

Jonathan Bean
Faner 3266
Phone: 453-7872
e-mail: jonbean@siu.edu

BUS/HIST xxx
Fall 2006
Class time: TBA
Office hours: TBA

American Business History

Course description: This course examines the growth of the American economy, business thought, the evolution of the firm, and the changing place of women and minorities in American business society. It also explores the intersection between business and other institutions in American life, including labor, law, government, literature, education, and religion.

Required Readings:

Schweikart, The Entrepreneurial Adventure: A History of Business in the United States (1999)
Scranton and Blaszczyk, ed., Major Problems in American Business History (2005)
Cahan, The Rise of David Levinsky (1917)
Barton, The Man Nobody Knows (1925)
Weems, Desegregating the Dollar: African American Consumerism in the 20th Century (1998)

Note: The instructor may distribute additional handouts or articles periodically throughout the semester.

Assignments: See syllabus for schedule of assignments

- Quizzes (10%):** Quizzes will be given on discussion days. This assignment is designed to ensure that you keep up on your reading. Generally, the questions will not be difficult: If you have read that day's assignment, you should do very well.
- Mid-Term Exam (30%):** This exam tests your knowledge of readings and lectures. The mid-term and final exams are "open-note."
- Research paper (30%):** See attached guidelines.
- Final examination (30%)** covers material since the mid-term. I will give you possible essay questions in advance.

COLONIAL BUSINESS

Week 1	Aug.	23	Introduction: What is Economic and Business History?
		25	The Economy of Pre-Columbian America
		27	<u>Discussion</u> : "Why Study Business History?"
Week 2		30	The European Inheritance
	Sept.	1	The European Inheritance
		3	The Colonial Economy: Law, Land, and Labor
Week 3		6	NO CLASS (Labor Day)
		8	The Government Habit: Regulating Business and Labor
		10	Business and Culture: The Colonial Period <i>Topic Due</i>
Week 4		13	<u>Discussion</u> : "Colonial Business and Society: North and South"
		15	Economics of Womanhood: Housewives and Businesswomen
		17	Economics of Resistance and Revolution

THE "MARKET REVOLUTION," 1790-1860

Week 5		20	Revolutions in the Antebellum Economy
		22	Economics of Gender: Myth of the Self-Made Man and the "Cult of Domesticity"
		24	Slavery and the South

INDUSTRIAL AMERICA, 1860-1915

Week 6		27	Civil War: An Economic "Revolution"?
		29	Blacks in Business: An "Economic Detour"
	Oct.	1	<u>Discussion</u> : "Many Faces of Entrepreneurship" (Race/Gender);
Week 7		4	Rise of Big Business: Transportation and Manufacturing
		6	Rise of Big Business: Mass Marketing
		8	<u>Mid-Term</u>
Week 8		11	Business Thought: Social Darwinism and the Self-Made Man
		13	Business and Literature: The Search for a Capitalist Hero
			<u>Discussion</u> : <i>The Rise of David Levinsky</i>
		15	Women and Department Stores: Saleswomen, Shoppers, and Shoplifters
Week 9		18	<u>Movie</u> : "J.C. Penney: Main Street Millionaire"
		20	<u>Discussion</u> : "Consumer Marketing, Consumer Society"

BOOM, BUST, BOMBS: THE INTERWAR YEARS, 1920-1945

		22	"Prosperity Decade"? The American Economy during the 1920s
Week 10		25	"Prosperity Decade"? The American Economy during the 1920s
		27	<u>Discussion</u> : <i>The Man Nobody Knows</i> Draft of Paper Due
		29	NO CLASS (Halloween break)
Week 11	Nov.	1	The "Great Contraction": Is There an Explanation for 1929-1933?
		3	<u>Discussion</u> : "Business and the New Deal"
		5	The New Deal: Did it Prolong the Great Depression?
Week 12		8	Roosevelt's War on Business
		10	<u>Discussion</u> : "Did World War II End the Great Depression?" Peer Review Due

CONTEMPORARY AMERICA, 1945-2005

		12	Affluence and Anxiety: The Postwar Economy, 1945-present
Week 13		15	Affluence and Anxiety: Business in the Postwar Era
		17	Affluence and Anxiety: Business in the Postwar Era
		19	<u>Discussion</u> : "Corporate Responsibility: To Shareholders or 'Stakeholders?'"
Week 14		22	NO CLASS (Thanksgiving break)
		24	NO CLASS (Thanksgiving break)
		26	NO CLASS (Thanksgiving break)
Week 15		29	<u>Movie</u> : <i>Other People's Money</i> [Night showing T.B.A.]
	Dec.	1	<u>Discussion</u> : <i>Desegregating the Dollar</i>
		3	1980s-1990s: Downsizing the American Dream?
Week 16		6	<u>Movie</u> : <i>The Hudsucker Proxy</i> [Night showing T.B.A.]
		8	<u>Discussion</u> : "Exporting America: The Globalization Debate"
		10	Review Final Paper Due

Schedule of Reading Assignments

The required readings total approximately 1500 pages (100 pages/week), but the reading load varies over the course of the semester. Make sure that you complete the readings by the *beginning* of the assigned week.

