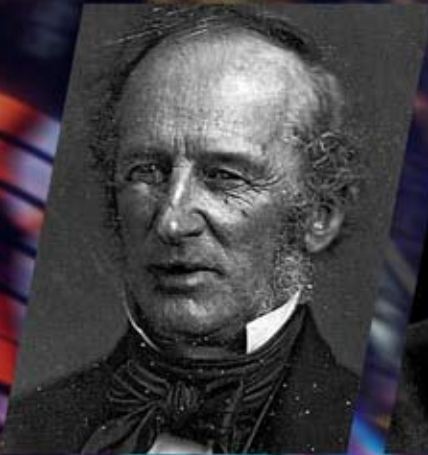


Fall 2008 **NEW COURSE!**

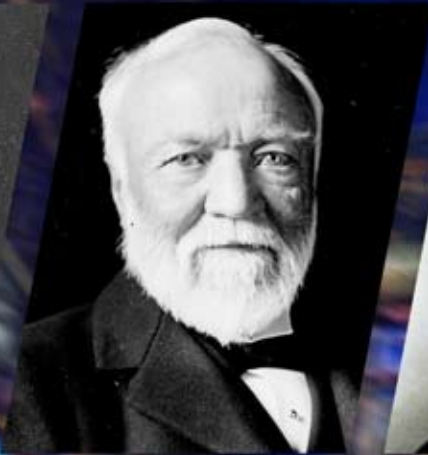
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PHIL 376/BSAD 376 **ENTREPRENEURSHIP** **and ETHICS**

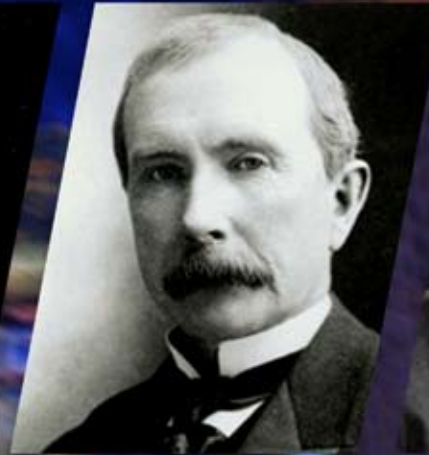
Professors Hicks and Von der Ohe



Vanderbilt



Carnegie



Rockefeller



Insull



Johnson



Stewart



Gates



Winfrey

3 Credits

MWF 3-3:50

PRQ:None

Meets: LNOS

Case studies of major entrepreneurs: **Commodore Vanderbilt, Andrew Carnegie, John D. Rockefeller, Samuel Insull, John Johnson, Martha Stewart, Bill Gates, and others.** What were their traits and practices: **intelligence, risk-tolerance, leadership, ambition?** Were they **predatory competitors and robber barons,** or were they **highly-productive individuals who benefited both themselves and consumers?** Students will read and analyze business histories and biographies by both proponents and detractors.

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