

**COURSE NAME: BUSINESS HISTORY**

**UFV CODE:** 4270 **ECTS:** 4.5

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

**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