



Indian Institute of Management Indore

**INTEGRATED PROGRAMME IN MANAGEMENT (IPM)
TERM: VIII**

TITLE OF THE COURSE: Business History
CREDITS: 4

COURSE DESCRIPTION

This course is intended to provide IPM participants with a nuanced understanding of the evolution of commerce in both Western and non-Western contexts, with a focus on the period from the 17th century to the present. To this effect, the course aims to sharpen critical thinking of participants, ask right kind of questions of source materials (assigned readings), and form informed judgments, healthy group debate, and persuasive writing, skills that are so prized in management. The course is organised into 4 modules.

Module 1 traces the rise of industrial capitalism in the Western world. **Module 2**, in contrast, traces the rise of business communities in maritime India as compradors of the British East India Company. **Module 3** examines the origins of industrial capitalism in India between 1857 and 1947 and assesses the complex role played by Indian businesses not only in the colonial economy but also in the context of decolonization. It also assesses the rise of the trade union movement in colonial Bombay, in the context of the cotton textile industry. The cases analysed in this module include the cotton textile industry of Bombay and Ahmedabad, the jute industry of Calcutta, and the plantation economy of colonial India. **Module 4** assesses the changing political, economic, and technological factors in contemporary India after 1947 that has affected business.

COURSE OBJECTIVES

We delineate the following three objectives for the course

- 1) **The macro perspective:** To trace the evolution of business firms in their present form and to understand global historical forces such as colonialism in shaping current business practice.
- 2) **The micro perspective:** To provide insights into specific socio, economic, political, technological and cultural factors that affect the operation of business.
- 3) **The actionable:** To encourage participants of the course to apply above principles and help identify opportunities presented by changing social, economic, political, technological and cultural factors.