**BA 476 / HISTORY 476**

**American Business History**

**Fall 2021**

**Class Location:** **Ross 1240**

**Class Hours: Tuesday/Thursday 11:30 AM -1:00 PM**

**Instructor:** Dr. Mary Hinesly

**Office:** R4316

**Phone:** 734-936-3183

**Office Hours:** M/T/W/TH 10:15-11:15AM on zoom (or by appointment)

**Email:** [mhinesly@umich.edu](mailto:mhinesly@umich.edu)

**TAs:** Jonathan Kurian - [Kurianj@umich.edu](mailto:Kurianj@umich.edu)

Rachel Holmes - [raholmes@umich.edu](mailto:raholmes@umich.edu)

**TA Office Hours:** Available by request (must have pre-approval by Dr. Hinesly)

If for any reason, the Professor is not well - class will be by zoom and all students will be notified through an announcement. COVID protocol will be everyone’s responsibility. Let us all stay safe!

**Please review Academic Integrity and Accommodations information on canvas.**

This course is "unplugged." Please turn off and put away all computers, phones, and other electronic devices during class meetings unless otherwise instructed. If you need to use a computer because of a language or disability issue, you need to secure the instructor's permission at the start of the semester. Misusing an electronic device (e.g., surfing the web or messaging a classmate during class) will adversely affect your grade.

**Course Description:**

The origins, development, and growth of business are studied. The course traces the beginnings of business enterprise in Europe and describes business activities during the American colonial, revolutionary, and pre-Civil War periods. It then discusses economic aspects of the Civil War, post- Civil War industrial growth, business consolidation and the antitrust movement, economic aspects of World War I, business conditions during the 1920s, effects of the 1929 depression and the New Deal upon business, economic aspects of World War II, post-war business developments and current business trends.

**Course Objectives:**

* An overall understanding of business history in the United States and the key moments, companies, and people that helped to shape it.
* Insight to the progression and evolution of American business.
* An understanding of the history of some business laws.
* An understanding of how standards in history may continue to influence business in America.

**Method of Instruction:**

Reading assignments, research and presentation: The material assigned for reading or viewing will be discussed in class. **You must be prepared to answer cold calls about the readings.** This course will involve reading assignments, conducting research and presenting materials to the class. All reading assignments will be posted on Canvas and organized by due dates.

There may be lectures (by students, guests and TAs) and videos used. Students should come to class prepared to discuss assigned material. **The course requires a high level of participation; any student may be called on during class.** Participation is evaluated by quality first, not quantity.

Students will work in teams to prepare presentation, for grading and to work on Team projects. There will also be three quizzes (unless a surprise quiz is added) and two assignments during the semester.

**Class attendance is mandatory.**

**Text, Video & Other Readings:**

Access to readings, articles, handouts, video on canvas or linked to/by research Kresge Library

Please visit the course Canvas page for - class announcements in chat, or sent in announcements, quiz grades, and other important documents. Each Team will be responsible for uploading their presentation in PowerPoint and other relevant materials to the Canvas site prior to your presentation date’s class period. All documents should be in word or PowerPoint form not PDF or other formats. Further instructions about this process will be shared in class.

**Grading Plan:**

25% of Grade: Class Engagement

15% of Grade: Quiz One

15% of Grade: Quiz Two

25% of Grade: Quiz Three

20% of Grade: Team Research (2-3) and Presentation (3)

**DETAILED CLASS SCHEDULE**

**PRE-READ Class 1 Handout (3 pages)**

**(Homework for the next class will be in red and on canvas)**

**Class 1 – Tuesday, August 31**

Introduction to Course

**Class 2**:

1. Reading for Class 2 (Handout 1) [1200-1500], WSJ article on Pirates
2. Viewing: required viewing of Whales video [1500-1700] prior to class

**Class 2 – Thursday, September 2**

Lecture/Discussion: Whaling / Pirates

**Class 3:**

1. Readings from Articles/Journals/Books
2. The Colonial Period

**Class 3 – Tuesday, September 7**

Lecture: Merchant Capitalist / Colonial Merchants / Early Manufacture

**Class 4:**

1. Readings from Articles/Journals/Books
2. Agribusiness / Expansion of Commerce / Tariffs

**Class 4 – Thursday, September 9**

Lecture: Agribusiness / Expansion of Commerce / Tariffs

**Class 5**:

1. Readings from Articles/Journals/Books
2. HO Railroads, Transportation, and the Market Place

**Class 5 – Tuesday, September 14**

Lecture: Railroads, Transportation and the Market Place

**Class 6**: Required viewing of the Gold Rush

1. Reading - Article on Canvas (if any)

**Class 6 – Thursday, September 16\***

Lecture/Discussion: GOLD RUSH

**Class 7**:

1. Required viewing of Sears’s video prior to class.
2. Reading: <https://eh.net/encyclopedia/the-depression-of-1893/>

Assign Teams

Work in Teams (with TA’s) on outline and presentations industry/corporate choices\* History Repeating

