Description
A history of business in the United States is, in fact, a history of power. This class will explore how, from European colonization through the Civil War and up to the present day, the pursuit of profit spurred enormous change, sometimes at enormous cost. Topics include debates about the proper relationship between government and business, the emergence of corporate responsibility, and the role of consumption as a basis for both political activism and personal identity. We will take a broad view of business, going beyond the board room to include important sites such as the home, the street, and the family farm.

Office Hours
The purpose of office hours is to provide a regular time where you can talk about any topic related to class. This may include questions about the reading or assignments, concerns about your grades, or chatting about a topic that sparked your interest during lecture. No appointment is necessary. I can also help with techniques for better succeeding in class. For example, do not be embarrassed if you would like tips for how to take notes or study for an exam.

Accessibility and Accommodations
I am committed to creating a classroom where everyone can feel welcomed, included, and fully able to learn. If you have or think you may have a disability (e.g. mental health,
attentional, learning, chronic health, sensory, or physical) I encourage you to speak with me directly and contact the McBurney Disability Resource Center to ensure your needs are being met. Possible things to consider include, but are not limited to:

Can you see and hear the professor and fellow classmates? Can you easily enter, leave, sit and stand with the current classroom seating arrangements? Are you able to take notes in a way that helps you learn? Do you need assistance with writing, typing, or note-taking? Can you focus? Has your ability to focus changed? Do you need extra time on exams? Would you benefit from assistive technology?

The McBurney Disability Resource Center
Phone: (608) 263-2741 Address: 702 W. Johnson Street, Suite 2104
Email: mcburney@studentlife.wisc.edu

Instructional Mode
This class is conducted face-to-face.

Attendance
You are expected to attend lectures. There will be a weekly five-minute mini quiz based on the reading that could fall either on Tuesday or Thursday. These will count as your attendance for that day. You may miss two quizzes throughout the semester with no explanation needed. Subsequent missed quizzes will be graded as zero and may impact your final grade.

It is understood that unforeseen circumstances occur. If you contact me and provide documentation, I will be happy to discuss the possibility of excusing your absence. You may also contact the Dean of Students Office, who can then coordinate with me on your behalf. https://doso.students.wisc.edu

The History Lab
The History Lab is a resource center where experts (PhD students) will assist you with your history papers. No matter your stage in the writing process—choosing a topic, conducting research, composing a thesis, outlining your argument, revising your drafts—the History Lab staff can help you sharpen your skills and become a more successful writer. Drop by Humanities 4255 or schedule a one-on-one consultation at http://go.wisc.edu/hlab

Credits and Credit Hour Policy Standards
This 3-credit course has 3 hours of group meetings per week (each 50-minute segment of lecture counts as one hour according to UW-Madison's credit hour policy). The course also carries the expectation that you will spend an average of at least 2 hours outside of class for every hour in the classroom. In other words, in addition to class time, plan to allot an average of at least 6 hours per week for reading, writing, preparing for discussions, and/or studying for quizzes and exams for this class.
Course Learning Outcomes
Identify major events and actors in U.S. history

Understand the disparate impacts of policy on different groups and places.

Relate the history of business to broader trends in American society in a given time or place.

Formulate arguments about how the relationship between business and politics changed over time.

Academic Integrity and Plagiarism
By enrolling in this course, each student assumes the responsibilities of an active participant in UW-Madison’s community of scholars in which everyone’s academic work and behavior are held to the highest academic integrity standards. Academic misconduct compromises the integrity of the university. Cheating, fabrication, plagiarism, unauthorized collaboration, and helping others commit these acts are examples of academic misconduct, which can result in disciplinary action. This includes but is not limited to failure on the assignment/course, disciplinary probation, or suspension. Substantial or repeated cases of misconduct will be forwarded to the Office of Student Conduct & Community Standards for additional review. For more information, refer to studentconduct.wiscweb.wisc.edu/academic-integrity/.

Grades
Attendance 10%
Mini Quizzes 15%
Midterm Exam 20%
5-7 Page Essay 1 25%
5-7 Page Essay 2 30%

Assigned Reading
All reading will be posted to Canvas or available online.

Important Dates
Midterm: Thursday, Oct. 18
Essay 1 Due: Tuesday, Nov. 13
Thanksgiving: Thursday, Nov. 22
Essay 2 Due: Wednesday, Dec. 12
Schedule

Week 1 Introduction
September 6

Week 2 1600-1801 Colonization and Revolution
September 11, 13
Reading:


Week 3 1801-1865 Slavery, Westward Expansion, and the Civil War
September 18, 20
Reading:


The Economics of the Civil War https://eh.net/encyclopedia/the-economics-of-the-civil-war/

Frederick Douglass, My Bondage and My Freedom (1855), Chapters 9-10 https://docsouth.unc.edu/neh/douglass55/douglass55.html


Week 4 1865-1890 Shifts in Power
September 25, 27
Reading:

“A Share Wages Contract, 1865” Major Problems in African American History p43-44


Week 5 1890-1910 In Monopoly We Trust
October 2, 4
Reading:
American Yawp, Chapter 16 http://www.americanyawp.com/text/16-capital-and-labor/

Major Problems in American Business History, Chapter 8

Week 6 1910-1929 Films, Flappers, and Fordlandia
October 9, 11
Reading:
Philip J. Deloria, Indians in Unexpected Places (Lawrence: University Press of Kansas, 2004,) “Introduction” and “Representation” p2-11, 52-108

“Ford Rubber Plantations in Brazil” https://www.thehenryford.org/collections-and-research/digital-resources/popular-topics/brazilian-rubber-plantations/

Week 7 1920-1929 Black Business and the Great Migration
October 16
Reading:

October 18th: Midterm

Week 8 1929-1945: The Great Depression and Second World War
October 23, 25
Reading:


Week 9 1945-1960: Buying Stuff and Going Places
October 30, November 1
Reading:

Major Problems in American Business History, Chapter 12

“Keedoozle, The Key Does It All,” Science Illustrated April, 1949

“Keedoozle Too Far Advanced; Saunders Tries Out Zizz-Buzz,” Chicago Daily Tribune August 20, 1949

Week 10 1960-1970: Activist Business and Pink-Collar Work
November 6, 8
Reading:


Week 11 1970-1989: The Decades of Crisis?
November 13, 15
Reading:


November 13th: Essay1 Due

Week 12 1970-1989: Reagan, FIRE, and the Other Star Wars
November 20
Reading:
Gretta Krippner, Capitalizing on Crisis, Chapter 4

Bethany Moreton, To Serve God and Wal-Mart, Chapter 7

Week 13 1990-2000: The Tech Bubble and the Ethos of Personal Responsibility
November 27, 29
Reading:


https://www.prisonpolicy.org/reports/money.html


Week 14 2000-Present: The Housing Crisis, Student Loans, and Part Time Jobs
December 4, 6
Reading:


Week 15 Summary and Review
December 11
Reading: David Vogel, “Government-Industry Relations in the United States: An Overview,” *Comparative Government-Industry Relations: Western Europe, the United*

December 12: Essay 2 Due