

HTS 3002 AMERICAN BUSINESS HISTORY
COURSE SYLLABUS – SPRING 2015
TUESDAY, THURSDAY 9:35 – 10:55
D. M SMITH 207

PROFESSOR NAOMI R WILLIAMS
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OFFICE: 135 OCE
OFFICE HOURS: MON 1-3;
THURS 12 – 1; BY APPOINTMENT



COURSE DESCRIPTION AND OVERVIEW

This course provides an overview of the history of business in the United States, from the colonial period to the present day, as well as an introduction to the field of business history. In addition to tracking important changes in the national economy, corporate structure, and business activity, we will also explore the development of a capitalist economy, the rise of big business, consumption, the relationship between business and labor, and the changing role of business as a social and cultural institution in America. Although many of us may be experienced in thinking about contemporary business practices and culture, the overriding goal of this course will be to engage with the *history* of American business enterprise and to think about how U.S. business has changed over the course of the last three centuries.

LEARNING OUTCOMES

Area E Approved Learning Outcome: Student will demonstrate the ability to describe the social, political, and economic forces that influence social behavior.

This course is about the history of the development of business in the United States. Students will learn how social, political, and economic forces influence social behavior through an examination of primary source documents, business case studies, lectures, and secondary readings. Students will demonstrate that they have met the Area E learning outcome through writing essay exams, quizzes, and a group presentation of a business case study. At the end of this course, students will be able to describe the social, political, and economic forces that influenced American business development. Students will comprehend basic business and macro-economic concepts and, most importantly, gain the ability to assess those ideas in historical context. Students will also gain critical reading skills and effective oral and written communication skills.

CLASS FORMAT AND REQUIREMENTS

I am happy to accommodate you if you need any special considerations due to a disability, but please let me know as soon as possible. You should contact the ADAPTS Office (see www.adapts.gatech.edu). Class time will include lectures, group discussion and debates, and engagement with digital media sources. Please arrive on time and remain for the duration of the

class. If you have another engagement immediately before or after this course be sure to find routes that will get you to class on time.

Attendance is mandatory. All students are expected to attend all lectures, having done the assigned reading, prepared to ask questions and participate in class discussion. Students' success on written assignments will depend on their active engagement, including energetic involvement in class. Group discussion is a key feature of this course, so we will get to know one another, refer to individuals by name, give courteous attention to all speakers, and actively participate in intellectual conversations. Periodic reading and discussion quizzes will be given to assess your understanding of the course materials and help with course accountability. Class participation grading assessment is based on weekly engagement with course materials, starting and participating in group discussions, and active attention to others. Attendance is not the same as participation and is not included in discussion grades. Students will write three short essays (2 pages) related to thematic modules. See class schedule for related due dates. Students will work in groups to produce and present a business case study to the class. Using business records, newspapers, interviews (where appropriate), and scholarly research, case studies will give an overview of the history and development of a U.S. firm, managerial practices, relationships with workers and consumers, and public perceptions of business practices. The case study presentation should include a PowerPoint or other presentation software component. In lieu of a final exam, students will write a final cumulative essay (7-10 pages) using assigned readings and class discussions centered on a course theme.

Essay assignments – all essays should use Times New Roman, 12-point font, with 1-inch margins all around. The first page header should contain your name, the course number and title, and the date submitted, aligned to the left. Start numbering essays on page 2. Page numbers should be centered in the footer, with plain formatting. All essays need an original title that reflects the theme or argument of the essay. Essays must be uploaded to T-Square by the due date and time. Case study reports should follow the same formatting guidelines as the essays, with all group members' names in the header.

<u>GRADES</u>	<u>PERCENTAGES</u>
Attendance	10%
Participation	20%
➤ Class discussion	15%
➤ Discussion quizzes	5%
Short Papers	30%
➤ Essay 1	10%
➤ Essay 2	10%
➤ Essay 3	10%
Case Study	15%
➤ Report	10%
➤ Presentation	5%
Final Essay	25%

GEORGIA TECH HONOR CODE

Students are expected to adhere to the Georgia Tech Honor Code (see www.deanofstudents.gatech.edu/Honor/). Honor code violations, including plagiarism, will be addressed appropriately and could result in an "F" on the assignment or in the course.

REQUIRED BOOKS (Available at Engineer's Bookstore, 748 Marietta Street)

- *Major Problems in American Business History* ISBN 0618044264 2006
- *Property and Prophets: The Evolution of Economic Institutions and Ideologies*, 7th edition ISBN 0765606097 2014
- *Invisible Hands: The Making of the Conservative Movement from the New Deal to Reagan* ISBN 9780393059304 (hardcover)
- *American Capitalism, 1945-2000: Continuity and Change from Mass Production to the Information Society* ISBN 1566635381
- Other readings available on T-Square

HOW TO READ FOR CLASS

Reading is an active process. You must read critically. This does not mean you must find something to criticize about the material. Instead, you have to read closely, analyze the argument and the use of sources and then decide what you think about what the author is trying to say. Are you convinced? Did something challenge your assumptions? Were your ideas confirmed or contradicted?

As you read ask yourself the following questions and take notes:

- What is the subject?
- What is the author's argument about this subject?
- Why does it matter (what's the big picture)?
- What sort of evidence is used and is it used effectively?
- How is the reading organized?
- What assumptions did the author start with? How did that impact the argument?