**Class 7 – Tuesday, September 21**

Lecture: Sears, Rural Life, Economy (then)

**Class 8**:

1. Required viewing of Tulsa Massacre (May 31, 1921) and Dust Bowl (1930 – the dirty thirties) video prior to class
2. Reading – Articles on Canvas (if any)

**Class 8 – Thursday, September 23**

Lecture: Tulsa Massacre and the Dust Bowl vs Climate Change

**Class 9**: Quiz 1 Tuesday, September 29

**Class 9 – Tuesday, September 28**

**Quiz #1**

**Class 10:**

1. Readings from Articles/Journals/Books
2. Reading: Energy

**Class 10 – Thursday, September 30**

Lecture: Energy

**Class 11:**

1. Readings from Articles/Journals/Books
2. Reading: Giant Enterprise

**Class 11 – Tuesday, October 5**

Lecture: Giant Enterprise

**Class 12: Homework, work with your Team**

**Class 12 – Thursday, October 7**

Guest Lecturer – Richard Cohan, Real Estate

**Class 13:**

1. Required viewing of CCC.
2. Reading – Article on Canvas (if any)

**Class 13 – Tuesday, October 12**

Lecture: Civilian Conservation Corp and Discussion Team

**Class 14:**

1. Readings from Articles/Journals/Books
2. Reading Advertising, Mass Media, American Insurance

**Class 14 – Thursday, October 14**

Lecture: Advertising, Mass Media, American Insurance

**Class 15:**

1. Readings from Articles/Journals/Books
2. Reading Banking, Finance & Foreign Trade

**NO CLASS – Tuesday, October 19\***

**FALL BREAK**

**Class 15 – Thursday, October 21\***

Lecture: Banking, Finance & Foreign Trade

**Class 16:**

1. Readings from Articles/Journals/Books
2. Reading Image, Government & Economy

**Class 16 – Tuesday, October 26\***

Lecture: Image, Government & Economy

**Class 17:**

1. Readings from Articles/Journals/Books
2. Reading War & Business, Government Regulatory Agencies

**Class 17 – Thursday, October 28**

Lecture: War & Business, Government Regulatory Agencies

**Class 18:**

1. Readings from Articles/Journals/Books
2. Reading Retailing, Multinational Corporations

**Class 18 – Tuesday, November 2**

Lecture: Retailing, Multinational Corporations

**Class 19:** Quiz 2 Thursday, November 4

**Class 19 – Thursday, November 4**

**Quiz #2**

**Class 20:**

1. Readings from Team 1
2. Readings from Team 2

**Class 20 – Tuesday, November 9**

Team 1 and Team 2

**Class 21:**

1. Readings from Team 3
2. Readings from Team 4

**Class 21 – Thursday, November 11**

Team 3 and Team 4

**Class 22:**

1. Readings from Team 5
2. Readings from Team 6

**Class 22 – Tuesday, November 16**

Team 5 and Team 6

**Class 23:**

1. Readings from Team 7
2. Readings from Team 8

**Class 23 – Thursday, November 18**

Team 7 and Team 8

**Class 24:**

1. Readings from Team 9
2. Readings Team 10

**Class 24 – Tuesday, November 23**

Team 9 and 10

**NO CLASS – Thursday, November 25**

**THANKSGIVING Break**

Note (critically) where and how business happens during your week away [things you did not pay much attention to before this class and be ready to share]

**Class 25 – Tuesday, November 30**

Lecture/Discussion: Where did you notice “business”? and Holiday Business

**Class 26:**

1. Readings from Team 11
2. Readings from Team 12

**Class 26 – Thursday, December 2**

Team 11 and Team 12

**Class 27 – Tuesday, December 7**

Class Review and Wrap Up

**Class 28 – Thursday, December 9**

**Quiz #3**

**\*Speakers, speaker dates and class topics may be added, deleted, or changed because of unforeseen circumstances. All late work will result in reduced points (10% per day/class)**

**Thank you!**

**FYI: In BBA elective class grades are to be distributed as:**

**10% of the class will earn a B- or below**

**30% of the class will earn a B or B+**

**60% of the class will earn A- or A**