

COURSE DETAIL

INTRODUCTION TO BUSINESS HISTORY

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

History

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO BUSINESS HISTORY

UCEAP Transcript Title

INTRO BUSINESS HIST

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces key themes relating to global business history. It considers how business and enterprise have contributed to the making of the modern world. It looks at key economic actors, agents and institutions of historical change, their forms of organization, their strategies and culture, their relations with state and society, and at how economic practices have been shaped by culture. Some of the themes covered include: the business firm; the nineteenth century revolution in production, distribution, transport, and communication; the rise of retailing; integration of mass production and distribution; managerial capitalism; multinationals; state-business relationships; and culture and capitalism.

Language(s) of Instruction

English

Host Institution Course Number

HY2252

Host Institution Course Title

INTRODUCTION TO BUSINESS HISTORY

Host Institution Course Details

<https://nusmods.com/courses/HY2252/introduction-to-business-history>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

History

Course Last Reviewed

2023-2024

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