

UNIVERSITY OF WISCONSIN-MADISON
Department of History
Semester I, 1994-95

History 247 American Business History Professor Lindstrom
Course Outline

Required Readings:

Doerflinger, Thomas, *A Vigorous Spirit of Enterprise*
Livesay, Harold, *American Made*
Porter, Glenn, *The Rise of Big Business, 1860-1920*
Rae, John, *The American Automobile Industry*
Reich, Robert, *The Work of Nations*
plus readings (noted by an * below) available either for
purchase at Bob's Copy Shop or on reserve at the College
Library.

Optional Reading:

Blackford, Mansel G., and K. Austin Kerr, *Business Enterprise
in American History, Third Edition*

Lecture Topics and Weekly Reading Assignments:

Sept. 2: Themes in American Business History

Sept. 7: Capitalism and Commerce
9: The Colonial Merchant

Readings for Sept. 7 and 12 discussion sections: *Benjamin
Franklin, "The Way to Wealth,"; Thomas Doerflinger, *A Vigorous
Spirit of Enterprise*, pp. 1-164; and Mansel Blackford and K.
Austin Kerr, *Business Enterprise in American History*, pp. 1-36.

Sept. 12: Mercantilism and the American Revolution
14: Property and the Role of Government
16: The Federalist Era

Readings for Sept. 14 and 19 discussion sections: Doerflinger, *A
Vigorous Spirit of Enterprise*, pp. 167-280; and Blackford and
Kerr, *Business Enterprise*, pp. 36-63.

Sept. 19: Government and the Infrastructure
21: The Retreat From Activism
23: The Courts and American Business
First Critical Review Due

Readings for Sept. 21 and 26 discussion sections: *Adam Smith,
The Wealth of Nations, Introduction and chapters 1-3; and
Blackford and Kerr, *Business Enterprise*, pp. 65-75 and 103-23.

Sept. 26: The Industrial Revolution
28: The Textile Industry
30: The Railroads: I

Readings for Sept. 28 and Oct. 3 discussion sections: Harold

Livesay, *American Made*, pp. 3-84; and Blackford and Kerr, *Business Enterprise*, pp. 75-100 and 125-32.

Oct. 3: The Railroads: II
5: Accelerating Industrialization
7: The Iron and Steel Industry

Readings for Oct. 5 and 10 discussion sections: Glenn Porter, *The Rise of Big Business*, pp. 1-90; and Blackford and Kerr, *Business Enterprise*, pp. 132-65.

Oct. 10: The Strategies of Big Business
12: The Urge to Merge: Rockefeller and Standard Oil
14: J. P. Morgan and the Formation of U.S. Steel

Readings for Oct. 12 and 17 discussion sections: Livesay, *American Made*, pp. 87-181; John Rae, *The American Automobile Industry*, pp 1-58.

Oct. 17: Managerial Capitalism
19: Government and Business in the Late 19th Century
21: Trustbusters

Readings for Oct. 19 and 24 discussion sections: *Horatio Alger, *Struggling Upwards or Luke Larkin's Luck*; and Blackford and Kerr, *Business Enterprise*, pp. 169-224.

Oct. 24: The Origins of Big Government
26: The World of Work
28: Midsemester Examination

Readings for October 26 and 31 discussion sections: *William Lazonick, "Technological Change and the Control of Work," in Howard Gospel and Craig Littler (eds.), *Managerial Strategies and Industrial Relations*, pp. 110-36; Porter, *Rise of Big Business*, pp. 91-120.

Oct. 31: The 1920s: I
Nov. 2: The 1920s: II
4: The Great Depression

Readings for Nov. 2 and 7 discussion sections: Livesay, *American Made*, pp. 183-239; and Blackford and Kerr, *Business Enterprise*, pp. 227-70.

Nov. 7: The New Deal: I
9: The New Deal: II
11: World War II

Readings for Nov. 9 and 14 discussion sections: Rae, *The American Automobile Industry*, pp. 59-97; *Alfred Chandler, *Giant Enterprise*, pp. 218-24; and Blackford and Kerr, *Business Enterprise*, pp. 270-89.

Nov. 14: The Cold War and American Business
16: American Technological Leadership
18: The US and the International Economy

Readings for Nov. 16 and 21 discussion sections: *The American Automobile Industry*, pp. 99-188; Livesay, *American Made*, pp. 241-94; and Blackford and Kerr, *Business Enterprise*, pp. 291-313.

Nov. 21: Big Business Abroad: Multinational Enterprise
24: Big Business at Home: Diversification
No Wednesday sections this week. Second critical review due.

Nov. 28: Big Government: I
30: Big Government: II
Dec. 2: The Reagan Revolution
Readings for Nov. 28 and 30 discussion sections: Robert Reich, *The Work of Nations*, pp. 1-168, and Blackford and Kerr, *Business Enterprise*, pp. 315-84.

Dec. 5: Big Business Under Siege
7: Rethinking the Corporation
9: *Hollywood's Favorite Heavy*
Readings for Dec. 5 and 7 discussion sections: Reich, *The Work of Nations*, pp. 171-323.

