UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester I, 1991-92

History 247 American Business History
Course Outline
Prof. Lindstrom

Required Readings:
Aitken, Hugh G. J., Scientific Management in Action
Blackford, Mansel G., and K. Austin Kerr, Business Enterprise
in American History
Kidder, Tracy, Soul of a New Machine
Lamoreaux, Naomi R., The Great Merger Movement in American
Business
McCraw, Thomas, Prophets of Regulation
and articles on reserve at the State Historical Society or
available at Kinkos

Lecture Topics:

Sept. 5  Themes in American Business History
Sept. 7  Capitalism and Commerce
Read: "Benjamin Franklin and the Definition of American Values,"
in Alfred D. Chandler and Richard Tedlow, eds., The Coming
of Managerial Capitalism, pp. 2-22.
Sept. 10  Business in the Late Colonial Era
Sept. 12  Mercantilism and the American Revolution
Sept. 14  The 1780s: Property and the Role of Law
Read: Blackford and Kerr, Business Enterprise, pp. 1-63;
"The Wonderful World of Adam Smith," in Heilbroner, The
Worldly Philosophers, pp. 40-72; Adam Smith, The Wealth of
Nations, pp. lvi-lxvi.

Sept. 17  The Federalist Era
19 Government and the Infrastructure
21 The Courts and American Business
Read: Blackford and Kerr, Business Enterprise, pp. 63-90, 104-46;
"The Second Bank of the United States," in Chandler and Tedlow,
The Coming of Managerial Capitalism, pp. 104-35; Naomi
Lamoreaux, "Banks, Kinship, and Economic Development," Journal

Sept. 24  American Industrialization: The First Stage
26 Precursor to "Big Business": The Textile Industry
28 The Railroads: I
Read: Blackford and Kerr, Business Enterprise, pp. 91-104,
149-59; and Alfred D. Chandler, Jr., "Rise and Evolution of Big
28 Mergers and Conglomerates
30 Big Government
Read: Blackford and Kerr, Business Enterprise, pp. 380-420; Tracy Kidder, Soul of a New Machine.

Dec. 3 Regulation and Deregulation
5 The Troubled 1970s
7 Hollywood's Favorite Heavy
Read: Blackford and Kerr, Business Enterprise, pp. 422-37; McCraw, Prophets of Regulation, pp. 222-309.

Dec. 10 1980s: Decade of the Deal
12 Made in America
14 Review

Oct.  1  The Railroads: II
3  Accelerating Industrialization
5  The Steel Industry

Oct.  8  The Strategies of Big Business
10  The Urge to Merge
12  Finance Capitalism
Read: Lamoreaux, The Great Merger Movement.

Oct. 15  Managerial Capitalism
17  Exam
19  Horatio Alger and Social Darwinism

Oct. 22  The Road to Regulation: The ICC and SAT
24  Trustbusters
26  The Origins of Big Government
Read: Blackford and Kerr, Business Enterprise, pp. 200-62;
McCraw, Prophets of Regulation, pp. 1-152.

Oct. 29  The Industrial Worker
31  World War I and American Business

Nov.  2  The 1920s: Dawn of a New Era

Nov.  5  The 1920s: Multidivisional Decentralized Corporation
7  The Stock Market Crash
9  The Great Skid, 1929-1932

Nov. 12  The First New Deal
14  The Welfare State
16  World War II
Read: Blackford and Kerr, Business Enterprise, pp. 321-40
McCraw, Prophets, pp. 154-221.

Nov. 19  The Cold War and American Business
21  The American Century
Read: Blackford and Kerr, Business Enterprise, pp. 343-78.

Nov. 26  The Automobile Industry