

UNIVERSITY OF GUELPH

Department of Marketing & Consumer Studies

COURSE OUTLINE

MCS 4050/6350

The Evolution of Capitalism: A Canadian Perspective

Fall, 2008

Professor: Dr. W. Frisbee
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Lecture Times: Section 1: TTh 13:00 – 14:20 MINS 300
Section 2: TTh 14:30 – 15:50 ROZ 105

Office Hours: TBA

NOTE: Office hours will be held through the last Thursday of the last week of classes. There will be NO OFFICE HOURS and NO APPOINTMENTS during the final exam period.

COURSE OBJECTIVES:

This course is intended for graduate students who have not taken MCS*4050 (MCS*6350) and for undergraduate students (MCS* 4050) in their final semesters of study. Consistent with the ceremonial literature of the University of Guelph and the expected maturity and sophistication of the students enrolled in a senior-level course, MCS* 4050/6350 is HIGHLY LEARNER-CENTRED and requires that students assume significant responsibility for their own learning. Lecture periods will be used primarily to introduce books used in the course and for discussion/presentation of selected book content.

The course is designed to expose students to a Canadian perspective on capitalism as an evolutionary process that increasingly shapes the nature of our economic, cultural, social, and political systems as well as our personal lives; within that context, to examine how and why relationships among governments, businesses, and consumers/workers evolve and change as they do; and to explore some of the economic, cultural, social, and political implications of the evolutionary process.

As we know from courses in economics, marketing and related subjects, governments, businesses, and consumers/workers function within a "macro-environment" defined by a range of environmental, economic, social, cultural, political, technological, and legal realities. It is argued in most economics

and marketing texts that the macro-environment and its various components lie beyond the control or influence of firms and are therefore factors to which management must accommodate. The reality is quite the opposite. Various economic, cultural, social, legal, and political conditions within advanced democratic countries such as Canada, Australia, the US, and many in Western Europe provide both the motivation and the opportunity for many elements of the macro-environment to be controlled and influenced in significant measure by SOME groups within the broadly defined society, including especially the community of large corporations. The history of Western economies clearly reveals that the power to control and influence elements of the macro-environment is seldom, if ever, shared equally by the three major groups (business, government, and consumers/workers) in an economy. As a consequence, conditions within the macro-environment, including the policies, laws, and economic structures that define consumer/worker-business-government interactions, inevitably favour those who possess power and work to the detriment of those who do not.

This course will provide students with an opportunity to explore some of these issues and their consequences from historical and Canadian perspectives and in the context of student experience, both as students in the Bachelor of Commerce program and as workers in the world beyond the university.

COURSE STRUCTURE:

Each student is responsible for reading the assigned books and other materials. Lecture periods will be used to highlight portions of the readings and to initiate discussion of important points. Following completion of each of the first two books, there will be an in-course examination with questions taken from the readings as supplemented during lecture periods. Each examination will count 30% toward your final course grade. The final “examination” will be a paper the topic of which will be “cumulative” in nature and based on all three readings. The final paper will count 40% toward your final course grade.

THE FINAL PAPER:

The topic for the final papers will be provided to students during the next-to-last week of classes. The paper will be due in my office NOT LATER THAN Thursday, December 11, 2008 at 12:00

NB: Students in previous classes have submitted their final papers late, claiming that they were confused by my use of the 12:00 deadline and assumed that they were to submit their papers to me at my office at midnight after the building is locked. The Academic Review Committee found this argument to be compelling and granted them “academic consideration”. It is apparently necessary for me to specifically indicate that the 12:00 stated here is the 12:00 that comes at noon, after breakfast, around lunch time, before dinner, and while it is still light outside. It is NOT the 12:00 that is also known as midnight, 24:00, arrives when it is dark outside, occurs after dinner, and passes while most civilized people are asleep. If any question remains as to the time when your final paper is due, please consult with your program counsellor for clarification.

NB: Papers received AFTER the deadline indicated above will not be penalized. Because of grade submission deadlines imposed by the Registrar’s Office, however, student papers received after the

deadline will NOT be graded and student final grades will NOT be submitted. Students who fail to meet the deadline WILL be recommended for a “deferred condition” via Academic Review. Students uncertain about or unfamiliar with the requirements and procedures of Academic Review are strongly encouraged to consult with their program counsellors.

The final paper is to be a MAXIMUM of six (6) pages [double-spaced]. Grades will be based on responsiveness to the question asked (i.e., respond to the question asked, not the question you wished had been asked), the content and sophistication of the argument made, and on the quality of writing (i.e., grammar, spelling, punctuation).

LECTURE SCHEDULE (Students are responsible for attending all lectures and for all material discussed during lecture periods. The professor will NOT provide “lecture notes” and will NOT repeat lecture material for students who miss class. Students are required to make their own arrangements to obtain notes and other material from lectures they do not attend.)

<u>Topic</u>	<u>Dates</u>
<i>INTRODUCTION - Capitalism, Socialism, and Democracy</i>	Sep 4 and 9
<i>The New Industrial State (NIS)</i>	Sep 11 – Oct 2
1 st Examination	Oct 7
<i>The Unconscious Civilization (TUC)</i>	Oct 9 – Oct 30
2 nd Examination	Nov 4
<i>The Collapse of Globalism (COG)</i>	Nov 6 – Nov 27
Topic for final paper distributed	Nov 20

Final Paper is due NLT December 11 @ 12:00 (see discussion above).

NB: PAPERS SUBMITTED VIA EMAIL WILL NOT BE ACCEPTED.

REQUIRED BOOKS: (available in bookstore)

Galbraith, J.K., The New Industrial State (new edition, specifics unknown at this time)

Saul, J.R., The Unconscious Civilization, House of Anansi Press. Ltd., Toronto, 1995.

Saul, J.R., The Collapse of Globalism, Viking Canada, Toronto, 2005.

This course follows the University grading scheme outlined in the University Calendar:

Note: As per the University Calendar academic consideration for being unable to meet assignment due dates, case participation, or for being unable to attend any quiz, midterm or final exam will only be granted for medical, psychological or compassionate reasons. In all cases, appropriate documentation as outlined in the University Calendar is required. Work arrangements, vacation or personal arrangements, sleeping in or not following the Blackboard calendar are not valid reasons.

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

http://www.uoguelph.ca/undergrad_calendar/index.shtml