

AMERICA AS A BUSINESS CIVILIZATION 050:284

American Studies Department

Marian Z. Stern

Summer Semester 2006

Tuesday/Thursday: 10:30 am – 1:30 pm Ruth Adams Building Room 104

Office Hours: 10:00 am to 10:30 am pm Tuesday and Thursday (in the American Studies Office) or by appointment

Communication: m.stern@projectsinknowledge.com

Messages also may be left for me in the American Studies Department (732-932-9174)

Required Reading: Packet materials distributed at first class

Week 1 July 20, 2006

Topic: Introduction to Corporate America – Six Case Studies

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

Week 2 July 25, 2006

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

Readings: All packet readings on Disney

July 27, 2006

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

Readings: All packet readings on McDonald’s

Week 3 August 1, 2006

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

August 3, 2006

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 4 August 8, 2006

Term Paper Due!

Topic: Our Neighbor Downtown
Johnson & Johnson

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

August 10, 2006

Topic: "We Set the Standard"
Microsoft Corporation

Readings: All packet readings on Microsoft

Week 5 August 15, 2006

Final Exam

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 August 8** and will count for 40% of your grade.

The final exam will count for 35% of your grade.
This will be given at the last class