HIST/GOVT 164
(Section 1, Call # 43315 / 433164)

History of American Capitalism

Prof.    Chris Castaneda
Office Hours:  TR 9:00-10:25 a.m.
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Course Description:
This course will investigate the historical development of the U.S. economy and its business system. By first examining the historical origins of capitalism and other economic systems, we will establish a foundation for understanding the future development of American capitalism from the colonial era through the present, with a focus on the 20th century. Topics that we will explore and discuss include: mercantilism; marxism; capitalism; competition and consolidation in the railroad industry; 19th century entrepreneurs and inventors; the origins of federal regulation; the automobile industry; marketing; consumerism; stock market crash; New Deal economic reforms; post-war prosperity; energy; chain stores; cosmetics industry; entertainment business; and the modern computer age. Information will be presented to the class through lecture, discussion, video, and the internet.

Course Themes:
The course will focus on the following themes: capitalism in historical perspective; marketing and advertising; entrepreneurs; business & government relations

Reading Assignments:
Reading assignments should be completed before the class for which they are assigned so that you are familiar with the material to be covered that day in class. During some class sessions we will have quizzes, in-class assignments or group projects for which knowledge of the reading will be essential.

Learning Objectives:
Students who successfully complete this course will understand the historical development of the U.S. economic system and be able to compare and contrast American style capitalism with other economic systems. Students will also learn about the significant people, events and themes that comprise the history of the U.S. economy and its business system. Through readings, lecture, discussion, multi-media presentations, group work and student presentations, students will become familiar with different interpretations of the role of business in U.S. history and the meaning of capitalism in America. The course encourages critical thinking and concise writing.

General Guidelines:
Please come to class prepared to learn and participate in any discussion or activity. Please arrive to class on time, and if you must leave early please let me know beforehand and sit near the exit. Please do not study for other classes, read newspapers, send or receive text messages, or leave your cell phones on during class. Of course, plagiarism and cheating are not acceptable and may result in an “F” for the assignment, course and/or other University action.
**Assessment:**

**Exams** (20% each)
- Two-mid term exams

**Research and write a business biography paper** (20%) – see attached Paper Guidelines.
- Write a paper (4-6 pages) that compares and contrasts the lives and careers of two entrepreneurs in American history. At least one of these entrepreneurs must be profiled in H. W. Brands, *Masters of Enterprise*. **Due November 25th – no exceptions!**

**Research paper** (25%) – see attached Paper Guidelines.
- Write a paper (8-12 pages) that examines some aspect of American capitalism. Your paper may examine a particular business or corporation, an industry, an entrepreneur, a labor union or labor movement, or a theoretical aspect of the American economy. It should be based at least in part on chapters 13 and 14 in Hunt, *Property and Prophets*. It must consist of at least 5 distinct bibliographic sources and include footnotes. **Due at 12:00 p.m. on December 18th at the Department of History.**

**In-Class Assignments, Participation and Attendance** (15%)
- Regular participation and attendance is required. Missing more than 3 classes will subject you to a grade reduction.
- All reading assignments should be completed prior to the class date so that you will be prepared to participate in discussion or any in-class assignment.
- Includes participation in in-class assignments and quizzes.

**Grading:**

Students will be graded on a standard scale:

- 92-100: A
- 90-91: A-
- 88-89: B+
- 82-87: B
- 80-81: B-
- 78-79: C+
- 72-77: C
- 70-71: C-
- 68-69: D+
- 62-67: D
- 60-61: D-
- All other scores: F

**Required Books:**


Course Calendar:

9/2: Course Introduction

Part I: Origins of Capitalism

9/4-9/9: Precapitalism, Mercantilism and the Colonies

9/11: Adam Smith and the American Revolution
Reading: Hunt, ch. 4, “Classical Liberalism and the Triumph of Industrial Capitalism”

9/16-9/18 Business in early U.S. History

9/23: The Market in Jacksonian America
Reading: Johnson, A Shopkeeper’s Millennium, (all).

9/25-9/30: Origins of Socialism and Marxism

10/2: Exam 1

Part II: The Rise of Corporate Capitalism in the Industrial Era

10/7-10/9: The Railroad and Big Business

10/14-10/16: Oil, Steel and the Robber Barons of the 19th Century

10/21: Origins of Government Regulation
10/23: The Progressive Era

10/28-10/30: Business and Automobiles in the Early Twentieth Century

11/4: The 1920s and Wall Street

11/6-11/11: The Great Depression and World War II

11/13: Exam 2

Part III: The American Era

11/18: Post War Prosperity

11/20: Food and Franchising

11/25: The Entertainment Industry
11/27: Thanksgiving Holiday

12/2: Computers and the Internet

12/4: Energy Crisis/Business Crisis
   Reading: McCraw, *Prophets of Regulation*, ch. 7, “Kahn and the Economist’s Hour” and ch. 8, “Regulation Reconsidered”

12/9: The American Experience in Retrospective – Defenders of Capitalism

12/11: The American Experience in Retrospective – Critics of Capitalism

12/18: FINAL EXAM TIME --- (AMD 263 @ 10:15 p.m. - 12:15 p.m.)

NOTE: Syllabus subject to change and/or correction.
Writing Guidelines

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All writing assignments (other than in-class exams) must follow the following guidelines. Papers that do not follow these guidelines will receive a reduction in grade:

1) **Title page**: Includes your name, title of the paper, title of class, and date.

2) **Bibliography**: Includes all sources used in the research for your paper. Use standard citation format. (see below and/or Chicago Manual of Style/Kate Turabian)

3) **Footnotes**: All quotes and other material drawn from a specific source must be cited in a footnote. Use a note number in the text (preferably at the end of the sentence) that refers to the footnote. (see below and/or Chicago Manual of Style/Kate Turabian)

4) **Typed**

5) **Double-spaced**

**Paper #1**:  **Research and write a business biography paper**: (20%)  
Write a paper (4-6 pages) that compares and contrasts the lives and careers of two entrepreneurs in American business or economic history. At least one of these entrepreneurs must be profiled in H. W. Brands, *Masters of Enterprise*. Due **November 25th** – no exceptions!

**Paper #2**:  **Research paper**: (25%)  
Write a paper (8-12 pages) that examines some aspect of American capitalism. Your paper must examine a particular business or corporation, an industry, an entrepreneur, a labor union or labor movement, or a theoretical aspect of the American economy. It should be based at least in part on chapters 13 and 14 in Hunt, *Property and Prophets*. It must consist of at least 5 distinct bibliographic sources and include footnotes. Due **at 12:00 p.m. on December 18th** at the Department of History.
Types of Footnote Citation

**Book with one author, first citation:**
author, *title* (place: publisher, date) page number.

**second and subsequent citations:**

**Article in edited book, first citation:**
author, "title," in editor(s), eds., *title* (place: publisher, date) page number.

**second and subsequent citations:**
Cohen, "Russia the Jews," p. 62.

**Article in journal, first citation:**
author, "title," *journal* volume (date) page number.

**second and subsequent citations:**

**Encyclopedia citation:**
"title," *encyclopedia* volume: page number.

**Internet Citation:**
Book with one author:
last name, first name. title. place: publisher, date.

Edited book:
editor last name, first name (if subsequent editors, their names are in first name last name order), eds. title. place: publisher, date.

Article in edited book:
last name, first name. "title," page numbers. In editors, eds. title. place: publisher, date.

Journal Article:
last name, first name. "title." journal volume (date) page numbers.

Encyclopedia:
title. place: publisher, date.