HON 395e
Spring 2012
Kotkin Presidential Fellow Seminar: 
A History of the Future for Commerce

Catalog Description:
Prerequisite: Acceptance to the University Honors Program, or consent of instructor.
The purpose of this course is to understand the trajectory of history and historical models which can be applied to understand the future. We will focus in particular on historical models that provide insight into the future of business and the associated implications for entrepreneurs and managers. (Offered as needed.) 3 credits.

Essential Equipment and Facilities: Seminar-style classroom with computer equipment.

Course Objectives:
A student who successfully completes this course will be able to:
• Describe historical development and perceptions of development in the context of the great thinkers of that time
• Apply multiple perspectives (e.g., religious, social, economic and technological) to understanding the future of the human condition.
• Describe how businesses can anticipate changes, i.e., age and racial demographic trends and what happens when they don’t
• Assess the impact of new technologies, e.g., social media, biotechnology, on business and economic opportunities
• Perform scenario planning and projection activities in a specific industry, e.g., manufacturing entertainment, real estate, technology or other business services
• Argue persuasively for a particular economic opportunity and associated entrepreneurial action in a specific industry

Content:
1. The first part of the class deals with the issue of how they future was viewed in the past. This part will consider:
   • The history of prognostication
   • Futurological classics of the Industrial Era
• The Technological Era
• The Road Ahead

2. The second part of the class will apply the models created in part one to address the business opportunities that may be provided by
   • Trends and changes in demographics
   • Technological innovation and diffusion
   • Globalization
   • Cultural and social changes

3. In the last month of the class, students will be largely focused on developing their own projects. The course project report and presentation will argue for a particular entrepreneurial opportunity of the student’s choosing based on historically modeled arguments. Students will demonstrate the ability to take insight from the course materials and apply them to their chosen entrepreneurial opportunity.

4. In addition, there will be several field trips to actually “see” the future, including exposure to new perspectives on development, cultural change, in entertainment, and/or technology like “virtual reality”.

Current Required Texts:
• The Myth of the Eternal Return by Mircea Eliade, 0-691-12350-0
• The Essential Left – Marx, Engels, Lenin, 0-043-35013-5
• Anticipations of the Reaction of Mechanical and Scientific Progress Upon Human Life and Thought, H.G. Wells, 0-486-40673-3
• Looking Backwards, Edward Bellamy, 1-420-92570-9
• Caves of Steel, Isaac Asimov, 0-553-29340-0
• Millennial Makeover, Morley Winograd and Mike Hais, 0-813-54504-8
• Ecotopia, Ernest Callenbach, 978-0-96044320-1-1
• The Next Hundred Million, Joel Kotkin, 978-1-59420-244-5

Instructional Strategies:
The class will include discussions of readings and possible film screenings as well as individual meetings with the instructor. There will be at least one or two field trips.

Methods of Evaluation:
• Midterm exam, which would focus on history and the past (20%).
• Final exam, which covers the whole scope of the class sessions (20%)
• Final class project and presentation; may be in written form, PowerPoint, or video. This will constitute half their grade (50%)
• Attendance and participation

Chapman University Academic Integrity Policy:
Chapman University is a community of scholars which emphasizes the mutual responsibility of all members to seek knowledge honestly and in good faith. Students are
responsible for doing their own work, and academic dishonesty of any kind will not be tolerated anywhere in the university

Students with Disabilities Policy:
In compliance with ADA guidelines, students who have any condition, either permanent or temporary, that might affect their ability to perform in this class are encouraged to inform the instructor at the beginning of the term. The University, through the Center for Academic Success, will work with the appropriate faculty member who is asked to provide the accommodations for a student in determining what accommodations are suitable based on the documentation and the individual student needs. The granting of any accommodation will not be retroactive and cannot jeopardize the academic standards or integrity of the course.

Prepared by:
Joel Kotkin, Fall 2009

Last revised:
Joel Kotkin, Spring 2012