## UNIVERSITY OF WISCONSIN-MADISON Department of History Semester II, 1987-88

History 247 (Section 2) Professor Lindstrom American Business History Course Outline

## Required Readings:

Blackford and Kerr, Business Enterprise in American History Hughes, The Vital Few Kidder, Soul of a New Machine

Sobel, The Great Bull Market

and articles on reserve at the State Historical Society or available at Kinkos.

## Lecture Topics:

- Jan. 20 Introduction to American Business History
- 22 Capitalism and Commerce: The European Background Read: Blackford and Kerr, Business Enterprise, pp. 1 - 35.
- Jan. 25 Planting the Southern Colonies
  - The Northern Merchant
- 29 Mercantilism and the American Revolution Read: Blackford and Kerr, Business Enterprise, pp. 35-63; and "Benjamin Franklin and the Definition of American Values," in Chandler and Tedlow, The Coming of Managerial Capitalism, pp. 2-22.
- Feb. 1 Private Property and the Law
  - 3 The Federalist Era
  - 5 The Business Revolution

Read: Blackford and Kerr, Business Enterprise, pp. 63-79; Hughes, Vital Few, pp. 1-66; and "The Wonderful World of Adam Smith," in Heilbroner, The Worldly Philosophers, pp. 40-72.

- Feb. 8 Experiences in Mixed Enterprise: Banking
  - 10 Experiences in Mixed Enterprise: Transportation
- 12 Government, Business and the Civil War Read: Blackford and Kerr, Business Enterprise, pp. 122-50; Handlin, "Origin of the American Business Corporation," Journal of Economic History (May, 1945), pp. 23; and "Speech of Mr. Lawrence in the Senate of Massachusetts," in Report of a Committee on the Boston and Lowell Rail Road (Boston, 1831), pp. 3 - 22.
- Feb. 15 The Industrial Revolution: A Stage Approach
  - 17 The Textile Industry
  - 19 American Manufacturing

Read: Blackford and Kerr, Business Enterprise, pp. 82-121; and Hughes, Vital Few, pp. 121-213.

- Feb. 22 Exam
  - 24 The Railroads: I
  - 26 The Railroads: II

Read: Blackford and Kerr, Business Enterprise, pp.

152-63.

- Feb. 29 Distributing American Goods
- Mar. 2 The Strategies of Big Business
  - 4 The Urge to Merge

Read: Blackford and Kerr, Business Enterprise, pp.

163-94; and Hughes, Vital Few, pp. 215-355.

- Mar. 7 Oligopoly and Bureaucracy
  - 9 Horatio Alger and Social Darwinism
  - 11 The Beginnings of Regulation: The ICC and the SAT Read: Blackford and Kerr, Business Enterprise, pp.
- 196-225; and Hughes, Vital Few, pp. 357-454.
- Mar. 21 Trustbusting in the Progressive Era
  - 23 The Origins of Big Government
  - 25 The Industrial Worker

Read: Blackford and Kerr, Business Enterprise, pp.

- 226-64; Weinberg, The Muckrakers, pp. 22-39, 68-83, 205-12,
- 286-97, and 339-58; and Aitken, Scientific Management in Action, pp. 3-48.
- Mar. 28 Exam
  - 30 World War I

No discussion sections this week.

- Apr. 4 The 1920s: The New Era
  - 6 The 1920s: The Business of America is Business
  - 8 1929-1932: The Great Depression

Read: Blackford and Kerr, Business Enterprise, pp.

- 265-316; and Sobel, The Great Bull Market.
- Apr. 11 The First New Deal
  - 13 The Welfare State
  - 15 Businessmen and the New Deal

Read: Blackford and Kerr, Business Enterprise, pp.

- 316-337; and Hughes, Vital Few, pp. 455-570.
- Apr. 18 World War II
  - 20 The Cold War and American Business
  - 22 A Giant Among Nations

Read: Blackford and Kerr, Business Enterprise, pp.

331-382; and "From Lean Years to Fat Years: The Labor Movement Between the Wars," in Chandler and Tedlow, The Coming of Managerial Capitalism, pp. 513-547.

- Apr. 25 American Business in the Postwar Era
  - 27 Mergers and Conglomerates
  - 29 Multinationals

Read: Kidder, Soul of a New Machine.

May 2 Big Government

- 4 Regulation and Deregulation
- 6 The Troubled 1980s

Read: Blackford and Kerr, <u>Business Enterprise</u>, pp. 383-445; Reich, "The Next American Frontier," <u>Atlantic Monthly</u> (March and April, 1983); and <u>Hayes and Abernathy</u>, "Managing Our Way to Economic Decline," <u>Harvard Business Review</u> (July-August, 1980), pp. 67-77.