

The University of Wisconsin-Madison
Department of History
Semester II, 1989-90

History 247--American Business History Professor Lindstrom

Required Texts:

Blackford and Kerr, Business Enterprise in American History
Hughes, Vital Few
Kidder, Soul of a New Machine
Lamoreaux, The Great Merger Movement in American Business
1895-1904

Articles on reserve at the State Historical Society or
available
at Kinkos

Course Calendar

Jan. 22: Introduction to American Business History
24: Capitalism and Commerce
26: The Southern Colonies

Read: Blackford and Kerr, Business Enterprise, pp. 1-35.

Jan. 29: The Northern Merchant
31: Mercantilism and the American Revolution

Feb. 2: Private Property and the Law
Read: Blackford and Kerr, Business Enterprise, pp. 35-79;
"Benjamin Franklin and the Definition of American Values," in
Chandler and Tedlow (eds), The Coming of Managerial Capitalism,
pp. 2-22.

Feb. 5: The Federalist Era
7: The Business Revolution
9: Government and the Infrastructure

Read: Blackford and Kerr, Business Enterprise, pp.122-49;
Hughes, Vital Few, pp. 1-66; "The Wonderful World of Adam
Smith," in Heilbroner, The Worldly Philosophers, pp. 40-72.

Feb. 12: American Industrialization: The Long View
14: American Industrialization: Dynamics
16: American Industrialization: Selected Industries

Read: Blackford and Kerr, Business Enterprise, pp. 81-120;
Hughes, Vital Few, pp. 121-213.

Feb. 19: Exam
21: The Railroads: I
23: The Railroads: II

Read: Blackford and Kerr, Business Enterprise, pp. 152-94; and
Alfred Chandler, "Rise and Evolution of Big Business," in Glenn

Porter (ed), The Encyclopedia of American Economic History, II,
pp. 619-38.

Feb. 26: Accelerating Industrialization
28: The Strategies of Big Business

Mar. 2: The Urge to Merge

Read: Lamoreaux, The Great Merger Movement, pp. 1-158.

Mar. 5: Finance Capitalism

7: Managerial Capitalism

9: Horatio Alger and Social Darwinism

Read: Hughes, Vital Few, pp. 215-454.

Mar. 12: The ICC and the SAT

14: Trustbusters

16: The Origins of Big Government

Read: Blackford and Kerr, Business Enterprise, pp. 196-264;

Weinberg, The Muckrakers, pp. 22-39, 68-83, 205-12, 286-97, and
339-58; and Lamoreaux, The Great Merger Movement, pp. 159-94.

Mar. 26: The Industrial Worker

28: We're Number 1

30: World War I

Read: Aitken, Scientific Management in Action, pp. 3-48.

Apr. 2: Exam

4: 1920s: The New Era

6: 1920s; The Business of America is Business

Read: Blackford and Kerr, Business Enterprise, pp. 265-313.

Apr. 9: The Great Skid, 1929-1932

11: The First New Deal

Read: Blackford and Kerr, Business Enterprise, pp. 313-37;

"Landis and the Statecraft of the SEC," in McCraw, Prophets of
Regulation, pp. 154-209; and Hughes, Vital Few, pp. 455-570.

Apr. 16: Origins of the Welfare State

18: World War II

20: The Cold War and American Business

Read: "From Lean years to Fat Years: The Labor Movement Between
the Wars," in Chandler and Tedlow, The Coming of Managerial
Capitalism, pp. 513-47.

Apr. 23: Multinational Corporations

25: Mergers and Conglomerates

27: The Automobile Industry

Read: Blackford and Kerr, Business Enterprise, pp.340-82;
Kidder, Soul of a New Machine.

Apr. 30: Big Government: Macropolicy

May 2: Regulation and Deregulation

4: Hollywood's Favorite Heavy

Read: Blackford and Kerr, Business Enterprise, pp.383-445;
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).

May 7: 1980s: The International Scene

9: 1980s: Decade of the Deal

11: Review