You will find that reading critically and actively engaging with the material will allow you to more easily construct discussion questions, help you feel more prepared for class, and prepare well for writing assignments. Taking strategic notes both while you are reading and during class discussion will help you craft strong essays.

CLASS SCHEDULE (May be subject to change. Any changes will be announced on T-Square)

WEEK 1: 6 JAN – 8 JAN INTRODUCTION/WHAT IS AMERICAN BUSINESS HISTORY

- Tuesday Introductions/Class format/Syllabus review
 - Readings: Review Syllabus on T-Square; Come with any questions
- Thursday What is Business History
 - Readings: *Major Problems*, Chp. 1

WEEK 2: 13 JAN – 15 JAN EARLY AMERICA IN THE ATLANTIC WORLD

- Tuesday
 - Readings: *Major Problems*, Chp. 2
- Thursday
 - Readings: *Major Problems*, Chp. 3

WEEK 3: 20 JAN – 22 JAN THE NEW REPUBLIC AND AMERICAN BUSINESS

- Tuesday
 - Readings: *Major Problems*, Chp. 4

- Thursday
 - Readings: *Major Problems*, Chp. 5; start Hunt, Chp. 4

WEEK 4: 27 JAN – 29 JAN INDUSTRIALIZING AMERICA

- Tuesday
 - Readings: *Major Problems*, Chp. 6; finish Hunt, Chp. 4
- Thursday
 - Readings: *Major Problems*, Chp. 7

WEEK 5: 3 FEB – 5 FEB PROGRESSIVE ERA AND RESISTANCE TO INDUSTRIAL CAPITALISM

- Tuesday **Essay 1 Due**
 - Readings: *Major Problems*, Chp. 8; Hunt, “William Thompson and the Rejection of Classical Liberalism,” 72-74; Hunt, Chp. 6
- Thursday
 - Readings: Hunt, Chp. 7; Hunt, Chp. 8 – “Introduction,” “The Concentration of Corporate Power,” “The American Case,” 122-134

WEEK 6: 10 FEB – 12 FEB THE SOCIAL WORLD OF BUSINESS: EARLY 20TH CENTURY

- Tuesday
 - Readings: *Major Problems*, Chp. 9; T-square – Nina Lerman, “New South, New North: Region, Ideology, and Access in Industrial Education 77-105
- Thursday
 - **No Class**

WEEK 7: 17 FEB – 19 FEB BUSINESS AND CONSUMERS

- Tuesday
 - Readings: *Major Problems*, Chp. 10; Hunt, Chp. 9
- Thursday
 - Readings: T-square – Thomas K. McCraw, excerpt from “The 1930s: Depression, Consumers, and the Case of Procter & Gamble,” in *American Business, 1920-2000: How it Worked*, 38-58

WEEK 8: 24 FEB – 26 FEB DEPRESSION AND WAR

- Tuesday
 - Readings: *Major Problems*, Chp. 11; Phillips-Fein, Introduction, Chp. 1
- Thursday
 - Readings: Phillips-Fein, Chp. 2; Hunt, Chp. 12

WEEK 9: 3 MAR – 5 MAR POSTWAR PROSPERITY AND AMERICAN BUSINESS

- Tuesday
 - Readings: Wells, Introduction, Chp. 1
- Thursday
 - Readings: Phillips-Fein, Chp. 3-4; Hunt, Chp. 13

WEEK 10: 10 MAR – 12 MAR SOCIAL REGULATION OF BUSINESS

- Tuesday

- Readings: Phillips-Fein, Chp. 5
- Thursday **Essay 2 Due**
 - Readings: Phillips-Fein, Chp. 6; Hunt, Chp. 14

WEEK 11: 17 MAR – 19 MAR **SPRING BREAK**

WEEK 12: 24 MAR – 26 MAR CULTURE OF AFFLUENCE

- Tuesday **Assign groups for business case study**
 - Readings: *Major Problems*, Chp. 12
- Thursday
 - Readings: *Major Problems*, Chp. 13; Phillips-Fein, Chp. 7

WEEK 13: 31 MAR – 2 APR DIVERSIFICATION AND GLOBALIZATION

- Tuesday
 - Readings: Wells, Chp. 2
- Thursday
 - Readings: Phillips-Fein, Chp. 8-9

WEEK 14: 7 APR – 9 APR CRISIS OF THE 1970S

- Tuesday **Essay 3 Due**
 - Readings: Wells, Chp. 3; T-square – Robert H. Hayes and William J. Abernathy, “Managing Our Way to Economic Decline,” *Harvard Business Review* (July – Aug 2007): 138-149.
- Thursday
 - Readings: Wells, Chp. 4; T-square – John E. Schwarz and Thomas J. Volgy, “The Myth of America’s Economic Decline,” *Harvard Business Review* (Sept – Oct 1985): 98-107

WEEK 15: 14 APR – 16 APR TRANSFORMATION OF CAPITALISM

- Tuesday
 - Readings: Phillips-Fein, Chp. 10-Epilogue
- Thursday **Handout for final essay**
 - Readings: Wells, Chp. 5-6

WEEK 16: 21 APR – 23 APR

- Tuesday
 - Case Study Presentations
- Thursday
 - Case Study Presentations

FINAL EXAM – **Final Essays due 28 April 2015 no later than 10:50 AM**