

AMERICA AS A BUSINESS CIVILIZATION 050:282

Marian Z. Stern

Spring 2009 Wednesdays, 5:35 pm – 8:35 pm

Ruth Adams Building Room 204

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

Communication: m.stern@projectsinphilanthropy.com or a message may be left for me in the American Studies Department at 732-932-9174. (I do not check my RU email account very often)

Required Reading: A packet of materials distributed at first class

Week 1 January 21, 2009

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 28, 2009



Topic: The Walt Disney Company

Readings: All packet readings on Disney

Week 3 February 4, 2009

Topic: “I’m lovin It”
The McDonald’s Corporation

Readings: All packet readings on McDonald’s

Week 4 **February 11, 2009**
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 18, 2009**

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

Readings: All packet readings on Ford

Week 6 **February 25, 2009**
Term Paper Due!

Topic: Our Neighbor Downtown
Johnson & Johnson

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

Week 7 **March 4, 2009**
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.

When conducting research, do not rely solely on the company's website for information. You must use outside sources. Suggestions for these will be made in class.

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 25** 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.