

Business and Society in Historic and Contemporary South Asia

HIS 364G (also listed as ANS 361).

40095 Spring 2014

Meets Tue-Thu, 12:30 to 2 PM GAR 1.126

Office Hours: Monday and Thursday, GAR 2.140, 10-11 AM

The Indian sub-continent was long viewed as an area dominated by religious values that bred fatalism and ensured economic stagnation. Yet this is a region with a recorded history of four thousand years of economic and cultural exchange with other parts of the world. This course will introduce you to the long history of commerce and enterprise in the Indian sub-continent up to the present. It will also enhance your understanding of the sociology of economic activity, the role of governance and the changing representation of the entrepreneur in popular culture. The course does not require previous study of South Asia (the Indian subcontinent), though students without such exposure will need to acquire some additional background information.

Texts:

Students must purchase Dwijendra Tripathi and Jyoti Jumani **Concise Oxford History of Indian Business** ISBN 019568429X (Oxford University Press, 2007) and rent or purchase Mani Ratnam's biopic *Guru* (2007).

I also recommend purchase of Thomas Trautmann *India: Brief History of a Civilization* Oxford University Press, 2011 as a ready reference for those without a background in South Asian studies.

Other readings will be available on Blackboard or the Library web-site.

This course carries the Global Cultures flag. Global Cultures courses are designed to increase your familiarity with cultural groups outside the United States. You should therefore expect a substantial portion of your grade to come from assignments covering the practices, beliefs, and histories of at least one non-U.S. cultural group, past or present.

Grading:

Your progress will be tested by mid-term and final examinations, occasional quizzes and a 3-page review essay. Participation in class discussions is an important part of the course and will count for 20% of the overall grade. You may be absent three times without penalty, but absences beyond that limit will lower your grade. Anyone who misses a quiz or mid-term for a valid, documented reason may be permitted one opportunity to make-up the work within 7 days.

Plagiarism or passing off the work of others as your own constitutes a serious offense. You must properly attribute quotations and information taken from other sources, whether printed or digital. In general, do not take information from the web unless it is in a University Library database (such as J-STOR). If in doubt, visit my office, call or email me before you submit any assignment.

Contact: email sguha @austin.utexas.edu

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January

- 14-16 Introduction to the course & topic; Overview of the South Asian region and its recent history. Read Tripathi Ch. 1-2
- 21 Beginning of European influence and Indian response – Tripathi Ch.3-4;
- 23 Social setting of business activity: Granovetter 1985 (Class discussion)
- 28 Making of consumer tastes: Riello ‘Indian Apprenticeship’
- 30 The first multinational corporations

February

- 4 Class discussion: Custom & community. Steele ‘Customs of the Merchants’
- 6 Partnership? Kling ‘Partner in Empire’; Siddiqi ‘Jamsetjee Jeejeebhoy’
- 11 Technology transfer and its effects: Roy ‘Iron industry’
- 13 New corporate industrial enterprise: A classic theorist Alfred D. Chandler ‘Industrial Enterprise’
- 18 New models of industrial organization: Tripathi Chapters 5-6;
- 20 Public private ownership & construction of the railway system Read *East India Railway Finance*
- 25 Review session
- 27 Mid-term examination

March

- 4 Foreign and Indian business 1900-1939
- 6 Alternative models: cooperative societies and micro-credit 1900-1947

Spring Break

- 18-20 Businessmen and nationalism – A nationalist tycoon: G.D. Birla ‘Preface’ Tripathi Chaps. 8-9; Gandhian nationalism, labor and business; Papanek ‘Businessmen and the Pakistan movement’
- 25 Impact of the second world war Tripathi Chap.10
- 27 Transition to independence and the era of planning

April

- 1 Alternative models of industrial organization: Atwood ‘Why cooperatives succeed’; view ‘Milkman on India’ on youtube
- 3 Pakistan – politics and enterprise, in Ali in A.M. Weiss ed. *Power and Civil Society*
- 8 The mixed record of state enterprise across South Asia 1947-2012; Tripathi Chap.11-14
- 10 Indian business in the era of sclerosis
- 15 Organization of business activity: ‘agency houses and business groups’
- 17 Global paths of enterprise - Markovits ‘Indian Merchant Networks outside India’
- 22 Has the family model of business disappeared?
- 24 No class meeting: view Mani Ratnam ‘Guru’
- 29 In-class clip of moneylender from ‘Mother India’

May

- 1 Review session

Final examination as scheduled by the University