

History 3330 (CRN 24362)
Business and Economic History
Clayton State University, Spring 2006
Tuesdays and Thursdays, 6:00-7:15 p.m.
Classroom: Arts and Sciences G-229

Instructor: Dr. Marko Maunula

Office: G110-H

Phone: (678) 466-4850

Email: MarkoMaunula@clayton.edu

Web address: <http://a-s.clayton.edu/mmaunula/>

Office Hours: Mondays and Wednesdays, 12:00-2:00 p.m.; Tuesdays and Thursdays, 3:00 p.m.-5:00 p.m., and by appointment.

Greetings, fellow historians, and welcome to study economic and business history!

“The business of this country is business.” President Calvin Coolidge’s famous maxim has survived to our day, and for a good reason. From business management techniques to technical innovation, from political support for economic pursuits to the development of American value systems, the search for good business opportunities and the relentless pursuit of wealth have formed the cornerstones of American *weltanschauung*.

During this course, we will study the history of business and economy, with the focus on western and American businesses. We will also observe and analyze changes in economic thinking, business ethics, government-business cooperation, labor relations, entrepreneurship, consumer markets, and general economic mindsets that have guided the American thinking throughout the nation’s history.

We cannot fully understand American economic history without studying it from a decidedly global perspective. What we know today as America was born out of economic expansion that took place throughout the world during the 1400s-1600s. Economy is a fundamental force, shaped by an intricate mixture of markets and laws, that unites the entire world and all its peoples. It crosses national, cultural and ethnic borders, despite periodic attempts to limit its flow. During this course, we look at America’s economy in a close connection to global developments, observing carefully how they influence each other.

Disabilities

Individuals with disabilities who need to request accommodations should contact the Disability Services Coordinator, Student Center 214, 770-961-3719, disabilityservices@clayton.edu.

Requirements

You are expected to come to the class every day, fully prepared and having completed your reading assignments. If you have to miss a class, make sure you copy the notes from your classmates. The attendance is mandatory, because it is impossible for you to do good work in the class without attending regularly.

Your final grade will break down as follows:

Midterm – 20%

Final – 30%

Critical book review paper – 30% (First short assignment 5%; second short assignment 10%; final paper 15%)

Participation – 20% (includes three quizzes)

We will discuss the book review paper in the class.

Readings

Articles linked in the syllabus and the books listed below are required for the class. Please let me know if you have hard time finding the books or have any other problems with the texts.

Mansel Blackford, *Business Enterprise in American History*

Horatio Alger, *Ragged Dick*

Charles Kindleberger, *Manias, Panics and Crashes*

Gavin Wright, *Old South, New South*

Cheating

Presenting the work of somebody else as one's own, unaccredited quotations, letting others do one's work for him/herself, and other forms of academic dishonesty are strictly forbidden. Violators will be pursued and punished according to Clayton State University's guidelines and regulations.

Learning outcomes

The goals of this course include teaching you a relatively sophisticated understanding of American business and economic history, both on micro- and macroeconomic levels. Additionally, we will improve our knowledge of the historiography of economic history, sharpen our research- and critical reading skills, and learn to study the American past

through the lenses of business and people involved in it, from boot blacks to industrial tycoons.

Miscellaneous info

Do not be late! We all know Atlanta traffic, so I understand if you run late one or twice. However, habitual tardiness will not be tolerated. Having people popping into the class at all hours disrupts the lectures and your fellow students' concentration.

Eating and drinking in the class is okay, but avoid "loud" foods.

Turn your cell phones off or on silent when you come to the class.

Check your Clayton State email account daily. This will be a major avenue of communication for this class.

Hand in your papers and other possible assignments in on time. I will NOT accept e-mailed papers, only printed and stapled hard copies. NO EXCEPTIONS!

Lectures

1. January 10, 2006

Introduction: History v. economics.

2. January 12, 2006

Rise of an entrepreneur: The origins of a modern businessman.

3. January 17, 2006

The economic expansion of early modern Europe.

4. January 19, 2006

The economic expansion of early modern Europe, part two. Hand in your first paper assignment.

5. January 24, 2006

Mercantilistic ideas and practices. The maturing of the colonial system.

6. January 26, 2006

Puritan farmers and southern planters: economic origins of the British North America.

7. January 31, 2006

Life of a colonial merchant. Read Marc Egnal and Joseph Ernst, "An Economic Interpretation of the American Revolution," *William and Mary Quarterly* (January, 1972). First Quiz.

8. February 2, 2006
Transportation Revolution, in America and in the Atlantic.

9. February 7, 2006
Urbanization and industrialization, 1790-1860.

10. February 9, 2006
Urbanization and industrialization, part II: Theoretical interpretations. Hand in your second paper assignment.

11. February 14, 2006
The myth of laissez-faire, or the long history of government involvement in American business.

12. February 16, 2006
Catch-up day. Discussions, readings, and topics to be announced.

13. February 21, 2006
The economics of American slavery. Read Gavin Wright, *Capitalism and Slavery on the Islands: A Lesson from the Mainland*”, *Journal of Interdisciplinary History* (1987).

14. February 23, 2006
The economic impact of the Civil War.

15. February 28, 2006
MIDTERM.

16. March 2, 2006
The age of capital. New wealth and the reshaping of industrial America. Finish reading *Ragged Dick*.

17. March 7, 2006
Spring Break! Have fun and be safe!

18. March 9, 2006
Spring Break! Continue to have fun and be safe!

19. March 14, 2006
Labor and the new industrial society.

20. March 16, 2006
Agricultural change and popular protest. Second Quiz.

21. March 21, 2006
The rise of big business: the government response.

22. March 23, 2006

Readings catch-up day. Discussion. Read Alfred D. Chandler, "The Emergence of Managerial Capitalism", *Business History Review*, 58 (Winter, 1984).

23. March 28, 2006

Welfare capitalism and the open shop.

24. March 30, 2006

Welfare capitalism, part II: Building the perfect worker.

25. April 4, 2006

Post- World War II business-government symbiosis. Finish reading *Old South, New South*.

26. April 6, 2006

Post- World War II business-government symbiosis, part II. Third Quiz.

27. April 11, 2006

Malaise of the 1970s. Nixon and Carter's response.

28. April 13, 2006

Reagan revolution. Finish reading *Manias, Panics, and Crashes*.

29. April 18, 2006

Catch-up day. Hand in your final paper.

30. April 20, 2006

Technological revolution, outsourcing, and the disappearance of an organization man. Read Peter Temin, "The Stability of the American Business Elite", *Industrial and Corporate Change*, 8 (1999).

31. April 25, 2006

Globalization, from Bretton Woods to the riots in Seattle.

32. April 27, 2006

Discussion and Synthesis.