

UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester II, 1986-87

History 247 - American Business History

Course Information

History 247 is an overview of the evolution, structure, values, and controversies of the American business system.

The best guarantee of success in the course is the regular application of basic study skills, so attend lectures, participate in discussions, read the books as they are assigned. Stay in contact with the teaching assistant so that she can provide help that suits your particular needs. You are welcome to ask pertinent questions during lecture or you may wait to see Professor Lindstrom during her office hours. This sheet should answer the most common questions about the mechanics of this course, but if you have further questions, feel free to ask the instructors.

Office Hours: Professor Lindstrom's office is in 4125 Humanities, 263-2366; her office hours are Monday and Wednesday 1:10-2:45, or by appointment.

Course Requirements: Written work accounts for 80% of your grade: 20% for a short paper on the readings, (to be discussed in section next week), 20% for the midterm examination, and 40% for the final examination. The exams are essay-type, requiring you to use the material under study to analyze a historical problem. You will have a choice of essays on each exam. If you have not taken essay exams before, or you have some questions about them, don't hesitate to see the TA. Make-up exams will only be given when you provide a reasonable excuse before the exam. In the event of an emergency, you are still expected to make an effort to contact us as soon as possible.

Discussion Sections: 20% of your grade depends upon your attendance and participation in a weekly discussion section. If your schedule changes or some other important factor intervenes, you may switch to another section but only with the permission of the TA. Because of mandated maximum size for each section, we may not be able to satisfy all requests for section transfers. If you know that you will miss a section, tell the TA in advance and arrange to attend a different one that week. It is in your best interest to participate in discussions--so ask questions and challenge the views presented through the course materials. Use the weekly discussion sheets to help you prepare; bring your notes and pertinent readings with you to class; refer to them during discussion and be ready to talk about what you read.

Readings: Read the books and articles as they are assigned and before each section meets. Because the discussion sections will stress the readings, you court disaster if you fall behind. Reading assignments average about 100 pages a week, with some assignments exceeding that limit, so plan ahead. If you fall behind, skip ahead to keep current, then make up the missed material later. If you have difficulty understanding the books, visit the TA and ask for assistance. As you read, underline or note important points; look for interpretative statements which connect the various elements of the author's argument and evidence. Write a summary of each chapter or article; you will find that active reading and note-taking during the semester will be more rewarding than frantic attempts to read anew on the eve of an exam. Because the author will usually summarize the argument at the beginning of the piece, be sure to read any introductory material. These books and articles are tools, and their authors are fallible; read critically and ask questions of the material.

Lectures: These are the heart of the course. Pay particular attention to the beginning of the lecture, when the professor outlines the topics and themes of the day's lecture. Nothing grows colder faster than class notes, so make them legible and useful; don't rely upon your photographic memory to get you through the semester. Briefly review the previous lecture's notes before each session. If you read the assignments before each week's lectures, your task will be easier. Note Professor Lindstrom's arguments; look for conclusive statements, summaries, and themes that pull the course together.

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Department of History
Semester II, 1986-87

History 247

Lindstrom

AMERICAN BUSINESS HISTORY
COURSE OUTLINE

REQUIRED READINGS

Harold Livesay, American Made
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

LECTURE TOPICS

- Jan. 21 Introduction to American Business History
23 European Background to American Colonization
Readings: Pusateri, chapters 1,2, and 3.
- 26 The Southern Planter in the Colonial Period
28 The Northern Merchant in the Colonial Period
30 Merchants, Mercantilism, and the American Revolution
Readings: Pusateri, chapters 4 and 5; and Benjamin Franklin Reader, pp. 258-61, 280-283, 300-310.
- Feb. 2 The Constitution and Federalist Legislation
4 French Wars and the Business Revolution
6 Financial Intermediaries to the Civil War Era
Readings: Pusateri, chapter 6; Jackson's Bank Veto Message; selections from Wisconsin Constitutional Debates; and Perkins and Walton, A Prosperous People, pp. 59-66.
- 9 The Transportation Revolution: Turnpikes and Canals
11 Government and American Business to the Civil War Era
13 Northern Farmers
Readings: Pusateri, chapter 7; and Stephen Salisbury, "American Business Institutions Before the Railroad" in Glenn Porter (ed.), Encyclopedia of American Economic History, II, pp. 601-18.
- 16 Southern Planters
18 Exam
20 The Industrial Revolution I
- 23 The Industrial Revolution II
25 The Nation's First Big Business: The Railroads
27 Administering the Railroads
Readings: Pusateri, chapters 8 and 9; and Livesay, chapters 1, 2, and 3.

