

AMERICA AS A BUSINESS CIVILIZATION 050:282

American Studies Department

Marian Z. Stern

Spring 2007

Ruth Adams Building Room 109B

Wednesdays, 5:35 pm – 8:35 pm

Office hours: Wednesday, 4:00 pm – 5:15 pm (in the American Studies Office) or by appointment

Communication: m.stern@projectsinknowledge.com or a message may be left for me in the American Studies Department at 732-932-9174

Required Reading: Packet materials distributed at first class

Week 1 January 17, 2007

Topic: Introduction to Corporate America – Six Case Studies

Readings: Built to Last. All required readings from Built to Last are included in the packet.

Week 2 January 24, 2007

Topic: “When You Wish Upon a Star”
 The Walt Disney Company

Readings: All packet readings on Disney

Week 3 January 31, 2007

Topic: “You Deserve a Break Today”
 The McDonald’s Corporation

Readings: All packet readings on McDonald’s

Week 4 February 7, 2007

Paper topic due!

Topic: If Wal-Mart is destroying America, then why do we love to shop there?

Readings: All packet readings on Wal-Mart

Week 5 February 14, 2007

Topic: From the Model T to the Explorer (with the Thunderbird and Mustang in between)
The Ford Motor Company

Readings: All packet readings on Ford

Week 6 February 21, 2007

Term Paper Due!

Topic: Our Neighbor Downtown
Johnson & Johnson

Readings: All packet readings on J & J
Guest Speaker: Rachel Braun Scherl

Week 7 February 28, 2007

Take home final distributed

Topic: "We Set the Standard"
Microsoft Corporation

Readings: All packet readings on Microsoft

Term Paper: Select a publicly held American corporation and analyze it as an iconic American company. While you may develop your own paper format, make sure to cover the factors used in class including: a description of the company's mission, core values, divisions and products; a brief history of the company and its founder; **analysis of the company's and founder's vision (or lack of); analysis of the company in relation to our**

class themes including entrepreneurship, capitalism and democracy, the company as a social force, and the company's ethics; and lastly, a discussion of current issues facing the company. Your conclusion should include why you chose this company and why, in your estimation, it is iconic and quintessentially American.

Grading: Attendance will be taken at each class and class participation will count for 25% of your final grade.

A term paper is **due on February 21** and will count for 40% of your grade.

The final exam will count for 35% of your grade.
This will be a take home final.