### HISTORY BLACK ENTREPRENEURSHIP IN THE USA

COMMODIFICATION OF BLACK CULTURE: Sports and Hip Hop Entrepreneurs

HIS 350R-39430 AFR 374D -30265

FALL 2011 TTH 12:30-2:00 GAR 1.122

Professor Juliet E K. Walker

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Office Hours:

T 7:30 AM-10:30 AM T 2:00-3:00 TH 9:45 AM-10:45 AM W By appointment Office: Garrison Hall 2-136

Phone 512-471-5581

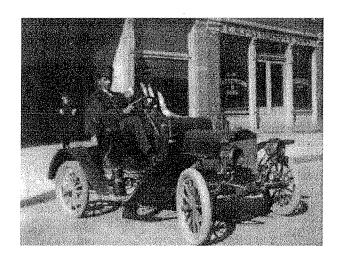
**Research Assistant** 

Lady Jane Acquah ljane26@gmail.com

### **COURSE DESCRIPTION**

Within the construct of African American Business history, race, contemporary American popular culture and global capitalism, this course will focus on an important aspect in the contemporary political economy of black Americans. Specifically, the commodification (sale) of black culture provides the conceptual frame for an examination of the phenomenon of both the superstar black athlete as an entrepreneur and the Hip Hop Superstar as an entrepreneur in post-Civil Rights America. The emphasis in this course, then, is to critically examine and analyze the impact of a multiplicity of societal, cultural and economic factors in the post-modern information age, propelled by new technologies in the New Economy of Global Capitalism. Also, consideration will be given to the new diversity as it impacts on the political economy of African Americans.

Yet, during the "Golden Age" of black business in the early 20th century, there were examples of African Americans participating in the development of enterprises that paralleled mainstream white business activity in Industrial America such as the first African American car manufacturing company, C.R. Patterson & Sons. The Ohio-based company was founded by ex-slave in 1865 and manufactured carriages. In 1916, the founder's son Frederick Douglass Patterson, built his first car, the Patterson-Greenfield below..



Within the context of Hip Hop entrepreneurship, foremost, what are the enterprises that have been generated by the Hip Hop Industry? Who are moguls, the entrepreneurs, in the Hip Hop Industry whose business activities reflect risk-taking and innovation? Can these entrepreneurs be viewed within the tradition of the Schumpeterian tradition of creative capitalist, where entrepreneurial motivation extends beyond the desire for the accumulation of profits, but rather is motivated by non-economic forces: "the will to conquer, the impulse to fight, to prove oneself superior to others, to succeed for the sake, not of the fruits of success but of success itself." What market factors precipitated the growth of the Hip Hop Industry? What historic factors in post-Civil Rights America precipitated the growth of the Hip Hop Industry? What are the economic implications for Black America as a result of the Hip Hop Industry? In what ways, economically, has Black America profited or not profited from the Hip Hop Industry?

Within the scope of the post-Civil Rights era history of black business, has the commodification of black culture been the most profitable avenue to wealth for black entrepreneurs? Why? Also, how do the profits in the Hip Hop Industry compare with profits in other American industries, as well as those industries that distinguish the expansion of in global capitalism? Why has the commodification of black culture been the most viable business activity for blacks in the mainstream of American business life? In the overall economic life of Black America, who profits from Hip Hop? And, how do they profit, financially? Or, has the Hip Hop culture marked a turning point whereby black labor and black culture are now benefiting the progenitors? Then, too, in what ways and in what financial amounts or financial benefits have hip hop profits trickled down to the black community?

#### Within comparative context of People of Color and White Corporate American Entrepreneurship,

From slavery to freedom, the economic value of the labor of African Americans has benefited White America. Does it continue to do so? Or, has the Hip Hop culture marked a turning point whereby black labor and black culture are now benefiting the progenitors? Or, do we find that the in the instance of Hip Hop, i.e., the commodification of black culture continues to benefit White America? In the overall economic life of Black America, who profits from Hip Hop? Who profits from the labor of superstar sports athletes? And, how do they profit, financially? Finally, who provides a model for the economic advancement of African Americans in the 21st century? Bob Johnson, Oprah Winfrey, Tyler Perry, Dave Bing, Magic Johnson, Michael Jordan, Russell Simmons, Fifty Cent, Beyonce' Tyra, Tiger, Williams Sisters?

Why not more Black American entrepreneurs, such as Reginald Lewis, the first black American with sales above \$1 billion? Also, there are black-owned companies such as World Wide Technology Inc., St. Louis-based IT products and services, \$2 billion sales; CAMAC International Corp., a Houston-based crude oil, gas exploration, and production and trading company, \$1.6 billion sales, established by a Nigerian immigrant, Kase Lawal; or Bridgewater Interiors L.L.C. Detroit-based Automotive parts supplier, revenues, \$1,186, billion? Why not an African American Bill Gates, Michael Dell, Ray Kroc, Sam Walton, Warren Buffett? Why not an African American Jerry Yang, Vinod Khosla.

