University of Wisconsin—Madison
Department of History
Semester I, 1987-88

History 247
American Business History
C. A. Dunlavy

4116 Humanities, 263-1854
Ofc. hrs. MW 11–12 p.m.
or by appointment

REQUIRED BOOKS


Kurt Vonnegut, Player Piano (Dell, 1986).

COURSE OUTLINE

Introduction

Sept. 2 Introduction to American Business History
Sept. 4 The 18th-Century World Economy

Blackford and Kerr, pp. 1–35 only.

Business in Colonial (North) America

Sept. 7 HOLiDAY
Sept. 9 Northern Merchants, Artisans, and Farmers
Sept. 11 Southern Planters, Factors, and Yeomen

Blackford and Kerr, pp. 36–55 only.
The Business of Nation-Building

Sept. 14 The Revolutionary War
Sept. 16 Business in the Constitution
Sept. 18 The War of 1812 and the Business Revolution

Blackford and Kerr, pp. 56-80.

The Antebellum Economy

Sept. 21 Divergent Interests: The Old South, The Old North, and the New West
Sept. 23 An Early American Tradition: "Mixed Enterprise" in Banking and Transportation
Sept. 25 Divisive Issues: Internal Improvements, the Tariff, the Bank of the United States, and (Behind It All) Slavery

Blackford and Kerr, pp. 82-121.

The Industrial Revolution

Sept. 28 What It Was and What It Wasn't (Yet)
Sept. 30 Sectors of Change
Oct. 2 Precursor of "Big Business": Textile Manufacturing

The First American Big Business: Railroads

Oct. 5  A Worrisome New Technology
Oct. 7  Administering the "Octopus"
Oct. 9  MIDTERM EXAM

Blackford and Kerr, pp. 152–95.

Turbulent Transition to an Industrial Economy

Oct. 12  The Civil War
Oct. 14  The War Between Big Business and Big Labor
Oct. 16  The War Between the Railroads and the States

McCraw, Prophets of Regulation, pp. vii–ix and 1–79.

Big Business Ascendant

Oct. 19  Horizontal and Vertical Integration
Oct. 21  Living with the Modern Corporation: Bureaucracy, Oligopoly, and Imperialism
Oct. 23  Ideology in the Age of Oligopoly


Big Business Challenged

Oct. 26  Regulating Big Business: The ICC and the Sherman Antitrust Act
Oct. 28  Trustbusting in the Progressive Era
Oct. 30  Welfare Capitalism: Backward Integration?

McCraw, Prophets of Regulation, pp. 80–152.
War Boom and Big Business (Briefly) Triumphant

Nov. 2 Mobilizing for the First "Great War"
Nov. 4 War Baby: The Decentralized, Multidivisional Corporation
Nov. 6 "The Business of America is Business": The 1920s

Blackford and Kerr, pp. 266-301.

Business Besieged: The Great Depression

Nov. 9 1929-1932: The Great Slide into Depression
Nov. 11 Witnessing the Demise of Capitalism?
Nov. 13 The First New Deal

Blackford and Kerr, pp. 302-22 only.
Sobel, The Great Bull Market (complete)

Coping with Depression

Nov. 16 From Welfare Capitalism to the Welfare State
Nov. 18 Businessmen and the New Deal
Nov. 20 Mobilizing for the Second Great War

Blackford and Kerr, pp. 322-37 only.
McCraw, Prophets of Regulation, pp. 153-221.

Post-War Growth: Return to Normalcy?

Nov. 23 The US and the Post-War International Economy
Nov. 25 Multinationals and Conglomerates
Nov. 27 HOLIDAY


Business in a New Socio-Political Context

Nov. 30 Modern Managers
Dec. 2 Corporate Social Responsibility
Dec. 4 Post-War Political Economy: Regulation

Vonnegut, Player Piano (complete).
Trouble Returns

Dec. 7 The Troubled 1970s: OPEC and Stagflation
Dec. 9 Structural Changes in the World Economy
Dec. 11 Uneven Recovery? Competition and Deregulation in the 1980s


Dec. 14 Review

Blackford and Kerr, pp. 426-45.
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Fall 1987

Colleen A. Dunlavy
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Blackford and Kerr, pp. 56-30.
John F. Kasson, Civilizing the Machine: Technology and Republican Values in America, 1776-1900 (Penguin Books, 1977), pp. 3-51 (Ch. 1, "The Emergence of Republican Technology").

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Blackford and Kerr, pp. 152-95.

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Aitken, Scientific Management in Action, pp. 3-48 and 85-135.

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Oct. 26 Regulating Big Business: The ICC and the Sherman Antitrust Act
Oct. 28 Trustbusting in the Progressive Era
Oct. 30 Welfare Capitalism: Backward Integration?

Blackford and Kerr, pp. 196-264.
McCraw, Prophets of Regulation, pp. 80-152.
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