- Mar. 2 The Rise of Big Business: I
 4 The Rise of Big Business: II
 6 The Great Merger Wave
 Readings: Pusateri, chapter 10; and Glenn Porter, The Rise of Big Business, pp. 39-71.
- 9 The Modern Corporation
 11 Social Darwinism and the Self-Made Man
 13 Origins of Regulation
 Readings: Livesay, chapters 4, 5, and 6.
- 23 Trustbusting in the Progressive Era
 25 The Beginnings of Big Government
 27 The Industrial Worker and Unions
 Readings: Pusateri, chapter 11; and Weinberg, The Muckrakers, pp. 22-39, 68-83, 205-212, 286-297, and 339-58.
- Apr. 30 The Managed Marketplace: An Overview of Business, 1914-86
 1 World War I
 3 The 1920s: I
 Readings: Pusateri, chapter 12; and Livesay, chapters 7 and 8.
- 6 The 1920s: II
 8 Great Depression
 10 The Great Slide
 Readings: Sobel, The Great Bull Market
- 13 The First New Deal
 15 Origins of the Welfare State
 Readings: Alfred Chandler, Giant Enterprise, pp. 179-229; and Pusateri, chapter 13.
- 20 Businessmen and the New Deal
 22 World War II
 24 The Cold War and American Business
 Readings: Livesay, chapters 9 and 10.
- 27 The International Economy
 29 No class
- May 1 Multinationals
 Readings: Kidder, Soul of a New Machine
- 4 American Business in the Postwar Era
 6 No class
 10 American Business in Retrospect
 Readings: Reich, "The Next American Frontier," Atlantic Monthly (March and April, 1983).

UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester I, 1986-87

History 247 - American Business History

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Office Hours: Professor Lindstrom's office is in 4125 Humanities, 263-2366; her office hours are Monday and Wednesday 1:10-2:45, or by appointment. Richard Kehrberg's office is in 5265 Humanities, 263-1868; his office hours are Monday 12:00-1:00 and Wednesday 11:00-12:00, or by appointment. Messages for us may be left with the History Department office in 3211 Humanities, 263-1800.

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THE UNIVERSITY OF WISCONSIN
Department of History

Semester I Year

<u>COURSE NO.</u>	<u>COURSE TITLE</u>	<u>INSTRUCTOR</u>
247	American Business History	Lindstrom

COURSE DESCRIPTION

This survey course divides the period into three chronological eras: 1607-1840 (Pre-industrial America); 1840-1920 (The Rise of Big Business); 1920-present (The Managed Marketplace). Each period begins with an overview of the economy and then focuses upon five themes. First, we will describe the structure of businesses; this will analyze the diversity of enterprises giving particular focus to the rising industries of the era. Next we will look at the organization of business, notably the evolution of the corporate form. Business-labor relations will be traced from paternalism to mass unionism. The varied pattern of business-government interaction will be examined as we evaluate mercantilism, laissez-faire and the new industrial state. Finally, we will look at the public perception of business and its leaders; heroes, villains and organization men.

LECTURES

See attached syllabus for the thrice-weekly topics. A discussion section will be assigned.

WRITTEN ASSIGNMENTS and EXAMINATIONS

A mid-semester and a final. Both will be essay type. Students will also write a 4-6 page paper based upon biographies of businesses or business people.

GRADING SYSTEM

First exam, 25 percent; paper, 25 percent; final, 50 percent.

REQUIRED READINGS

See attached course outline.