Required Readings:

Doerflinger, Thomas, *A Vigorous Spirit of Enterprise*

McCraw, Thomas, *Prophets of Regulation*

Porter, Glenn, *The Rise of Big Business, 1860-1920*

Rae, John, *The American Automobile Industry*

Reich, Robert, *The Work of Nations*

plus readings (noted by an * below) available either for purchase at Bob's Copy Shop or on reserve at the State Historical Society.

Optional Reading:


Lecture Topics and Weekly Reading Assignments:

Jan. 24: Themes in American Business History

26: Capitalism and Commerce

28: The Colonial Merchant


Jan. 31: Mercantilism and the American Revolution

Feb. 2: Property and the Role of Government

4: The Federalist Era


Feb. 7: Government and the Infrastructure

9: The Retreat From Activism

11: The Courts and American Business


Feb. 14: The Industrial Revolution

16: The Textile Industry

18: The Railroads: I


Feb. 21: The Railroads: II
23: Accelerating Industrialization
25: The Iron and Steel Industry

Feb. 28: The Strategies of Big Business
Mar. 2: The Urge to Merge: Rockefeller and Standard Oil
4: J. P. Morgan and the Formation of U.S. Steel
Read: *Horatio Alger, Struggling Upwards* or *Luke Larkin's Luck*.

Mar. 7: Managerial Capitalism
9: Social Darwinism
11: Midsemester Examination

Mar. 14: The Road to Regulation: the ICC and the SAT
16: Trustbusters
18: The Origins of Big Government

Mar. 21: The World of Work
23: The 1920s: I
25: The 1920s: II

Apr. 6: The Great Skid: 1929-1932
8: The New Deal

Apr. 11: The Welfare State
13: World War II
15: The Cold War and American Business

Apr. 18: American Technological Leadership
20: The US and the International Economy
22: Big Business Abroad: Multinational Enterprise

Apr. 25: Big Business at Home: Diversification
27: Big Government: I
Apr. 29: Big Government: II
May 2: The 1980s: The Reagan Revolution
4: The 1980s: The Decade of the Deal
6: The 1980s: Leaner and Meaner Corporations
Read: Robert Reich, The Work of Nations, pp. 1-168, and
Blackford and Kerr, Business Enterprise, pp. 346-84.

May 9: Hollywood's Favorite Heavy
11: Are We Competitive?
13: Review