HIST 3345
Business & Economic History of United States
Fall Semester, 2015

Location: Social Sciences Building (SO) 3007
Meeting Time: Monday, Wednesday, 2:00 PM – 3:15 PM

Dr. Albert Churella
Office: Social Sciences (SO) 3003C, Phone # 470-578-7941 (direct line);
470-578-6294 (History and Philosophy Department main office)
E-mail: achurell@kennesaw.edu
Web page: http://facultyweb.kennesaw.edu/achurell/
Office Hours: Monday, 1:00 PM – 1:45 PM and 3:30 PM – 4:45 PM;
Wednesday, 1:00 PM – 1:45 PM and 3:30 – 4:45 PM; and by appointment

Course Communication: In-person, face-to-face communication is by far the best
way to discuss issues with me – in class, before or after class, or during the office hours
listed above. Please note that you should not discuss sensitive or personal issues (such
as grades, learning disability accommodation, etc.) with me when other students are
present. If you cannot talk with me in person, then your best bet is to send me an e-mail
– but please note the section on electronic communications, below. DO NOT SEND ME
A TEXT MESSAGE – EVER.

Electronic Communications: The University provides all KSU students with an
“official” email account with the address “students.kennesaw.edu.” As a result of federal
laws protecting educational information and other data, this is the sole email account
you should use to communicate with your instructor or other University officials.

Course Description: Surveys American business and economic development from
colonial times to the present. Major themes include the history of small business and
family business; the shifting position of the U.S. within the world economy; the regional
economy of Georgia and the South; labor-management relations; the labor movement;
and the changing social, political, and cultural context within which business and
economic institutions have developed.
Prerequisites: HIST 2111 or HIST 2112
**Required Readings:** The following books are available at the Kennesaw State University campus bookstore, and are probably available through various online retailers as well. Other reading assignments will be posted on D2L Brightspace. This course involves a substantial amount of reading (75-100 pages per week), which is typical of an upper-division history class. If you pace yourself, budget your time, and avoid procrastination, you won’t have any difficulty in completing the reading assignments. You are expected to have read (and, if necessary, reread) assigned materials prior to the class meeting for which those readings were assigned.


Attendance Policy:

- I do not regularly take attendance in class, although for recordkeeping purposes I will from time take roll by passing around an attendance sheet.
- If the University is closed, for weather or any other reason, then this class will not meet (obviously). We will remain in contact via e-mail and Desire2Learn / Brightspace. If the University is open and you believe that weather conditions in your area will make travel difficult or dangerous, then please do not take the risk of coming to campus. However, if you expect to be given the opportunity to complete a missed quiz, exam, or other assignment, you must contact me (preferably by e-mail) prior to the class meeting time, letting me know that weather conditions have prevented you from attending class.
- The ten-minute rule: Owing to the large number of students who consistently arrive late for class, and owing to the large numbers of students who leave class and then return, in order to use their cell phones, I will close and lock the door at ten minutes past the beginning of class time. No one will be admitted to the classroom after that point. This also applies to students who leave during class – i.e., no “in and out” attendance. If a student leaves the class after the first ten minutes, he / she will not be readmitted. If the instructor is late for class, students will be expected to wait for ten minutes after the beginning of class time (this is standard University policy). After ten minutes, you may leave, and class will be cancelled.
- All exams, quizzes, etc., will be given at the beginning of class. Students who arrive late to class will NOT receive additional time in which to complete these assignments.
• Once an exam, quiz, etc., has begun, students may NOT leave the classroom for any reason before they complete that assignment.
• If a student takes a quiz, and then leaves class prior to a discussion or lecture following the quiz, then he/she will receive a zero on that quiz.
• Pay attention to the withdrawal date – I will not authorize any withdrawals (with a “W”) after this date, except under extraordinary circumstances, that are clearly beyond the student’s control.
• Students are solely responsible for managing their enrollment status in a class; nonattendance does not constitute a withdrawal.

Electronic Devices Policy:

• Turn off all cell phones, pagers, etc., before entering the classroom.
• Any student using a cell phone or similar device during class (except to turn it off) will have his / her course grade reduced by one letter grade for each infraction.
• Owing to the frequency with which your fellow students have chosen to use laptops, smart phones and similar electronic devices for purposes wholly unrelated to the course, those devices may NOT be used during class time, except under exceptional circumstances and ONLY with permission from the instructor.
• Tape recorders and similar recording devices interfere with student privacy, and as such they may not be used in the classroom, unless recommended by Student Disabilities Services.

