HIS204: THE FIRST 100 YEARS OF THE AMERICAN AUTOMOBILE
SYLLABUS
LECTURE HOURS/CREDITS: 3/3

CATALOG DESCRIPTION
Prerequisite: RDG099 – Introduction to College Reading III
This course provides a basic understanding of the history and significance of the automobile industry and how it has been intertwined with American history, culture and everyday life. The course will cover the early days of the automobile with discussions about Henry Ford, Billy Durant, the formation of General Motors, key designers and more. The course will highlight challenges facing the automobile industry during each decade of the twentieth century.

TEXTBOOK AND COURSE MATERIALS
It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook and other materials required for their specific course and section.

Please see current textbook prices at www.rcgc.bncollege.com

EVALUATION AND ASSESSMENT
Grading Distribution
Individual instructors may include the following assessment(s):
- Exams
- Quizzes
- Essays
- Research Paper
- Presentations
- Group Discussions
- Attendance and Participation

Grading to be determined by individual instructors

Grading Scale
The grading scale for each course and section will be determined by the instructor and distributed the first day of class.
ROWAN COLLEGE AT GLOUCESTER COUNTY CORE COMPETENCIES
(Based on the NJCC General Education Foundation - August 15, 2007; Revised 2011)

This comprehensive list reflects the core competencies that are essential for all RCGC graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

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<th>RCGC Core Competencies</th>
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| 1 Written and Oral Communication  
Students will communicate effectively in both speech and writing. |
| 2 Quantitative Knowledge and Skills  
Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems. |
| 3 Scientific Knowledge and Reasoning  
Students will use the scientific method of inquiry, through the acquisition of scientific knowledge. |
| 4 Technological Competency  
Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals. |
| 5 Society and Human Behavior  
Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens. |
| 6 Humanistic Perspective  
Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language |
| 7 Historical Perspective  
Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance. |
| 8 Global and Cultural Awareness  
Students will understand the importance of a global perspective and culturally diverse peoples. |
| 9 Ethical Reasoning and Action  
Students will understand ethical issues and situations. |
| 10 Information Literacy  
Students will address an information need by locating, evaluating, and effectively using information |

HIS204 CORE COMPETENCIES
This course focuses on four of RCGC’s Core Competencies:
- Written and Oral Communication
- Information Literacy
- Humanistic Perspective
- Historical Perspective

Summer 2013 Revised July 2014
## Student Learning Outcomes: The First 100 Years of the American Automobile

(Revised 2011)

**Successful completion of HIS204 will help students:**

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<th>RCGC Core Competencies</th>
<th>Evaluation / Assessment</th>
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| 1. | Discuss and evaluate the invention of the Automobile; who were the first and early pioneers:  
   a. The beginning of production, Henry Ford and the formation of the Ford Motor Company  
   b. Billy Durant and the formation of General Motors  
   c. The formation of Chrysler  
   d. The war years (1941-1945) | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions  
   Attendance and Participation |
| 2. | Evaluate post-war production and the 1950’s:  
   a. Harley Earl, Virgil Exner, Dick Teaque and other top designers, along with their greatest designs and not so-great designs.  
   b. The 1960’s and the Muscle car era | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions  
   Attendance and Participation |
| 3. | Discuss and evaluate how automotive films changed Hollywood standards:  
   a. *Bullitt*  
   b. *Vanishing Point*  
   c. *Grand Prix* | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions  
   Attendance and Participation |
| 4. | Discuss and evaluate the Dark Decade (1972-1980):  
   a. Oil embargos  
   b. EPA regulations  
   c. Poor design  
   d. New insurance regulations  
   e. Imports | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions  
   Attendance and Participation |
| 5. | Discuss and evaluate the rebuilding of Chrysler and the buyout of American Motors, the last independent motor company | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions  
   Attendance and Participation |
| 6. | Discuss and evaluate the 1990’s; a new age of technology | - Written and Oral Communication  
   - Humanistic Perspective  
   - Historical Perspective | Exams and Quizzes  
   Written Essays  
   Research Paper  
   Presentations  
   Group Discussions |

*Summer 2013 Revised July 2014*
TOPICAL OUTLINE

• The Invention of the Automobile
  o Who was First?
  o Early Pioneers

• Beginning of Production

• The Formation of Automotive Companies:
  o Ford Motor Company
    ▪ Henry Ford
  o General Motors
    ▪ Billy Durant

• The Growth Years of the 1920’s

• The Rebuilding Years of the 1930’s

• The War Years (1941-1945)

• Post-War Production and the 1950’s

• Top Designers and Their Designs:
  o Harley Earl
  o Virgil Exner
  o Dick Teague
  o Bill Mitchell

• The Early 1960’s

• The Muscle Car Era