

HISTORY JUNIOR-SENIOR SEMINAR

THE HISTORY OF BLACK BUSINESS IN AMERICA, 1600 TO PRESENT

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Hist. 4325
T
LART 310
1:30-4:20 p.m.

SPRING 2005

SYLLABUS

In this course, we will explore fully the vicissitudes of African American entrepreneurial history from its origins in Africa to present day America. Despite the early scholarship, historical and sociological, noting racial and historical circumstances for reputed African American failure in the arena of entrepreneurship, modern events and individuals reveal the all too apparent errant thinking about the obstacles and opportunities for black American business persons. Our task will center on identifying the racialized circumstances and arguments for bogus claims of African American failure in business, the impact of this thinking on the American community, problems of racial stereotyping, the specific problems black entrepreneurs must face, remarkable success stories, and revisionist scholarship offering more refine analyses of the history and current issues of African American entrepreneurship

The major textbook for the course is Juliet E. K. Walker, The History Of Blacks In Business. Recommended books are Alusine Jalloh and Toyin Falola, Black Business And Economic Power and Robert Weems, Desegregating The Dollar. Books and scholarly essays will be placed on reserve in the university library and handouts will be distributed occasionally.

This seminar course is designed for intensive classroom discussion, research, and submission of a extended research paper (20 to 30 pages), each preceding category constituting 331/3 percent of the student's grade.

- January 11: Introduction To Course
Walker, The History Of Black Business In America, pp. ix--xvii
- :18: Discourse on Dr. E. Franklin Frazier
E. Franklin Frazier, Black Bourgeoisie (all)

- 25: The African Experience
Walker, pp. 1-31
Felix N. Okoye, The American Image Of Africa, pp. 1-70
Jalloh and Falola, Black Business And Economic Power, pp. 1-381
- February 1: Black Business In Colonial America
Walker, pp. 32-82
T. H. Breen and Stephen Innes, Myne Owne Ground (all)
- 8: The Antebellum Era
Walker, pp. 83-149
- 15: Entrepreneurship During Reconstruction And Nadir
Walker, 150-181
W. E. B. Du Bois, The Negro In Business (all)
Booker T. Washington, The Negro In Business (all)
Jalloh and Falola, pp. 470-483
August Meier, Negro Thought In America, pp. 3-84,139-161
- 22: “The Golden Age of Black Business, 1900-1930”
Walker, pp. 150-181
Weems, Desegregating The Dollar, pp. 1-31
Maceo Crenshaw Dailey, Jr., “The Business Life of Emmett Scott,” Harvard Business History 77 (Winter, 2003), pp. 667-686.
- March 1: The Depression , Civil Rights , and Black Business
Walker, pp. 225-263
Weems, 31-100
- 8: The Modern Era In Black Business, Part I
Walker, pp. 264-371
- 15: The Modern Era In Black Business, Part II
Jalloh and Falalo, pp. 405-469;484-610
Weems, pp. 100-37
- 22: Case Study 1
Reginald Lewis, Why Should White Guys Have All The Fun (all)
- April 5: Case Study 2:
Brett Pulley, The Billion Dollar BET (all)
- 12: Case Study 3:
John Johnson, Succeeding Against The Odds (all)

19: Case Study 4: George Mair, Oprah Winfrey: The Real Story (all)

26: Paper Presentations and Critiques

May 3: Paper Presentations and Critiques