THE UNIVERSITY OF WISCONSIN
Department of History

Semester II Year 84-85

COURSE NO.  COURSE TITLE  INSTRUCTOR
247  American Business History  Peters

COURSE DESCRIPTION

This survey course examines the role of business in the American economy from 1607 to the present, and will focus on the following 4 themes:


LECTURES

See attached syllabus for the twice-weekly topics. There is the possibility that discussion sections will be assigned.

WRITTEN ASSIGNMENTS and EXAMINATIONS

A mid-semester and a final. Both will be essay type. Students will also write up to a 10 page research paper analyzing American business.

GRADING SYSTEM

First exam, 25%; paper, 30%; final, 45%.

REQUIRED READINGS

See attached course outline. If there are discussion sections additional [short] readings will be assigned.
American Business History

Nathan Peters

Required Texts:

Keith Bryant, Jr. and Henry C. Dethloff, A History of American Business
Harold C. Livesay, American Made
J. Patrick Wright, On A Clear Day You Can See General Motors
And Articles To Be Assigned

Recommended: Alfred Chandler, Jr. The Visible Hand

Week 1:
   a) Introduction To American Business History
   b) The European Background: Companies and Colonies

Week 2:
   a) Colonial Business: North and South
   b) Mercantilism and the American Revolution

Week 3:
   a) The Constitution and the Beginning of a National Economy
   b) Neutrality, War, and the American System of Manufactures

Week 4:
   a) Early Industrialization
   b) The Infrastructure: Financial Intermediaries and Transportation

Week 5:
   a) Northern and Southern Agriculture
   b) American Businessmen and the Civil War

Week 6:
   a) The First Big Business: The Railroad
   b) Robber Barrons or Industrial Statesmen?

Week 7:
   a) First Merger Wave: New Methods Of Combination
   b) Response To Industrialization: Labor and Government

Week 8:
   a) Response Part II: Government and Progressives
   b) EXAM

Week 9:
   a) Business and Government Partnership: World War I
   b) The 20's: Automobiles and the Second Merger Wave
Week 10:
  a) The Stock Market Crash and the Origins of the Great Depression
  b) Business and the New Deal

Week 11:
  a) World War II and the Mixed Economy
  b) A Giant Among Nations

Week 12:
  a) Multinationals
  b) The Conglomerate: The Third Merger Wave

Week 13:
  a) Organization Man
  b) Management and Labor

Week 14:
  a) Where's the Competition?
  b) The Failure Of American Business?

Week 15:
  a) American Business Under the Reagan Administration
  b) Review
TEXTBOOK REQUIREMENTS SEMESTER II, 1984-1985

Nathan Peters
History 247 - AMERICAN BUSINESS HISTORY
Anticipated Enrollment  75-100

REQUIRED:


Harold C. Livesay, American Made (Little-Brown)

J. Patrick Wright, On a Clear Day You Can See General Motors, (Avon Books)

OPTIONAL:

Alfred Chandler, Jr., The Visible Hand (PB) (Harvard University Press)

NP:abo
American Business History

History 247
Spring 1985
Nathan Peters

Required Texts:
Keith Bryant, Jr. and Henry C. Dethloff, A History of American Business
Harold C. Livesay, American Made
J. Patrick Wright, On A Clear Day You Can See General Motors
And Articles To Be Assigned

Recommended: Alfred Chandler, Jr. The Visible Hand

Week 1:
Jan. 21 - Introduction To American Business History
Jan. 23 - The European Background: Companies and Colonies
       Read: Bryant and Dethloff, pp. 1-36.

Week 2:
Jan. 28 - Colonial Business: North and South
Jan. 30 - Mercantilism and the American Revolution
       Read: Bryant and Dethloff, pp. 37-54.

Week 3:
Feb. 4 - The Constitution and the Beginning of a National Economy
Feb. 6 - Neutrality, War, and the American System of Manufactures
       Read: Bryant and Dethloff, pp. 55-59; Livesay, pp. 1-50.

Week 4:
Feb. 11 - Early Industrialization
Feb. 13 - The Infrastructure: Financial Intermediaries and Transportation
       Read: Bryant and Dethloff, pp. 60-72, 92-111, 217-223.

Week 5:
Feb. 18 - Northern and Southern Agriculture
Feb. 20 - American Businessmen and the Civil War
       Read: Bryant and Dethloff, pp. 74-91; Livesay, pp. 52-84.

Week 6:
Feb. 25 - The First Big Business: The Railroad
Feb. 27 - Robber Barons or Industrial Statesmen?
       Read: Bryant and Dethloff, pp. 112-130, 150-166, 317-329;
       Livesay, pp. 87-125.

Week 7:
Mar. 4 - First Merger Wave: New Methods of Combination
Mar. 6 - Response To Industrialization: Labor and Government
       Read: Bryant and Dethloff, pp. 168-183, 198-210, 223-240,
       253-259, 269-276; Livesay, pp. 126-158.
Week 8:
Mar. 11 - Response Part II: Government and Progressives
Mar. 13 - EXAM
   NO READINGS

Week 9:
Mar. 25 - Business and Government Partnership: World War I
Mar. 27 - The 20's: Automobiles and the Second Merger Wave
   Read: Bryant and Dethloff, pp. 131-149, 184-193, 210-215, 285-290;
   Livesay, pp. 159-211.

Week 10:
Apr.  1 - The Stock Market Crash and the Origins of the Great Depression
Apr.  3 - Business and the New Deal
   Read: Bryant and Dethloff, pp. 227-233, 276-283;
   Livesay, pp. 213-239.

Week 11:
Apr.  8 - World War II and the Mixed Economy
Apr. 10 - A Giant Among Nations
   Read: Bryant and Dethloff, pp. 290-300

Week 12:
Apr. 15 - Multinationals
Apr. 17 - The Conglomerate: The Third Merger Wave
   Read: Bryant and Dethloff, pp. 301-316; Livesay, pp. 241-266.

Week 13:
Apr. 22 - Organization Man
Apr. 24 - Management and Labor
   Read: Bryant and Dethloff, pp. 336-354, 259-267;
   Livesay, pp. 269-294.

Week 14:
Apr. 29 - Where's the Competition?
May  1 - The Failure of American Business?
   Read: Wright, Entire

Week 15:
May  6 - American Business Under the Reagan Administration
May  8 - Review