REQUIRED READINGS

Jonathan Hughes, The Vital Few
C. Joseph Pusateri, A History of American Business
Robert Sobel, The Great Bull Market
Tracy Kidder, Soul of a New Machine
and articles on reserve at the State Historical Society or Kinkos

COURSE OUTLINE

Sept. 4 Introduction to American Business History
   6 The European Background
   Readings: Pusateri, pp. 1-40.

Sept. 9 Colonial Business I
   11 Colonial Business II
   13 Merchants, Mercantilism, and the American Revolution
   Readings: Pusateri, pp. 41-65;
   Hughes, pp. 1-72; and
   Ben Franklin essay.

Sept. 16 Founding a New Nation
   18 The Business Revolution
   20 American Banking until the Civil War
   Readings: Pusateri, pp. 73-94;
   Perkins and Walton essay;
   Jackson's veto message and Wisconsin banking readings.

Sept. 23 Pre-railroad Transportation I
   25 Pre-railroad Transportation II
   27 Government and the Antebellum Economy
   Readings: Pusateri, pp. 98-119; and
   Mak and Walton, Western River Transportation,
   pp. 27-47 and 88-122.

Sept. 30 Southern Plantations
Oct. 2 No class
   4 Northern Farming
   Readings: Hughes, pp. 67-120.

Oct. 7 The Industrial Revolution: I
   9 The Industrial Revolution: II
   11 Railroads I
   Readings: Pusateri, pp. 120-64;
   Hughes, pp. 121-213.
Oct. 14 Railroads II  
16 Big Business I  
18 Big Business II  

Oct. 21 Financial Intermediaries  
23 Changing Methods of Distribution  
25 Exam  
No Sections

Oct. 28 Origins of Regulation: Railroads  
30 Origins of Regulation: Trusts

Nov. 1 Big Business and the Worker  

Nov. 4 The Managed Marketplace: An Overview, 1914-1985  
6 World War I  
8 The 1920s  
Readings: Hughes, pp. 274-356; and; Chandler, Giant Enterprise, pp. 23-65 and 95-175.

Nov. 11 The 1920s Again  
13 The Origins of the Great Depression  
15 The Great Slide  
Readings: Sobel, entire.

Nov. 18 The New Deal  
20 The New Deal  
22 Businessmen and the New Deal  

Nov. 25 World War II  
27 Cold War and the American Economy  
Readings: Pusateri, remainder.

Dec. 2 A Giant among Nations  
4 Multinationals  
6 Business in the 50s and 60s  
Readings: Kidder, entire.

Dec. 9 Government in the Postwar Era  
11 The Challenges from Abroad  
13 Review  