- Week 1: The Entrepreneurial Adventure, chap. 1 (“Entrepreneurs: Essence of Enterprise”)
Major Problems, chap. 1 (“Business and Us”)
- Week 2: The Entrepreneurial Adventure, chap. 2 (“European Settlement and Business”)
- Week 3: Major Problems, chap. 2 (“Capitalism in Early America”)
- Week 4: Major Problems, chap. 3 (“Merchants and Commercial Networks...1660-1790”)
- Week 5: The Entrepreneurial Adventure, chaps. 3-4 (“Entrepreneurs in the New Nation, 1787-1840”; “The Entrepreneurial Explosion, 1820-1850”)
Major Problems, chap. 4 (“Public & Private Interests in Industrialization, 1790-1860”)
Major Problems, chap. 5 (“The Slave South: Agriculture and Industry, 1800-1860”)
- Week 6: The Entrepreneurial Adventure, chaps. 5-6 (“Rise of Managers, 1850-1880”; “Age of Upheaval, 1850-1880”)
Major Problems, chap. 6 (“Inventing American Industry, 1810-1890”)
Major Problems, chap. 9 (Race and Gender: “The Many Faces of Entrepreneurship”)
- Week 7: The Entrepreneurial Adventure, chap. 7 (“Business Under Attack: Populists, Progressives, and the Image of Business, 1870-1920”)
Major Problems, chap. 7 (“Big Business and Technological Innovation, 1870-1920”)
- Week 8: Major Problems, chap. 8 (“Age of the Octopus: Business and Reform, 1876-1920”)
Cahan, The Rise of David Levinsky
- Week 9: The Entrepreneurial Adventure, chap. 8 (“Emergence of a Consumer Market: Business, 1900-1920”)
Major Problems, chap. 10 (“Consumer Society, 1900-1940”)
- Week 10: The Entrepreneurial Adventure, chap. 9 (“Deliverance and Despair, 1920-1939”)
Man Nobody Knows
- Week 11: Major Problems, chap. 11 (“Times of Crisis: Stock Market Crash to WWII”)
Higgs, “Regime Uncertainty: Why the Great Depression Lasted So Long and Why Prosperity Resumed after the War,” The Independent Review (Spring 1997).
<http://tinyurl.com/9814e>

- Week 12: The Entrepreneurial Adventure, chap. 10 (“Villains to Victors: Business in War and Postwar America, 1945-1960”)
Major Problems, chap. 12 (“Culture of Affluence and the Cold War, 1945-1980”)
Higgs, "Wartime Prosperity? A Reassessment of the U.S. Economy During the 1940s"
<http://tinyurl.com/aodva>
- Week 13: The Entrepreneurial Adventure, chap. 11 (“Winter of Discontent, 1960-1979”)
Major Problems, chap. 13 (“Corporate Responsibility: Environment Health, Safety”)
- Week 14: NO CLASS (Thanksgiving Break) *Desegregating the Dollar*
- Week 15: The Entrepreneurial Adventure, chaps. 12-13 (“Business in Renaissance, 1980-1995”;
Neural Networks and New Markets: The 1990s and Beyond”)
Major Problems, chap. 2 (“From Manufacturing to Services, 1945-2005”)
- Week 16: The Entrepreneurial Adventure, chap. 14 (“The Enterprising Spirit, Reprise”)
Major Problems, chap. 15 (“American Business in the World, 1945-2005”)

Essays in Business History

Assignment:

Your major assignment this semester is to research and write a 10-15 page paper analyzing an important issue or development in American business history. There are several ways to approach this assignment. You may:

- 1) Focus on an individual's contribution to American business (*biography*),
- 2) Write the history of a firm (*company biography*), or
- 3) Explore some economic issue in depth (*issue paper*).

The following instructions should aid in your research and writing, but if you have any questions, please don't hesitate to see me.

Step 1: Topic Selection:

Choose an issue that you find both interesting and important. The topic should be narrow enough to complete in a semester. For example, a history of American business in the twentieth century would be too broad, but you could focus on a single issue, such as the increase in the number of working women or the decline of the steel industry.

