

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

History

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