



APPLIES TO ACADEMIC YEAR 2009/2010

HIS 3410 The Firm

Programme

Bachelor in Arts and Management (1. year), Bachelor in Auditing (1. year), Bachelor in Banking and Finance (SF), Bachelor in Business Administration (1. year), Bachelor in Business Journalism (1. year), Bachelor in Business Law (1. year), Bachelor in Entrepreneurship (1. year), Bachelor in Finance (1. year), Bachelor in International Marketing (1. year), Bachelor in IT-management (1. year), Bachelor in Market Communication (1. year), Bachelor in Marketing (1. year), Bachelor in Public Relations (1. year), Bachelor in Real Estate (1. year), Bachelor in Retail Management (1. year), Bachelor in Tourism Management (1. year), Bachelor of Science in Business (1. year), Foundation Program in Business Administration, Foundation Program in Marketeconomy

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course provides a broad introduction to the main features of the role of firms in the economy. The versatility of firms will be presented in a broader social context with the aid of historical, ethical and theoretical perspectives. The course aims to educate participants through an introduction to broad historical developments in the Western world, focusing in particular on the foundations relevant for firms and the market economy.

Learning outcome

Acquired knowledge:

- Familiarity with theories of why firms exist.
- Familiarity with the main features of the historical development of the firm, with an emphasis on understanding traditions underpinning the firms of today.
- Acquire knowledge with respect to the functioning of the inner life of firms.
- Understand how power structures in firms reflect different forms of legitimacy.
- Acquire knowledge of the significance of innovation, development and crises.

Acquired skills:

- Be able to reflect on the role of firms in the economy in general.
- Be able to understand and reflect on the main features of the ethical and moral dimensions relating to firms.
- Be able to discuss situations involving moral dilemmas for firms.
- Be able to distinguish between the different roles and bases of ownership and leadership.
- Understand the many roles of the state vis-à-vis firms.
- Be able to reflect in writing on complex contexts.

Developed reflection:

- Develop recognition of our personal responsibility as members of society.
- Develop recognition of the individual moral responsibility of both firms and employees.
- Develop recognition of the relationship between firms and society at large.
- Develop recognition of historical change and historical foundations, not least with respect to ethical and moral dimensions.

Prerequisites

No particular qualifications required.

Compulsory reading

Books:

Blackford, Mansel G. 2008. The rise of modern business : Great Britain, the United States, and Japan. 3rd ed. Chapel Hill, N.C. : University of North Carolina Press. 284 s.

Other:

Knut Sogner. 2009. Artikkelsamling for HIS 3410 Bedriften. Oslo: Handelshøyskolen BI

Recommended reading

Course outline

1. Introduction
2. The firm and the three industrial revolutions
3. Social responsibility and ethics of firms
4. How are markets created?
5. Who owns the firm?
6. Who leads the firm?
7. How are firms created and developed?
8. The state and the firm
9. Summary
10. How to write academic papers on ethical problems
- 11 How did we write our papers and how did we deal with the ethical problem?

Computer-based tools

No particular IT tools are used on this course.

Learning process and workload

The course consists of lectures, writing an assignment for submission and discussing and summarising assignments. There are 9 course lectures based on the principal course components. In addition there will be 2 lectures in connection with writing and discussing the assignment for submission. The assignment will be distributed via Blackboard – as a component of a lecture partly about writing and partly about ethics. The assignment is to be written individually, submitted electronically and then discussed in groups of 4-6 students. On the basis of group discussions of each other's assignments, students are to write a short report consisting of the following components:

1. What did the group get out of discussing the technical aspects of writing?
2. How would the group *as a whole* summarize the academic content of the question?
3. Give a qualitative evaluation of what the group learned from this process.

The group report is to be delivered electronically within the given cut-off date and also brought along to a supervision session at which the group will be able to enter into a dialogue (approx. 10-15 min) with the lecturer about specific questions in the report. The lecturer will then summarise the discussion in a plenary session.

Summary of the process:

1. Plenary lecture on writing technique and ethics
2. Submission of individual paper on Blackboard, 4-6 pages (mandatory)
3. Students are divided into groups
4. Group work on writing report
5. Submission of group report on Blackboard, 1-2 pages (mandatory)
6. Individual group members must submit group report individually on Blackboard
7. Meeting with lecturer/supervision
8. Plenary lecture with a summary of writing and ethics assignments.

Activity	Number of hours
Participation in lectures I	27
Preparation for lectures	18
Writing individual paper for submission	20
Colloquiums on academic papers	12
Participation in lectures II	6
Self study and colloquiums	114
Examination	3
Total recommended time usage	200

Students are required to participate in all parts of the process activities. Submission of individual papers and group reports are registered on Blackboard.

BI Online Courses

BI Online Courses use the online teaching platform Apollon. Online tutors post academic material, practice assignments (including assignments to be submitted and feedback on these), as well as any relevant case studies and digital.

Recommended use of hours:

Activity	Use of hours
Lectures (week-ends)	8
Prepare for lectures/reading literature	12
Write individual assignment	20
Exercises individually and in groups	12
Individual study, studyguide, assignments og activities on Apollon	145
Exam	3
Total use of hours recommended	200

Use of hours

Lectures 33
Supervising groups 8
Administration of the learning process 4

The course is based on a standard class size of 150 to a max. of 250 students. Small classes (less than 150) obviously allow greater resources to be used per student than large classes. If class sizes exceed 250 students, additional resources will be required for tuition. It is highly desirable that the class lecturer is in charge of group discussions.

Examination

Work requirement

Students must have submitted both the individual paper and group report on Blackboard and had these approved before taking the examination for this subject. See Learning Process and Workload for further details.

The course concludes with a three (3) hour individual written examination.

Exam code(s)

HIS 34101 Written examination, counting 100% towards an approved grade on the course HIS 3410 The Firm (7.5 credits).

Examination support materials

No examination aids permitted.

Re-sit examination

Re-sit exam is held every semester.

Students that have not passed the course work requirement must retake the exercises at the next scheduled course.

Students that have not passed the written exam or who wish to improve their grade must retake the exam in connection with the next scheduled course.

Additional information

Colleges of Higher Education require the correct use of references in all academic work. [Link](#) to BI Library page on using citations and references, recommended for all students at BI Norwegian School of Management.