The following list of topics is suggestive of the wide range of interests pursued by business historians, but it is not meant to be complete. Choose one of these topics or come up with one of your own. All topics must be approved by the instructor.

Issues in Business History

Democratizing Death: A History of Industrial Life Insurance

The History and Development of the Credit Card

The Search for a Capitalist Hero: Business and Literature in Twentieth-Century America

The Growth and Evolution of the Mail Order Business

Eli Whitney and the Cotton Gin: The Limits of Patent Protection

"Palace of Consumption": Marshall Fields and Its Critics, 1880-1900

Consumer Advocacy during the Great Depression

"Black Capitalism" in Chicago

A History of Housewifery in Nineteenth-Century America

Business and "Right to Work" Advocacy in the 1960s

History and Effects of the Minimum Wage

The Rise of Foreign Competition in the American Automobile Market

The Federal Deposit Insurance Corporation: An Overview of Its Creation and Function

The Airline Industry: From Regulation to Deregulation

The Development of the Interstate Highway System

The Breakup of the AT&T Monopoly

The PATCO strike of 1981

Taking Stock on Wall Street: The First 100 Years

An Economic History of Prohibition

Scientific Philanthropy: Andrew Carnegie and the "Gospel of Wealth"

Social Darwinism and Its Impact on Business

Singer Sewing: Pioneering in Mass Marketing

Step 2: Research

At a minimum, you should consult several secondary sources (including at least one scholarly journal article). You will be judged on your ability to integrate class material with your research findings so be aware of broader trends in the economy. For example, if you are writing a biography of a black businessman in the nineteenth century, you should comment on the legal and economic barriers faced by African-American entrepreneurs at that time.

Reference guides

Use the following reference works as a starting point for your research. Items with an asterisk ("*") are particularly useful.

Bibliographies and Encyclopedias

American Economic and Business History: Guide to Information Sources (1971)

American Economic History: Guide to Information Sources (1980)

American Economic History Before 1860 (1969)

American Economic History since 1860 (1971)

The Economic History of the United States Prior to 1860 (1975)

*Encyclopedia of African American Business History (1999)

*Encyclopedia of American Business (2004)

*Encyclopedia of American Economic History (1980)

*Encyclopedia of American Women in Business: Colonial Times to Present (2005)

*Encyclopedia of Native American Economic History (1999)

Guide to Business History (1948) (1964 ed. available ILL)

International bibliography of business history (1997)

Biographical references

Business leaders

*African-American Business Leaders: A Biographical Dictionary (1994)

*American National Biography (1999)

American Women Managers and Administrators: Selective Biographical Dictionary (1985)

*Biographical Dictionary of American Business Leaders (1983)

Business Biography Master Index (1987)

Current Biography (1940-)

Notable American Women, 1607-1950 (1975)

Notable American Women: The Modern Period (1980)

Women in the American Economy: A Documentary History, 1675 to 1929 (1976)

Company biographies

Corporate America: A Historical Bibliography

International Directory of Company Histories (1988-1998)

United States Corporation Histories: A Bibliography, 1965-1990 (1991)

The Records of American Business (1997): essays discussing uses of business records.

Periodical indexes

<u>Index</u>	<u>Location</u>
ABI/Inform	On-Line (1970-)
*America: History and Life	On-Line (1964-)
Barron's Index	Newspaper Index 071.471 W187
*Business Periodicals Index	On-Line (1982-), Index Shelves (Before 1958, <i>Industrial Arts Index</i>)
F&S Index of Corporations and Industries	Index Shelves
Journal of Economic Literature	Index shelves
Wall Street Journal Index	Newspaper Index

Scholarly Journals

Business and Economic History
Business History
*Business History Review
*Enterprise & Society
Essays in Economic and Business History
Explorations in Economic History
*Journal of Economic History
The Independent Review: A Journal of Political Economy

Primary Sources (selected):

Records of the National Negro Business League (1900-1923): microfilm

Independent Woman (1920-1955) and National Business Woman (1956-Present),
The Magazine of the National Federation of Business and Professional Women's Clubs
(1958-present): 3rd Floor periodicals, 31910-3962

<http://www.businessplanarchive.org/>

The Archive collects and preserves business plans and related planning documents from the Birth of the Dot Com Era so that future generations will be able to learn from this remarkable episode in the history of technology and entrepreneurship.

Step 3: Note-Taking

By summarizing or digesting other people's words into your own, you are "pre-writing." Good writers know that doing this work "up front" is more efficient than trying to write a paper on the back end (no pun intended) without notes. By writing in your own words, you will avoid plagiarizing, see themes emerge from your sources, and have half the job done before you write the first draft! I recommend you use 4X6 note cards that you can shuffle into an organized outline format.