Dec. 12: Is the US Competitive?
14: Review

Course Expectations

The course schedule given above provides a brief description of the lecture topics and reading assignments. You should come to lecture on Monday having read that week's readings; this will help you get more out of the lectures. Since the sections meet primarily to discuss the assigned readings, you **must** have read them before attending section. The readings for this course include five books available for purchase at the University Book Store plus a reading packet from Bob's Copy Shop in University Square. A copy of the packet has been placed on reserve under the Professor's name (Lindstrom) at the College Library. For those who would like a first rate textbook to supplement the lectures, copies of Blackford and Kerr's *Business Enterprise in American History* can be bought at the University Book Store. Sections of the textbook that correspond to the weekly lectures are listed in the course outline.

Grade Breakdown

Your grade for the course will be determined as follows:

20% attendance and participation in discussion sections
15% first critical review
20% second critical review
15% midterm exam
30% final exam

To encourage you to prepare for and attend sections, sections count for a full 20% of your grade. Attendance is mandatory; if you have to miss a discussion section because of illness or misadventure, you must contact your teaching assistant before the section meets. Repeated and/or unexcused absences will result in substantial grade reductions.

The examinations will consist of broad essay questions that will draw upon both the lectures and readings. For the midterm, you will have fifty minutes to answer one essay question out of two. For the final, you will have two hours to write two essay questions out of four. If you have to miss an exam because of illness or misadventure, please notify your teaching assistant as soon as possible. All makeup examinations are given after the regularly scheduled exam.

During the first week of sections, the teaching assistants will provide a written description of the critical review assignment. One of these reviews may be based upon a Hollywood feature film or a novel, the other must evaluate "serious" history book.

Office Hours

Professor Lindstrom's office is 4125 Humanities; office hours will be Mondays, 1:15 to 2:15, and Fridays, 8:30 to 9:30. If you cannot meet during these times, please contact her at 263-2366 or LIND@MACC.WISC.EDU to schedule an appointment.

The University of Wisconsin-Madison
Department of History
Summer Session 1994

History 247: American Business History
Course Outline

Week One

Read: Mansel Blackford and K. Austin Kerr, *Business Enterprise in American History*, pp. 1-123.

July 11: Capitalism and Commerce

12: The Revolutionary Era*

*Read: Adam Smith, *The Wealth of Nations*, Introduction and Chapters 1-3; and Benjamin Franklin, "The Way to Wealth."
(These are on reserve at the State Historical Society).

13: Government in the Antebellum Era

14: State Activism and Retreat

15: The Industrial Revolution

Week Two

Read: Blackford and Kerr, *Business Enterprise*, pp. 125-67.

July 18: The Railroads: America's First Big Business*

*Read: Glenn Porter, *The Rise of Big Business*, pp. 1-120.

19: Accelerating Industrialization

20: Big Business in American Industry

21: The Great Merger Wave and the Dawn of Managerial
Capitalism

22: Midsemester Examination

Week Three

Read: Blackford and Kerr, *Business Enterprise*, pp. 169-285.

July 25: The Road to Regulation: The ICC and the SAT*

*Read: Thomas McCraw, *Prophets of Regulation*, pp. 1-79.

26: The Origins of Big Government*

*Read: McCraw, *Prophets of Regulation*, pp. 80-142.

27: The 1920s*

*John Rae, *The American Automobile Industry*, pp. 1-72.

28: The Great Depression and the New Deal

29: The New Deal and the Origins of the Welfare State*

*Read: McCraw, *Prophets of Regulation*, pp. 143-221.

Week Four

Read: Blackford and Kerr, *Business Enterprise*, pp. 285-385.

Aug. 1: World War II and the Cold War

2: Big Business in the Postwar Era*

*Read: Rae, *The American Automobile Industry*, pp. 73-188.

- 3: Big Government in the Postwar Era*
- *Read: McCraw, *Prophets of Regulation*, pp. 222-309.
- 4: Is the US Competitive?
- 5: Final Examination

Course Expectations

Students are required to read four books, which are available for purchase at the University Bookstore. In addition, two brief readings have been assigned for the second day of class. These have been placed on reserve at the State Historical Society; you may want to photocopy them for your own personal use. The textbook, Blackford and Kerr, *Business Enterprise in American History*, should be read in anticipation of the week's lectures. The other readings will be the basis for class discussion. You must complete these readings by the date marked with an asterisk (*).

Students will also write a brief (four to five page) critical book review. See the separate handout for a fuller description of the assignment and a list of approved books.

The examinations will be essay-type. The midsemester will be one hour, the final, two.

Your grade will be determined as follows:

Attendance and participation...	20%
Critical book review.....	20%
Midsemester exam.....	20%
Final exam.....	40%

My office address is 4125 Humanities. I will maintain office hours until noon daily, Monday through Thursday. I can also be reached by telephone; my office number is 263-2366 and my home phone is 238-8980. You may also leave messages at LIND@MACC.WISC.EDU.