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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