



COURSE SYLLABUS

Course: **WCOB 3033 The African American Experience in Business**

Catalogue Description:

This course is designed to provide the student with a comprehensive and critical analysis of the history of the African American experience as a member of the business sector of the United States economics. The course will review information that includes and demonstrates activities prior to slavery, during, and after slavery.

Course Description:

This course is designed to increase student's awareness about the African American business man's experiences beginning with the 1600s to the 2000s. The course will review activities of the African Diaspora commercial survival in colonial American plantation communities to the rise of Blacks in White corporate America.

Course Objectives:

1. To develop an understanding of how race, not class, accounts for historical, economical, legal, and societal mistreatment and disparities of African American in the business sector of America.
2. To identify theoretical concepts associated with African American business development.
3. To develop and understanding of business development of Africans in West and West Central Africa.
4. To develop a knowledge base for the development of African Americans in business before, during, and after the Civil War.
5. To develop and understanding of African Americans in business during the Great Depression.
6. To develop an understanding for the role of Civil Rights in the development of African Americans in business.
7. To develop an understanding in the role of federal government and African Americans in business.
8. To develop and understanding for the rise of the African American in corporate America.

LEARNING ACTIVITIES AND METHOD OF EVALUATION

REQUIRED OF ALL STUDENTS:

Participation (100 points)

Your full participation is essential to the success of this class. I define participation as more than attending class and asking an occasional question. Participation consists of demonstrating that you are prepared for class (i.e., that you have read the assignment, completed individual assessments as assigned, and thought about the issues raised), asking thoughtful questions, responding respectfully to your peers, and engaging productively in all class exercises (including in-class writing exercises and group discussions). Excessive “talking” is not the same as participating. In fact, excessive talking without offering useful ideas or perspectives may be considered disruptive.

Attendance will be taken, on a regular basis. Participation opportunities missed due to absences or registering after the beginning of class cannot be made up. In-class writing assignments must be completed during the class period assigned, and will not be accepted outside of class.

At the end of the semester, your team members will assess your participation. I will use the team member assessments as one piece of information in determining your overall participation score. Final participation grades will be assigned based on the following criteria. If you have questions about what these criteria mean, or where you stand at any point, please be sure to ask me.

Score	Criteria
0/100	Demonstrates consistently poor attendance and consistently poor preparation; may be disruptive in class and hinder the learning of others; consistently fails to participate in class activities.
50/100	Demonstrates inconsistent attendance/timeliness/preparation in class activities; may be disruptive in class; is frequently not prepared.
70/100	Demonstrates consistent attendance and preparation in class discussions, and regularly participates in other class activities.
80/100	Demonstrates consistent attendance, preparation, and participation in all class activities and discussions; occasionally demonstrates insight by asking questions or making statements that add to and facilitate the class discussion.
100/100	Demonstrates consistent attendance, preparation, and participation in all class activities and discussions; consistently demonstrates insight by asking questions, making statements that add to and facilitate the class discussion, or building upon others' comments.

COURSE STRUCTURE:

From the onset of the class the basic format will be seminar style. I will expect each student to take an active role in the sharing and exchanging of ideas that you gain from your reading and our discussion of the class material. I want to make it clear that this is your class-you should feel free to ask any questions that you might have at any time. With this freedom comes responsibility, I will expect careful reading and consideration of class material **prior** to the class session. Individual students will be called upon for frequently to discuss or reflect on course material and experiences. Be prepared!

COURSE MANAGEMENT SOFTWARE:

You can access all information pertaining to the course on Blackboard, which is the course management software. The url for this page is <http://blackboard.walton.uark.edu>. You should access

this page regularly for announcements, to access assignments, for readings, and other course related information.

GUIDELINES FOR TESTING ACCOMODATIONS FOR STUDENTS WITH DISABILITIES:

It is the Walton College policy that students must request testing accommodations from their instructor in addition to requesting accommodation from the ADA Center. Please meet with me individually and we will work within the university and college guidelines.

INCLEMENT WEATHER POLICY:

The University of Arkansas has occasionally been forced to close due to bad weather. When the University is closed, we will not have class. To find out if the University is closed, please listen to local television and radio stations. The University usually announces these closings sometime after 6am. There may be occasions when the University is not closed and I cannot make it safely to campus. On those occasions, I will leave a message letting you know what to do on the Blackboard website and on my voice mail (575-4557). If you have any questions you may also call the Office of Minority Affairs administrative assistant.

ASSIGNED READINGS:

The text book for the course is Walker, Juliet E.K, (1998). *The History of Black Business in America: Capitalism, Race, and Entrepreneurship*. New York, Macmillian Library Reference, USA.

Other materials will be placed in the library in the Reserved Readings.

Exams (800 points)

Four exams, at 200 points each, will be given in this course. Exams will consist of multiple choice, fill-in-the blank, short answer and essay Exams will be administered over a one day period.

Make-up exams will be given only for excused absences with a written excuse notice. (i.e. physician, funeral director). All test must be taken within 48 hours of your return to class.

Case Paper (50 points-10 points each)

Each assigned group will be required to interview an African American businessman. Students will be provided with a set of questions to ask. At the completion of the interview, students will be asked to develop a case study of the problem.

Research Paper (50 points)

Each student will be required to develop a research paper of/on an African American business community leader.

FINAL GRADING: Final grade ranges will be based on a standard 90%, 80%, 70%, 60% scale.

