A HISTORY OF AMERICAN BUSINESS

Description: An examination of the origins and development of American corporate enterprise and management in the context of its economic, social, political, and legal environments.

Required Readings:

Materials available in the bookstore

Olivier Zunz, *Making America Corporate* (1990) (Selected chapters available on Blackboard.)

Suggested Readings: (For additional reading, especially for students planning to take a field examination in business history.)

-Alfred D. Chandler, Jr., *Strategy and Structure: Chapters in the History of the American Industrial Enterprise* (1962); *The Visible Hand: The Corporate Revolution in American History* (1977); *Scale and Scope: The Dynamics of
- Olivier Zunz, Why the American Century? (1998)
-Clark Davis, Company Men: White-Collar Life and Corporate Cultures in Los Angeles, 1892-1941 (1992)

Outline and Reading Assignments:

9/6 Introduction: Business and American History

   Licht, Introduction and chapters. 1-3

9/27, 10/4 Railroads, Industry and the Emergence of “Big Business”
   Licht, chapt. 4, 5-6
   Galambos & Pratt, pp. 1-38

10/11 Adjusting to Big Business: Antitrust Policy and the Origins of Modern Management
   Licht, chapt. 7
   Galambos & Pratt, pp. 39-70

10/18 Shaping Modern Management : Labor, Advertising, Industrial Research, Public Relations, 1900-1929
   Galambos & Pratt, pp. 71-99
   Zunz, chapters 2, 4, & 5 (Available on Blackboard)
   Cross, chapters. 1, 2 (Available on Blackboard)

10/25 MID-TERM EXAMINATION

11/1 Depression and War: Management and a New Political Economy
Galambos & Pratt, pp. 100-128
Cross, chapt. 3

11/8  The Post-War World of Business and American Preeminence, 1945-1973
       Galambos & Pratt, pp. 129-200
       Cross, chapters 4, 5
       Wells, Introduction, chapters 1-3

       Galambos & Pratt, pp. 201-266
       Wells, chapters 4-6

11/22 THANKSGIVING HOLIDAY

11/29 A New Corporate World: Restructuring 1980s and 1990s
       Nohria
       Cross, chapters 6, 7

12/6  Business and a “New Economy”? 

FINAL EXAMINATION (During scheduled examination period.)

Examinations:

There will be a mid-term examination, which will account for one third of the final grade. There will also be a final examination (accounting for two thirds of the final grade). The final examination will be divided into two parts. The first part of the examination will consist of questions addressing issues discussed since the mid-term. The second part of the examination will be an essay discussing the book by Nohria et al. The subject of that essay will be distributed in advance of the final.

Paper Option:

M.A. and PhD students interested in subjects related to business history should consider writing a research or historiographical paper for this course. In choosing the paper option the course’s grade will be determined as follows: mid-term exam, 25 percent; final exam, 50 percent; and paper, 25 percent.