Other Class Policies:

• Please refrain from private conversations in class—if you have a question, ask the instructor, not your neighbor.
• Students will not be allowed to use any tobacco products (including chewing tobacco) while in the classroom.
• Students may not, under any circumstances, work on material from any other course during class time, nor may they do their readings for this course, while in class.
• No student will be permitted to engage in a unique extra-credit assignment in an effort to improve his / her grade – so please do not ask. Each student is judged by the quality, and not the quantity, of their work.
• The course content is copyrighted and is legally the property of the instructor and of Kennesaw State University. While it is certainly fine to share your class notes
with another student on an occasional basis, you may not routinely distribute copies of your notes to anyone who is not enrolled in the class, nor may you exchange your notes for any monetary or other compensation.

- By taking this class, you agree to abide by all of the conditions listed above, as well as all relevant Kennesaw State University regulations.
- If you do not agree with the policies listed above, then you should not take this course.

Grading:

Your final grade will consist of the following:

**Class Participation (10%)** – Note that attendance is NOT the same as participation!

**Quizzes (20%)** – On the dates listed in the “Course Schedule” section, below. There will be fourteen quizzes in all. The two lowest quiz scores will be dropped and the average of the twelve remaining quiz scores will constitute this portion of your overall course grade. The quizzes will be in a variety of formats, which could include multiple choice, short answer, individual work, or group work, open book or closed book. As long as you have done the readings, you should not have any difficulty with the quizzes, regardless of the format.

**Midterm Exam (20%) – Wednesday, September 30**
This exam will cover material from the first half of the semester and will be CLOSED BOOK. This exam will consist of both short answer and essay questions.

**Paper Assignment (25%) – Final Draft due Monday, December 2, at the beginning of class (BOTH paper and electronic versions)**
More details will be provide in the Paper Assignment Guidelines, which will be distributed later in the semester. The basic requirement is that you write an 8-10 page (double-spaced, typed, 12-point font) research paper, based on scholarly sources. You will have considerable latitude in your choice of topic, but all topics must be approved by the instructor no later than the date listed in the Course Schedule section, below. Each topic will be based on the careful reading of at least three (but no more than six) case studies available from the Harvard Business School. Please note that you will need to purchase these case studies individually (they are not expensive, typically $8.95 apiece). You will need to locate additional sources on your own, starting with those you might be able to locate through SuperSearch at the KSU Library. Because the HBS case studies generally describe recent business activity, your task will be to analyze the issues raise by those case studies in historical perspective. Multiple students may not do the same or essentially similar topics, nor may they make use of the same case studies. Late
papers will be penalized 10 points out of 100 points (i.e., a full letter grade) for each day) or portion thereof) that they are late.

**Final Exam (25%) – Wednesday, December 9, 1:00 PM – 3:00 PM**

This exam will be CLOSED BOOK. This exam will include short-answer questions, based on material from the first half of the semester. There will also be an essay component, which will be **comprehensive** (i.e., it will cover material from the entire semester).

**Grading Scale:**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>89.5% - 100%</td>
<td>A</td>
</tr>
<tr>
<td>79.5% - 89.4%</td>
<td>B</td>
</tr>
<tr>
<td>69.5% - 79.4%</td>
<td>C</td>
</tr>
<tr>
<td>59.5% - 69.4%</td>
<td>D</td>
</tr>
<tr>
<td>Below 59.5%</td>
<td>F</td>
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</tbody>
</table>

A grade of “I” Indicates an incomplete grade for the course, and will be awarded only when the student has done satisfactory work up to the last two weeks of the semester, but for nonacademic reasons beyond his/her control is unable to meet the full requirements of the course. Incomplete grades are only valid after submission of the Incomplete Grade form (signed by both the instructor and student) to the Department Chair’s office.

Useful information regarding grading standards is available on my course FAQ page: http://facultyweb.kennesaw.edu/achurell/FAQsandlinks.php

**Make-up Policy:**

Students with a legitimate excuse (serious illness, death in the family, etc.) may make up a missed midterm or final exam. If you anticipate missing a midterm exam or the final exam, you must contact me prior to the scheduled date and time of this assignment (e-mail is preferable in this case). Failure to do so will result in an automatic grade of zero for that assignment. Make-up assignments will only be given to those students who can document a serious medical emergency or personal crisis.