Also, what about African Americans in White Corporate America? Why less than eight African Americans have been heads of *Fortune* 500 companies including CEOs Kenneth Chenault, American Express, Stanley O'Neal, formerly CEO Merrill Lynch & Co, Richard Parsons, former Time Warner CEO and, Ursula Burns, now CEO Xerox Corporation.

Then, too, who are their American counterparts among people of color: Africans, Latinos, Asians (,Japanese, Koreans, Chinese, Indians, Middle-Easterners) and those people of color globally who participate in the mainstream global capitalist economy? Who are their American counterparts among people of color: Africans, Latinos, Asians (,Japanese, Koreans, Chinese, Indians, Middle-Easterners) . And, how does Black American Entrepreneurship compare with White Corporate American Entrepreneurship and also within the context of Global Capitalism

- 3. insight gained from the book on the implications of race as it relates to the commodification of black culture and the implications of the future of black business in America
- 4. why you would or would not recommend this book as a source of information on the commodification of black culture of black culture and the implications of the future of black business in America

### **Class Participation**

Students are expected to participate each class session, always prefacing their discussion from various assessments and interpretations of the assigned books. Each student will present a five minute summary of his/her critical book review analysis. This oral presentation along with class participation of the book basis of **25% of your grade**.

#### Course Research Paper

A research paper guideline will be provided. Topics for student research paper will be generated from both class readings and class discussion in addition to the various questions raised above in the above "Course Description." Various sources, both primary and secondary, can be used, e.g., business as well as sports magazines, biographies, scholarly studies, both books and journal articles, which provide information on the business of sports and the sports industry, and various internet sources. Finally, your research paper should provide a discussion on how the topic has contributed/changed/broadened your perspectives of African American history, African American Business history and the impact of race and the commodification of black culture through sports participation as this relates to the expansion of global capitalism.

### **MOST IMPORTANT**

Whatever the topic of your research paper, it must include field research, that is, you must identify and interview someone in that business field so you can get a realistic appraisal/perspective. For example, if you wanted to write about business success of Beyonce—perhaps you could interview her mother, a copartner in House of Dereon fashion line in Houston. The point is select a topic that will allow you to get some kind of first-hand knowledge of black participation in that business area

Students are strongly encouraged to see me during my office hours during both the conceptualization and writing phases of your research paper.

A research paper guide will be provided.

## ALL PAPERS ARE DUE BEFORE OR BY DECEMBER 2—

## **NO LATE RESEARCH PAPERS ACCEPTED**

Johnson, Magic, 32 Ways to Be a Champion in Business

Lafeber, Walter, Michael Jordan and the New Global Capitalism

Rhoen, Williadm, Forty Million Dollar Slaves: The Rise, Fall, Redemption of the Black Athlete

# **ALTERNATIVE BLACK CULTURE CAPITALIST ENTERPRISES**

October 25, 27

Smith-Shomade, Beretta, Pimpin' Ain't Easy: Selling Black Entertainment Television

Pulley, Brett, The Billion Dollar BET: Robert Johnson and the Inside Story of BET

Nov 1,3

Shalhoup, Mara, BMF: The Rise and Fall of Big Meech and the Black Mafia Family NOV 8, 10

Daniels, Cora, Ghettonation: Journey Into the Land of Bling and Home of the Shameless

THE FUTURE OF BLACK ENTREPRENEURSHIP IN BUILDING CAPITALIST ENTEREPRISES

NOV 15,

Watkins, Boyce, Black American Money: How Black Power Can Survive in a Capitalist Society

# STUDENT ORAL SUMMARY OF RESEARCH PAPER TOPIC & PURPOSE

November 17, 22 29, Dec 1 -

Four class days are being allotted for student presentation of a summary of their research paper. There will be four or five 10-15 minute presentations each day.

Power point presentations are encouraged, but not required.

# ALL RESEARCH PAPERS DUE BY OR BEFORE FRIDAY, DEC 2.

A RESEARCH PAPER GUIDE WILL BE PROVIDED .

ALL PAPERS ARE DUE BEFORE OR BY DEC 2.

NO LATE RESEARCH PAPERS ACCEPTED

in advance to make up any missed work. When absent, it is your responsibility to get the class lecture notes from a classmate. Once this is done and, if you have questions on the lecture notes, please see me.

SPECIAL NEEDS The University of Texas at Austin provides, upon request, academic accommodations for qualified students with disabilities. To determine if you qualify, please contact the Dean of Students at 471-6259; 471-4641 TTY to certify your needs, which will allow me to make appropriate arrangements

The New Grading System: Fall '09	
A	4.0 92-100
A-	3.67 89-91
B+	3.33 88-90
В	3.0 82-87
B-	2.67 79-81
C+	2.33 77-78
С	2.0 72-76
C-	1.67 69-71
D+	1.33 67-68
D	1.0 62-66
D-	0.67 59-61
F	0.0 0-58

### AFR 374D 2-HIST OF BLACK ENTREPRN IN US

 Unique Day
 Time
 Location

 35362
 TTH 12:30 - 2:00
 GAR 1.122

## HIS 350R 12-HIST BLACK ENTREPREN IN US

 Unique Day Time
 Location

 39360 TTH 12:30 - 2:00
 GAR 1.122