-1285923456427/Novetat.html?id=1286124737964>