

## **MBA 677 - Business History**

History-- that is, an understanding of the dynamics of change and reactions to decisions made-- is without a doubt the most overlooked aspect of preparation for a career in business. The well-rounded business practitioner benefits from an awareness of how business institutions historically have reacted to changes in market, materials, technologies, management, and socio-political environment; this awareness helps the business person to make more informed choices when confronted with change. This course, "Business History" (MBA 677), is not a recounting of economic theory and historiography; it is a study of the dynamics of change as they apply to business activity and decision-making, and to the recognition, preservation, and use of the historic resources of a business enterprise. It allows the student to research, study, and analyze the history of an enterprise (or business person) of choice; and possibly to produce a publishable document. This class, which is a combination of readings, lectures, research and writing, will intrigue those who see potential in a looming corporate anniversary, those who have interest in the businesses and business people of their community, and those who, frankly, are just plain curious!

### **Professor Bio**

Dr. William A. Myers teaches undergraduate and graduate level courses in history at Concordia and also at California State College, Fullerton, and is a widely-published author of books on the history of business and technology. For twenty-five years Dr. Myers was the Company Historian and Archivist for the Southern California Edison Company, where he created and ran the company museum, a document and photograph preservation program, an oral history program, and also served as an historical consultant to the company in legal and regulatory matters. He is also acknowledged as an authority on Southern California's regional electric railway network, the famed "Big Red Cars" of the Pacific Electric Railway.

Among his book-length publications are: *Affairs of Power: Restructuring California's Electric Utility Industry, 1968-1998* [in press]; *Ranchos to Residences: The Story of Sunny Slope Water Company*; *Nuclear Pioneer: The Story of San Onofre Nuclear Generating Station's Unit One*; "Electricity Comes to Orange County: The Emergence of the Power Grid, 1890-1940," in *Early Businesses in Orange County*; *Highgrove: Southern California's Pioneer Hydroelectric Power Plant*; *Rails Through the Orange Groves: A Centennial Look at the Railways of Orange County, California* (with Stephen E. Donaldson); *Iron Men and Copper Wires: A Centennial History of the Southern California Edison Company*; *Historic Civil Engineering Landmarks of San Francisco and Northern California*; *Trolleys to the Surf: The History of the Los Angeles Pacific Company* (with Ira L. Swett); and *Historic Civil Engineering Landmarks of Southern California*. He also has appeared in several programs in the History Channel.

His educational credits were earned at the University of California, Riverside (Ph.D. in Economic History), at California State University, Fullerton (M.A. in History with an emphasis in public history), and the University of Redlands (B.A. in Business management).

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Texts-- Larry Schweikart. *The Entrepreneurial Adventure: A History of Business in the United States* (2000) ISBN 0-1550-8455-0; and Austin Kerr. *Local Businesses* (1990) ISBN 0-94206-3090.  
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