

Detailed Schedule (tentative)

WEEK	Activity
1	Presentation
1	Topic 1: Historical overview
2	Topic 2: The rise of big business
2	Case study: Marshall Field and the Rise of the Department Store
3	Case study: John D. Rockefeller and the Creation of Standard Oil
3	Topic 3: The emergence of managerial capitalism and the US model
4	Case study: Ford vs. GM: The Evolution of Mass Production
4	Case study: Du Pont: The Birth of the Modern Multidivisional Corporation
5	Topic 4: The alternative types of firm: Japan
5	Case study: The Evolution of the Toyota Production System
6	Topic 5: Large and dominant? Flexible specialization and industrial districts
6	Case study: The Origins and Development of Silicon Valley
7	Topic 6: The alternative types of firm: Europe
7	Case study: The Deutsche Bank
8	Case study: Ingvar Kamprad and IKEA
8	Topic 7: The alternative types of firm: China
9	Case study: Enterprise Culture in Chinese History: Zhang Jian and the Dasheng Cotton Mill
9	Topic 8: Sources of competitive advantage: technological innovation, trademarks, marketing
10	Case study: The Wright Brothers and Their Flying Machines
10	Case study: Henry Heinz: Making Markets for Processed Foods
11	Case study: L'Oréal and the Globalization of American Beauty
11	Topic 9: Multinational Enterprises
12	Case study: Globalizing Consumer Durables: Singer Sewing Machine Before 1914
12	Case study: Octopus and the Generals: The United Fruit Co. in Guatemala

13	Entrepreneurial History Innovative leaders- Case study: Estée Lauder and the Market for Prestige Cosmetics
13	Entrepreneurial History Innovative leaders- Case study: Michael Dell: Winning on the Demand Side of the Information Revolution
14	Entrepreneurial History Innovative leaders- Case study: <u>Bill Gates and Steve Jobs</u>
14	Summary. Questions