

THE HISTORY OF BLACK BUSINESS IN AMERICA, 1600 TO PRESENT

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AFST 3390
W
LART 323
6-8:30 p.m.

SPRING 2007

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

This course is designed for intensive exploration into the historical circumstances of African American entrepreneurship. The grade will be based on four assignments: book critique, mid-term examination, group verbal presentation, and final examination. Classroom attendance and verbal participation are important. More than two unexcused classroom absences will place the student at a serious intellectual disadvantage and result in ten points being deducted from that student's final grade.

The course, in the best tradition of learning and pedagogy, will be educational and enjoyable. If you sense this is not the case, please convey your criticisms to the instructor who in return will relay this information to the larger class for comments and recommendations for propitious improvements in instructional/participatory interaction.

January 17: Introduction To Course

- 24: Discourse on Dr. E. Franklin Frazier
 Walker, The History Of Black Business In America, pp.ix--xvii
 E. Franklin Frazier, Black Bourgeoisie (reserve readings in library)
 Earl Ofari, The Myth of Black Capitalism (reserve readings in library)
 Manning Marable, How Capitalism Underdeveloped Black America (all)
- 31: 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
 Walter Rodney, How Europe Underdeveloped Africa (all)
- February 7: Black Business In Colonial America
 Walker, pp. 32-82
 T. H. Breen and Stephen Innes, Myne Owne Ground (all)
 Juliet Walker, Free Frank (all)
- 14: The Antebellum Era
 Walker, pp. 83-149
- 21: 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
 Kenneth M. Hamilton, Black Towns and Profit (all)
- 28: "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.
 Lynne B. Feldman, A Sense of Place (all)
- March 7: The Depression, Civil Rights , and Black Business
 Walker, pp. 225-263
 Weems, 31-100
- 14: Mid Term Examination
- 21: The Modern Era In Black Business, Part I
 Walker, pp. 264-371
 Alexa Benson Henderson, Atlanta Life Insurance Company (all)

28: The Modern Era In Black Business, Part II
Jalloh and Falalo, pp. 405-469; 484-610
Weems, pp. 100-37

April 4: Case Study 1:
Reginald Lewis, Why Should White Guys
Have All The Fun (all)
Brett Pulley, The Billion Dollar BET (all)

April 11: Case Study 2:
"Pursuit of Happyness" (film showing)
Chris Garner, Pursuit of Happyness (all)

18: Case Study 3:
John Johnson, Succeeding Against The Odds (all)

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

May 2: Final Examination

Additional Bibliography:

David Bornstein, How to Change the World: Entrepreneurs and the Power of New Ideas

John Butler Sibley and George Kozmetsky, Immigrant and Minority Entrepreneurship:
The Continuous Rebirth of American
Communities

John Butler Sibley, Entrepreneurship and Self-Help Among Black Americans: A Recon-
sideration of Race and Economics

Bill Boudreaux, The Complete Startup Guide for the Black Entrepreneur

Paula McCoy Pinderhughes, How to Be an Entrepreneur and Keep Your Sanity:
The African American Guide to Owning, Building
and Maintaining Successfully Your Own Small Business

Derek T. Dingle, Black Enterprise Lessons from the Top

Abram Harris, The Negro as Capitalist: A Study of Banking and Business Among
American Negroes

John N. Ingham and Lynne B. Feldman, African American Business Leaders:
A Biographical Dictionary

Hannibal B. Johnson, Black Wall Street

Bernadette Williams, Black Enterprise Guide to Technology for Entrepreneurs

Cheryl A. Smith, Market Women: Black Women Entrepreneurs, Past, Present, and Future

Quinn Curry, Every Wall a Ladder