Points	Letter Grade
900-810	A
809-720	B
719-630	C
629-540	D
Under 539	F

ACADEMIC HONESTY:

This policy is only part of the University's effort to promote integrity in all aspects of its programs. By necessity, this part discusses only prohibited acts and a process of applying sanctions. The ultimate goal, of this course, is to provide an atmosphere that will make superfluous the procedures and sanctions that follow.

Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process at the University of Arkansas. Included is an act by which a student gains or attempts to gain a academic advantage for himself or herself or another by misrepresenting his or her or another's work or by interfering with the completion, submission, or evaluation of work. These include, but are not limited to, accomplishing or attempting any of the following acts:

1. Altering of grades or official records.
2. Using any materials that are not authorized by the instructor for use during an examination.
3. Copying from another student's paper during an examination.
4. Collaborating during an examination with any other person by giving or receiving information without specific permission of the instructor.
5. Stealing, buying, or otherwise obtaining information about an examination not yet administered.
6. Collaborating on laboratory work, take-home examinations, or other assigned work when instructed to work independently.
7. Substituting for another person or permitting any other person to substitute for oneself to take an examination.
8. Submitting as one's own any theme, report, term paper, essay, computer program, other written work, speech, painting, drawing, sculpture, or other at work prepared totally or in part by another.
9. Submitting, without specific permission of the instructor, work that has been previously offered for credit in another course.
10. Plagiarizing, that is, the offering as one's own work the words, ideas, or arguments of another person without appropriate attribution by quotation, reference, or footnote. Plagiarism occurs both when the words of another are paraphrases in such a way as to lead to reader to believe that they originated with the writer. It is the responsibility of all University students to understand the methods of proper attribution and to apply those principles in all materials submitted.
11. Sabotaging of another student's work.
12. Falsifying or committing forgery on any University form or document.
13. Submitting altered or falsified data as experimental data from laboratory projects, survey research, or other field research.
14. Committing any willful act of dishonesty that interferes with the operation of the academic process.
15. Facilitating or aiding in any act of academic dishonesty.

Day by Day Schedule:

Date	Session	Topic	Required Reading
January 17	1	Introduction to the Course and African Diaspora Commercial Survivalism in Colonial American Plantations	Walker Ch.1
January 22	2	African Diaspora Commercial Survivalism in Colonial American Plantations	Walker Ch. 1
January 24	3	Free Black Business Activities in Colonial America	Walker Ch. 2
January 29	4	Free Black Business Activities in Colonial America	Walker Ch. 3
January 30	5	Business Activities of African American Slaves 1790-1865	Walker Ch. 3
February 5	6	Exam 1	
February 7	6	Business Activities of African American Slaves 1790-1865	Johnson Ch. 1
February 12	7	Economic Opportunities Below the Mason Dixon	Johnson Ch. 2
February 14	8	Free Blacks at Sea	Johnson Ch. 3
February 19	9	African Americans in the Building Trade 1750-1830	Johnson Ch. 3
Date	Session	Topic	Required Reading
February 26	11	African Americans in White Mythology	Johnson Ch. 3
February 28	12	African Americans in White Mythology	Johnson Ch. 3
March 5	13	Exam 2	
March 7	14	Discuss Team Projects and Brainstorm	
March 12	15	Antebellum Freed Black Woman Enterprise	Walker Ch. 5
March 14	17	Black Business 1865-1900	
March 19 – 23		SPRING BREAK	SPRING BREAK
March 26	18	Black Businesses 1900-1930	Walker Ch. 7
March 28	19	From the Depression to Civil Rights in Business	Walker Ch. 8
April	20	From the Depression to Civil Rights in Business	Walker Ch. 8

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April 9	22	Black Business 1960-1990	Walker Ch.9
April 4	21	Exam 3	
April 11	23	The Rise of Blacks in Corporate America 1945-1995	Walker Ch. 10
April 16	24	The Rise of Blacks in Corporate America 1945-1995	Walker Ch. 10
April 18	25	Blacks and White Corporate America 1965-2000	Walker Ch. 11
April 23	25	Blacks and White Corporate America 1965-2000	Walker Ch. 11
April 25	26	Individual Reports Must be Submitted Begin Team Reports	
May 3	26	Complete Team Reports	
May 5	28	Dead Day	

References:

1. Bacage, A & Waters, G. (1997). *Making Money the Old Fashion Way: A Story of Black Entrepreneurship*. Camden, N.J: EDTEC, Inc.
2. Green, S & Pryde, P(1990). *Black Entrepreneurship in America*. New Brunswick: Transaction Publishers.
3. Haskins, J. (1998). *African American Entrepreneurs*. New York: John Wiley & Sons.
4. Johnson, W.B. (1993). *The Promising Years, 1750-1830: The Emergence of Black Labor and Business*. New York: Garland Publishing, Inc.
5. Manning, M. (2000). *How Capitalism Underdeveloped Black America: Problems in Race, Political Economy and Society*. Cambridge, MA.
6. Mier, A. & Rudwick, E. (1969). *The Making of Black America: Essays in Negro Life and History*. Athenaeum, NY.
7. Peeks, E. (1971). *The Long Struggle for Black Power*. New York: Charles Scribner's Son.
8. Ravage, J.W. (1997). *Black Pioneers: Images of the Black Experience on the North American Frontier*. Salt Lake City, UT: University of Utah Press.
9. Walker, J.E.K. (1999). *Encyclopedia of African American Business History*. Westport, CT: Greenwood Publishing.