

UNIVERSITY OF WISCONSIN-MADISON  
Department of History  
Semester II, 1993-94

History 247 American Business History Professor Lindstrom  
Course Outline

**Required Readings:**

Doerflinger, Thomas, *A Vigorous Spirit of Enterprise*  
McDraw, Thomas, *Prophets of Regulation*  
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 State  
Historical Society.

**Optional Reading:**

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

**Lecture Topics and Weekly Reading Assignments:**

- Jan. 24: Themes in American Business History  
26: Capitalism and Commerce  
28: The Colonial Merchant  
Read: \*Benjamin Franklin, "The Way to Wealth," and Mansel  
Blackford and K. Austin Kerr, *Business Enterprise in American  
History*, pp. 1-36.
- Jan. 31: Mercantilism and the American Revolution  
Feb. 2: Property and the Role of Government  
4: The Federalist Era  
Read: Thomas Doerflinger, *A Vigorous Spirit of Enterprise*, pp.  
1-164, and Blackford and Kerr, *Business Enterprise*, pp. 36-63.
- Feb. 7: Government and the Infrastructure  
9: The Retreat From Activism  
11: The Courts and American Business  
Read: Doerflinger, *A Vigorous Spirit of Enterprise*, pp. 167-280,  
and Blackford and Kerr, *Business Enterprise*, pp. 65-75 and 103-  
23.
- Feb. 14: The Industrial Revolution  
16: The Textile Industry  
18: The Railroads: I  
Read: \*Adam Smith, *The Wealth of Nations*, Introduction and  
chapters 1-3, and Blackford and Kerr, *Business Enterprise*, pp.  
75-100 and 125-32.
- Feb. 21: The Railroads: II

23: Accelerating Industrialization  
 25: The Iron and Steel Industry  
 Read: Glenn Porter, *The Rise of Big Business*, and Blackford and Kerr, *Business Enterprise*, pp. 132-65.

Feb. 28: The Strategies of Big Business  
 Mar. 2: The Urge to Merge: Rockefeller and Standard Oil  
 4: J. P. Morgan and the Formation of U.S. Steel  
 Read: \*Horatio Alger, *Struggling Upwards or Luke Larkin's Luck*.

Mar. 7: Managerial Capitalism  
 9: Social Darwinism  
 11: Midsemester Examination

Mar. 14: The Road to Regulation: the ICC and the SAT  
 16: Trustbusters  
 18: The Origins of Big Government  
 Read: Thomas McCraw, *Prophets of Regulation*, pp. 1-152, and Blackford and Kerr, *Business Enterprise*, pp. 169-224.

Mar. 21: The World of Work  
 23: The 1920s: I  
 25: The 1920s: II  
 Read: \*William Lazonick, "Technological Change and the Control of Work," in Howard Gospel and Craig Littler (eds.), *Managerial Strategies and Industrial Relations*, pp. 110-36, and Blackford and Kerr, *Business Enterprise*, pp. 227-70.

Apr. 6: The Great Skid: 1929-1932  
 8: The New Deal  
 Read: McCraw, *Prophets of Regulation*, pp. 154-221, and Blackford and Kerr, *Business Enterprise*, pp. 270-85.

Apr. 11: The Welfare State  
 13: World War II  
 15: The Cold War and American Business  
 Read: John Rae, *The American Automobile Industry*, pp. 1-99, and Blackford and Kerr, *Business Enterprise*, pp. 285-313.

Apr. 18: American Technological Leadership  
 20: The US and the International Economy  
 22: Big Business Abroad: Multinational Enterprise  
 Read: Rae, *The American Automobile Industry*, pp. 100-189, and Blackford and Kerr, *Business Enterprise*, pp. 339-46.

Apr. 25: Big Business at Home: Diversification  
 27: Big Government: I  
 Apr. 29: Big Government: II  
 Read: McCraw, *Prophets of Regulation*, pp. 222-309, and Blackford and Kerr, *Business Enterprise*, pp. 315-36.

May 2: The 1980s: The Reagan Revolution  
4: The 1980s: The Decade of the Deal  
6: The 1980s: Leaner and Meaner Corporations  
Read: Robert Reich, *The Work of Nations*, pp. 1-168, and  
Blackford and Kerr, *Business Enterprise*, pp. 346-84.

May 9: *Hollywood's Favorite Heavy*  
11: Are We Competitive?  
13: Review  
Read: Reich, *The Work of Nations*, pp. 171-323.