



## COURSE DATA

### DATA SUBJECT

**Code:** 35810

**Name:** Economic and business history

**Cycle:** Undergraduate Studies

**ECTS Credits:** 6

**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	1	Second quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	1	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	History	BASIC
1330 - Degree in Business Management and Administration (Ontinyent)	Historia	BASIC

### COORDINATION

CUBEL MONTESINOS ANTONIO FRANCISCO

## SUMMARY

The course *Economic and Business History* is a core subject taught during the second semester of the first year of the *Bachelor's Degree in Business Administration and Management*. It focuses on the study of the unequal long-term evolution of economies and the challenges this process generates.

For future graduates in Business Administration, this course provides the opportunity to understand the development of economies since the onset of industrialization. It also allows students to analyze how business organizations have adapted to changes in the economic environment, including various technological revolutions, economic crises, and shifts in consumer behavior.

This will be achieved through a teaching methodology that combines lectures with practical work, aiming to foster students' analytical skills, critical thinking, and reflective capacity. The course is structured around the following content areas:



- The connection between technological innovations, business organization, entrepreneurial leadership, and economic growth.
- The First Industrial Revolution and the birth of the factory system.
- Technological change during the Second Industrial Revolution.
- The First Globalization.
- The rise of large industrial corporations and managerial capitalism.
- The impact of world wars and the Great Depression.
- Economic growth during the Golden Age of capitalism.
- The global and digital economy and its impact on economic growth and global inequality.

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

## OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

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Be able to analyse and search for information from different sources.

Be able to analyse basic forms of economic integration.

Be able to analyse the economic situation and understand its implications.

Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.



Be able to learn autonomously.

Be able to solve problems.

Be able to use ICTs in the field of study.

Demonstrate capacity for analysis and synthesis.

Have critical and self-critical capacity.

Know the origin of the main economic problems, the mechanisms of long-term growth and how economic and non-economic factors have interacted throughout history.

Show commitment to ethics and social responsibility.

Show motivation for quality.

Understand the historical role of agents and institutions in economic, social and environmental activity.

## DESCRIPTION OF CONTENTS

### **Topic 1. The Factory System**

1.1 Pre-industrial economies

1.2 The Industrial Revolution

PRACTICE 1.1. Basic Concepts (I)

PRACTICE 1.2. Basic Concepts (II)

### **Topic 2. Internationalization, 1815;1914**

2.1 Integration of the global market for goods and factors

2.2 Technological change during the Second Industrial Revolution

2.3 U.S. economic growth

2.4 The diffusion of industrialization

PRACTICE 2.1. Entrepreneurship and Financing (I)

PRACTICE 2.2. Entrepreneurship and Financing (II)

### **Topic 3. War, Crisis, and Change, 1914;1945**

3.1 The imbalances of the 1920s

3.2 The breakdown of the international economy and the depression of the 1930s

3.3 Crisis policies and recovery

PRACTICE 3.1. Ford Motor Company (I)

PRACTICE 3.2. Ford Motor Company (II)



**Topic 4. The Golden Age, 1945¿1971**

- 4.1 The new international institutions
- 4.2 The spread of technological change
- 4.3 Mass consumption and the new role of the State

PRACTICE 4.1. Exporting or Investing. The Expansion of Multinationals  
PRACTICE 4.2. Toyota Motor Company

**Topic 5. The Global and Digital Economy, 1971¿Present**

- 5.1 The limits of growth
- 5.2 The 1970s crisis and persistent unemployment
- 5.3 Characteristics of current globalization
- 5.4 Offshoring in advanced economies and new opportunities for developing countries

PRACTICE 5.1. Global Value Chains (I): The Case of Nike  
PRACTICE 5.2. Global Value Chains (II)

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
<b>Total hours</b>	<b>60,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	5,00
Independent study and work	30,00
Preparation of lessons	10,00
Preparation for assessment activities	30,00
Resolution of case studies	15,00
<b>Total hours</b>	<b>90,00</b>

**TEACHING METHODOLOGY**

The learning methodology combines lectures with active student participation through exercises, presentations, classroom engagement, and complementary activities such as seminar sessions.

To meet the objectives of the theoretical sessions, students must prepare each topic using the basic bibliography. The lecturer will focus on specific complex issues, rather than repeating information already available in the course material. Active learning methods such as short discussions, in-class quizzes, and written synthesis questions will be used to monitor the learning process and will also contribute to



continuous assessment.

Practical sessions will include case study materials, and students will be encouraged to use Artificial Intelligence tools to search for and analyze information related to the case at hand. Materials are self-contained and will be completed and submitted during the session. Group projects, oral presentations, and written synthesis exercises will also be organized. These activities aim to foster student engagement through interaction with peers and instructors, develop research skills, critical thinking, and discussion abilities, as well as improve oral and written communication. An additional goal is to promote good academic practices in the use of reference materials.

Punctuality is important in this course and is a sign of respect for both fellow students and the instructor.

## EVALUATION

The Business and Economic History module will be assessed by,

- Written examination (60%) at the end of the semester;
- Coursework (40%) comprising
  - Practical work such as oral presentations and written exercises
  - Participation and involvement in the learning process

Coursework aims to observe the learning process of each student in the process of their education with the objective

Plagiarism is defined as the act of "*stealing ideas or passages from (another's work) and present them as one's own*" (Collins Dictionary for the 21<sup>st</sup> century). It is important to develop the appropriate writing skills, hence copying and quoting from a textbook or an academic paper must be referenced. Plagiarism is unacceptable. A mark of zero will be awarded if plagiarism is detected.

Copying from another's work or using cribs in the final exam is dishonest and thus unacceptable. Copying or using cribs in the final exam will be penalised, and the penalties are severe within the *Universitat de València*.

There are no differences between the first and the second call. In the second call, the qualifications of the non-recoverable activities of the first call will be kept.

Students must obtain a minimum grade of 5 in the final exam to pass the module. Then, the exam and coursework marks will be summed up to obtain the final grade.

The exam date will be determined by the *CAT*, approved by the *Junta del Centro*, and announced by the



*Facultad de Economía.*

For more information please read the Reglamento de Evaluación of the Universitat de València:

[https://www.uv.es/graus/normatives/2017\\_108\\_Reglament\\_avaluacio\\_qualificacio.pdf](https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf)

## REFERENCES

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- Sudrià, C. y Feliu, G (2007), Introducción a la Historia Económica Mundial, Valencia, Publicaciones de la Universidad de valencia
- Valdaliso, J.M. y López, S. (2008), Historia económica de la empresa. Barcelona, Crítica.
- Cameron, R., and Larry Neal (1989), A Concise Economic History of the World: From Paleolithic Times to the Present, Oxford University Press
- De la Dehesa, G. (2003), Globalización, desigualdad y pobreza, Madrid, Alianza Editorial.
- ORourke, K.; Williamson, J.G. (2006). Globalización e historia: la evolución de la economía atlántica del siglo XIX, Zaragoza, Prensas Universitarias de Zaragoza.
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