Note: Avoid taking too many long quotes down as notes. Choose only quotes that are colorful, historic, memorable. You can summarize anything else in your own words. A choice quotation or two makes a paper sparkle; one quotation after another bores the reader.

Step 4: Writing

- a. **Time Management:** Allow enough time to write a good paper. In general, good writing is rewritten writing. You will probably need to prepare an **outline** and several **drafts** of your paper before you finish. Be sure to proofread your paper carefully. Papers with many misspellings or typographical errors will be returned as unacceptable and will have to be reworked.
- b. **Organization:** A well-organized paper has three things: an introduction, main body, and conclusion. Or, as a wise writer once said, “tell them what you are going to tell them (Introduction), tell them (Main Body), then tell them what you just told them” (Conclusion). The Introduction should provide a brief summary of the paper and a *thesis* statement that asserts your point of view (e.g., “corporate America increasingly relied upon installment buying to sell goods and this led to the development of the all-purpose credit card”—note that this thesis is arguing something, making a point, offering a viewpoint on the subject). The Conclusion will usually be a paragraph or two reiterating the thesis and summing up your findings. Don’t be anxious about your introduction or conclusion: They are the most difficult parts of a paper to write, and rewrite. Indeed, you will probably spend much of your time rewriting the introduction and conclusion to get them “just right.” They are important because the Introduction “grabs” the reader and the conclusion wraps the paper up nicely.
- c. **Paragraphing:** The Main Body will contain the “guts” of the paper. Make sure that each paragraph includes a **topic sentence** (experienced writers often make the first sentence in a paragraph the topic sentence). A “topic sentence” contains the main idea or theme of the paragraph. If there are several main ideas or themes discussed in a long paragraph, then *break it up* into several paragraphs, with each paragraph devoted to a separate idea. In general, it is rare to find a paragraph longer than a page!
- d. **Footnoting:** Direct quotations must be put in quotation marks and footnoted. You must also provide footnotes when you are using someone else's ideas. Footnotes can appear at the bottom of each page or collected at the end of the paper as endnotes. Each note should identify the author of the work, its title, place of publication, date of publication, and page number. Example:

1. Harold G. Vatter, The U.S. Economy in World War II (New York: Columbia University Press, 1985).

Citations to reference works should include the name of the reference, the title of the entry, and the author (if any). Example:

1. Current Biography (1954), "Patman, Wright," by John Carr.

Step 5. Bad Writing: to avoid bad writing, remember the following “thou shall nots”:

- a. **No string-of-quotation** writing. Use some evidence and examples to support your arguments; but do not litter your paper with one quotation after another.
- b. **No run-on sentences** that go on and on (too long). Be precise and succinct. Avoid overly long sentences and paragraphs.
- c. **No jargon.** You may incorporate technical concepts into your paper, but do not overwhelm the reader with *jargon* (technical terms that an ordinary intelligent person would not understand). Assume you are writing for an audience of intelligent people who are not experts on the subject.

Step 6: Peer Review

Several weeks into the semester you will be assigned a peer reviewer, another student in the class who will read and evaluate a rough draft of your essay. In turn, you will be asked to evaluate his/her essay. Historians focus their research and hone their writing by submitting it to peer review. You too should benefit from the constructive criticisms of your fellow students. Be constructive: Note the strengths and weaknesses of the student's paper. How could the paper be improved? Avoid the temptation to uncritically praise the paper you are reviewing; the author deserves to benefit from your helpful advice.

As a peer reviewer, you must hand in two copies of your evaluation: one to the author of the essay and one to me. Your review is worth **10% of your essay grade.**

Step 7: Final paper: Along with your final paper, you should include:

1. A disk containing a file of your paper.
2. Research notes (returned upon request)

*****WARNING:**

I will not tolerate academic misconduct in this class. I will report suspected cases of misconduct. The Student Conduct Code sets forth penalties for academic misconduct (www.siu.edu/~docedit/policies/conduct.html). Possible sanctions include failure of an assignment, failure in a course, disciplinary probation, or suspension from the university. Don't risk it.

You must research and write your papers yourself. You may not have a friend write your paper. You may not hire someone to write your paper (this includes Internet paper mills, which I can and do check). You may not turn in a paper previously used in a different class.

Avoid **plagiarism**. Plagiarism consists of using someone else's ideas as your own without properly acknowledging them. Changing a few words is not enough; it is still plagiarism. If you are unsure what constitutes plagiarism, consult your teaching assistant or instructor.