

Business History

UFV CODE: 4270 **ECTS:** 4.0

TYPE OF COURSE: OP, 2C **HOURS:** 45

INTERNATIONAL CODE: HUM4270 **YEAR:** 2

REQUIREMENTS: None

OBJECTIVES: To give students an understanding of the relations between companies

and society in an historical context

COURSE DESCRIPTION: This course is based upon the theory of the company from

the classical economic viewpoint, the consolidation of the neo-classical model of the

company as a production model, the businessman theory, business economy (for critics

of capitalism) and industrial organization in modern economic theory

BIBLIOGRAPHY: GARCÍA RUIZ, J.L.: Historia económica de la empresa moderna.

Istmo, Madrid 1994. GARCÍA RUIZ J.L. (coordinador): Historia de la empresa mundial

y de España. Síntesis, Madrid 1998

METHODOLOGY: Book and article reading, oral presentations in class and team work.

EVALUATION: Attendance and participation (5%), team work (15%), individual student

papers (10%), final exam (70%)

PROFESSOR: Clemente López **LANGUAGE:** English