

050:282 America as a Business Civilization

In this course we will examine six iconic American companies to determine how American culture and attitudes about business, work, social class, ethics, government, and family impact American corporate values. We will read about the history of the companies and their founders as well as the time periods in which the companies were founded. Additionally, we will delve into the annual report for each corporation, read articles about current corporate challenges, and analyze how American business shapes our society. Films clips will be shown in most classes and there will be at least one outside speaker from a company we cover.