

UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester I, 1990-91

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. lvii-16.
- 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
of Economic History (June, 1986), pp. 647-67.
- 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

Business," in Glenn Porter, ed., The Encyclopedia of American Economic History, II, pp. 619-38.

- Oct. 1 The Railroads: II
3 Accelerating Industrialization
5 The Steel Industry
Read: Blackford and Kerr, Business Enterprise, pp. 160-98;
"The Star-Spangled Scotchman Andrew Carnagie," in Harold
Livesay, American Made, pp. 88-125; and "Henry Ford and the
Automobile Age" in Jonathan Hughes, The Vital Few, pp. 275-355.
- 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
Read: Aitken, Scientific Management in Action; Blackford
and Kerr, Business Enterprise, pp. 262-321.
- Nov. 5 The 1920s: Multidivisional Decentralized Corporation
7 The Stock Market Crash
9 The Great Skid, 1929-1932
Read: Sanford Jacoby, Employing Bureaucracy, pp. 1-11, 207-74.
- 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

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

Reich, "The Next American Frontier," Atlantic Monthly (March
and April, 1983); and Hayes and Abernathy, "Managing Our Way to
Economic Decline," Harvard Business Review (July-August, 1980).