The Department of History and Philosophy schedules a make-up exam day at the end of the semester, which may be used to make up an excused absence for the final exam (and only for the final exam). Students who use the make-up day are required to bring their KSU photo ID with them. All makeups must be completed within one week after the originally scheduled date for the assignment, unless there are exceptional circumstances.

Extensions on the paper assignment will not be granted under any circumstances – the idea is that you know about the due date well in advance, and you should therefore
leave yourself plenty of “cushion” in anticipation of the possibility that you might become ill, that your computer might crash, etc. All late papers will be penalized 10 points out of 100 points (i.e., one full letter grade) for each day (or portion thereof) that the paper is late.

**Academic Integrity Statement:**

Every KSU student is responsible for upholding the provisions of the Student Code of Conduct, as published in the Undergraduate and Graduate Catalogs. Section 5. C of the Student Code of Conduct addresses the university’s policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to university materials, misrepresentation/falsification of university records or academic work, malicious removal, retention, or destruction of library materials, malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Incidents of alleged academic misconduct will be handled through the established procedures of the Department of Student Conduct and Academic Integrity (SCAI), which includes either an “informal” resolution by a faculty member, resulting in a grade adjustment, or a formal hearing procedure, which may subject a student to the Code of Conduct’s minimum one semester suspension requirement. See also [https://web.kennesaw.edu/scai/content/ksu-student-code-conduct](https://web.kennesaw.edu/scai/content/ksu-student-code-conduct)

I employ plagiarism-detection software (both TurnItIn.com and the screening tools built into D2L Brightspace / Dropbox. By taking this course, you are giving me permission to submit your paper to these or any other plagiarism-detection services. Also, please note that when you submit a paper to an instructor, the copyright for that paper passes to Kennesaw State University and you may not use that paper to fulfill the requirements for another course, nor may you use a paper from another course to fulfill any of the requirements for this class.

University policy requires that the instructor report all instances of suspected academic misconduct to the Department of Student Conduct and Academic Integrity. After reviewing the issue with the student, in the presence of another faculty member, I will impose a penalty that will include either a requirement to rewrite the assignment in question (generally reserved for minor and inadvertent instances of plagiarism) to a grade of zero on the assignment in question (generally accompanied by a requirement that the assignment be rewritten) to a grade of F in the course (the typical penalty for egregious examples such as the use of cheat sheets on an exam, wholesale cutting and pasting of material into a paper, etc.). All students have the right to appeal the penalty to the Department of Student Conduct and Academic Integrity.

Here are some examples of Plagiarism Avoidance websites:

http://plagiarism.org/
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml
http://www.library.arizona.edu/help/tutorials/plagiarism/index.html
ADA Compliance:

Students with qualifying disabilities under the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act who require “reasonable accommodation(s)” to complete the course may request those from Office of Student Disability Services. Students requiring such accommodations are required to work with the University’s Office of Student Disability Services rather than engaging in this discussion with individual faculty members or academic departments. If, after reviewing the course syllabus, a student anticipates or should have anticipated a need for accommodation, he or she must submit documentation requesting an accommodation and permitting time for a determination prior to submitting assignments or taking course quizzes or exams. Students may not request retroactive accommodation for needs that were or should have been foreseeable. Students should contact the office as soon as possible in the term for which they are seeking accommodations. Student Disability Services is located in the Carmichael Student Center in Suite 267. Please visit the Student Disabilities Services website at www.kennesaw.edu/stu_dev/sds for more information, or call the office at 470-578-6443.

Course Schedule:

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC and READING ASSIGNMENT</th>
<th>TEST</th>
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<tbody>
<tr>
<td>August 17 (M)</td>
<td>Introduction</td>
<td></td>
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<tr>
<td>August 19 (W)</td>
<td>From feudalism to capitalism in colonial America</td>
<td></td>
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<tr>
<td></td>
<td>• Blaszczyk and Scranton, 36-67</td>
<td></td>
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<tr>
<td>August 24 (M)</td>
<td>Revolutionary America</td>
<td></td>
</tr>
<tr>
<td>August 26 (W)</td>
<td>• Egnal and Ernst, “An Economic Interpretation of the American Revolution” (1972)</td>
<td>QUIZ</td>
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<td></td>
<td>• Blaszczyk and Scranton, 93-105</td>
<td></td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading Material</td>
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<tr>
<td>August 31</td>
<td>A nation of corporations</td>
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</tbody>
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| September 2 | ● Blaszczyk and Scranton, 107-131  
               | ● John, “Governmental Institutions as Agents of Change: Rethinking American Political Development in the Early Republic, 1787-1835” (1997) | QUIZ  |
| September 7 | Labor Day Holiday                                          |                                                                                  |
| September 9 | Internal improvements in the Early Republic                |                                                                                  |
| September 14 | ● Wright, “The Pivotal Role of Private Enterprise in America’s Transportation Age” (2014)  
               | ● Klein, “The Voluntary Provision of Public Goods? The Turnpike Companies of Early America” (1990) | QUIZ  |
| September 16 | From merchants to manufacturers                             |                                                                                  |
| September 21 | ● Blaszczyk and Scranton, 172-202  
               | ● Chandler, “Anthracite Coal and the Beginnings of the Industrial Revolution in the United States” (1972)  
<p>| September 23 | The slave economy                                          |                                                                                  |
| September 28 | ● Blaszczyk and Scranton, 140-71                           | QUIZ  |</p>
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tbody>
<tr>
<td></td>
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<td>Fogel and Engerman, “Explaining the Relative Efficiency of Slave Agriculture in the Antebellum South” (1977)</td>
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<td>Atack, Bateman, Haines, and Margo, “Did Railroads Induce or Follow Economic Growth?” (2010)</td>
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<td>Henry, “The Railroad Land Grant Legend in American History Texts” (1945)</td>
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<td></td>
<td></td>
<td>Fogel, “The Union Pacific Railroad: The Questions of Public Policy” (1960)</td>
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<tr>
<td>October 7 (W)</td>
<td>Railroads and economic development</td>
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<tr>
<td>October 12 (M)</td>
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<td>Chandler, “The Emergence of Managerial Capitalism” (1984)</td>
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<td>Atack, “Industrial Structure and the Emergence of the Modern Industrial Corporation” (1985)</td>
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<td>McCurdy, “American Law and the Marketing Structure of the Large Corporation, 1875-1890” (1978)</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Pages/Authors</td>
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<tr>
<td>October 14 (W)</td>
<td>The rise of big business</td>
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<tr>
<td>October 19 (M)</td>
<td>• Livesay, <em>Andrew Carnegie</em>, entire</td>
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<tr>
<td>October 21 (W)</td>
<td>Advertising, marketing, and the consumer culture</td>
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<tr>
<td>October 26 (M)</td>
<td>• Blaszczyk and Scranton, 296-333, 478-483</td>
<td>• Lindert “The Rise of Social Spending, 1880-1930” (1994)</td>
</tr>
<tr>
<td>October 28 (W)</td>
<td>Class will not meet – work on readings and paper assignment</td>
<td></td>
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<tr>
<td>November 2 (M)</td>
<td>• Blaszczyk and Scranton, 264-271</td>
<td>• Sinclair, <em>The Flivver King</em>, entire</td>
</tr>
<tr>
<td>November 4 (W)</td>
<td>Capitalism in crisis: the Great Depression</td>
<td></td>
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<tr>
<td>November 9 (M)</td>
<td>• White, “The Stock Market Boom and Crash of 1929 Revisited” (1990)</td>
<td>• Keynes, “An Economic Analysis of Unemployment” (1931)</td>
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<td></td>
<td>• Field, “The Great Depression, the New Deal, and the Current Crisis” (2009)</td>
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<tr>
<td>November 11 (W)</td>
<td>Business and government in war and Cold War</td>
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<tr>
<td>November 16 (M)</td>
<td>• Blaszczyk and Scranton, 351-356, 366-379, 384-388, 392-407</td>
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</tbody>
</table>

This schedule outlines the topics and readings for the course, including assignments and quizzes.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 18 (W)</td>
<td>New regulation and deregulation</td>
<td></td>
</tr>
</tbody>
</table>
| November 30 (M) | • Blaszczynk and Scranton, 408-446, 471-478  
                   • McCraw, “Regulation in America: A Historical Overview” (1984) | QUIZ           |
| December 2 (W) | The global economy             | PAPER DUE     |
| December 7 (M) | • Blaszczynk and Scranton, 484-521  
| Wednesday, December 9, 1:00 PM – 3:00 PM |                                  | FINAL EXAM    |

**NOTE:** The dates listed above are only those when readings, quizzes, tests, or other assignments are due. Unless announced otherwise, class will always meet according to the schedule listed in the University calendar.