

UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester I, 1985-86

D. Lindstrom

H247 AMERICAN BUSINESS HISTORY
COURSE OUTLINE

REQUIRED READINGS

Jonathan Hughes, The Vital Few
C. Joseph Pusateri, A History of American Business
Robert Sobel, The Great Bull Market
Tracy Kidder, Soul of a New Machine
and articles on reserve at the State Historical Society or Kinkos

COURSE OUTLINE

Sept. 4 Introduction to American Business History
6 The European Background
Readings: Pusateri, pp. 1-40.

Sept. 9 Colonial Business I
11 Colonial Business II
13 Merchants, Mercantilism, and the American Revolution
Readings: Pusateri, pp. 41-65;
Hughes, pp. 1-72; and
Ben Franklin essay.

Sept. 16 Founding a New Nation
18 The Business Revolution
20 American Banking until the Civil War
Readings: Pusateri, pp. 73-94;
Perkins and Walton essay;
Jackson's veto message and Wisconsin banking readings.

Sept. 23 Pre-railroad Transportation I
25 Pre-railroad Transportation II
27 Government and the Antebellum Economy
Readings: Pusateri, pp. 98-119; and
Mak and Walton, Western River Transportation,
pp. 27-47 and 88-122.

Sept. 30 Southern Plantations
Oct. 2 No class
4 Northern Farming
Readings: Hughes, pp. 67-120.

Oct. 7 The Industrial Revolution: I
9 The Industrial Revolution: II
11 Railroads I
Readings: Pusateri, pp. 120-64;
Hughes, pp. 121-213.

- Oct. 14 Railroads II
16 Big Business I
18 Big Business II
Readings: Pusateri, pp. 165-202;
Hughes, pp. 215-73 and 357-454.
- Oct. 21 Financial Intermediaries
23 Changing Methods of Distribution
25 Exam
No Sections
- Oct. 28 Origins of Regulation: Railroads
30 Origins of Regulation: Trusts
Nov. 1 Big Business and the Worker
Readings: Pusateri, pp. 203-231; and
Weinberg, The Muckrakers pp. 22-39; 68-83, 205-212,
286-297 and 339-58.
- Nov. 4 The Managed Marketplace: An Overview, 1914-1985
6 World War I
8 The 1920s
Readings: Hughes, pp. 274-356; and;
Chandler, Giant Enterprise, pp. 23-65 and 95-175.
- Nov. 11 The 1920s Again
13 The Origins of the Great Depression
15 The Great Slide
Readings: Sobel, entire.
- Nov. 18 The New Deal
20 The New Deal
22 Businessmen and the New Deal
Readings: Chandler, Giant Enterprise pp. 194-229.
- Nov. 25 World War II
27 Cold War and the American Economy
Readings: Pusateri, remainder.
- Dec. 2 A Giant among Nations
4 Multinationals
6 Business in the 50s and 60s
Readings: Kidder, entire.
- Dec. 9 Government in the Postwar Era
11 The Challenges from Abroad
13 Review
Readings: Robert Reich, "The Next American Frontier," Atlantic Monthly (April and May, 1983).