

The University of Wisconsin-Madison  
Department of History  
Summer Session 1994

History 247: American Business History  
Course Outline

Week One

Read: Mansel Blackford and K. Austin Kerr, *Business Enterprise in American History*, pp. 1-123.

July 11: Capitalism and Commerce

12: The Revolutionary Era\*

\*Read: Adam Smith, *The Wealth of Nations*, Introduction and Chapters 1-3; and Benjamin Franklin, "The Way to Wealth."  
(These are on reserve at the State Historical Society).

13: Government in the Antebellum Era

14: State Activism and Retreat

15: The Industrial Revolution

Week Two

Read: Blackford and Kerr, *Business Enterprise*, pp. 125-67.

July 18: The Railroads: America's First Big Business\*

\*Read: Glenn Porter, *The Rise of Big Business*, pp. 1-120.

19: Accelerating Industrialization

20: Big Business in American Industry

21: The Great Merger Wave and the Dawn of Managerial Capitalism

22: Midsemester Examination

Week Three

Read: Blackford and Kerr, *Business Enterprise*, pp. 169-285.

July 25: The Road to Regulation: The ICC and the SAT\*

\*Read: Thomas McCraw, *Prophets of Regulation*, pp. 1-79.

26: The Origins of Big Government\*

\*Read: McCraw, *Prophets of Regulation*, pp. 80-142.

27: The 1920s\*

\*John Rae, *The American Automobile Industry*, pp. 1-72.

28: The Great Depression and the New Deal

29: The New Deal and the Origins of the Welfare State\*

\*Read: McCraw, *Prophets of Regulation*, pp. 143-221.

Week Four

Read: Blackford and Kerr, *Business Enterprise*, pp. 285-385.

Aug. 1: World War II and the Cold War

2: Big Business in the Postwar Era\*

\*Read: Rae, *The American Automobile Industry*, pp. 73-188.

- 3: Big Government in the Postwar Era\*
- \*Read: McCraw, *Prophets of Regulation*, pp. 222-309.
- 4: Is the US Competitive?
- 5: Final Examination

### Course Expectations

Students are required to read four books, which are available for purchase at the University Bookstore. In addition, two brief readings have been assigned for the second day of class. These have been placed on reserve at the State Historical Society; you may want to photocopy them for your own personal use. The textbook, Blackford and Kerr, *Business Enterprise in American History*, should be read in anticipation of the week's lectures. The other readings will be the basis for class discussion. You must complete these readings by the date marked with an asterisk (\*).

Students will also write a brief (four to five page) critical book review. See the separate handout for a fuller description of the assignment and a list of approved books.

The examinations will be essay-type. The midsemester will be one hour, the final, two.

Your grade will be determined as follows:

Attendance and participation...	20%
Critical book review.....	20%
Midsemester exam.....	20%
Final exam.....	40%

My office address is 4125 Humanities. I will maintain office hours until noon daily, Monday through Thursday. I can also be reached by telephone; my office number is 263-2366 and my home phone is 238-8980. You may also leave messages at LIND@MACC.WISC.EDU.