



History 3330 (CRN 80128)
Business and Economic History
Clayton State University, fall 2016
This is a 100 percent online course.

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Disabilities

Individuals with disabilities who need to request accommodations should contact the Disability Services Coordinator, Student Center 255, 678-466-5445, disabilityservices@mail.clayton.edu.

HIST 3330 - Business & Economic History (3-0-3)

An examination of the historical development of the American economy with emphasis on business organization, business values, business cycles, and business government relationships. Prerequisite(s): Any 1000 or 2000 level HIST course.

My Fellow Historians!

Greetings and welcome to the study of 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 to American value systems, searching 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 our 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 American thinking throughout the nation’s history.

Writing Assistance

The Writers' Studio 224 is located in the A&S building, room 224. There you can talk with trained writing consultants about your writing projects. They are available to work with you at any stage of your paper, from generating ideas to organizing your paper to understanding how to format it correctly. The service is free; you may drop in and wait for a consultant or sign up for a regular appointment. But remember: you, not your consultant, are ultimately responsible for the quality and content of the papers you submit.

Aside from meeting with consultants one-with-one, you can also participate in writing workshops. In these workshops, faculty and consultants will guide you in discussions and activities important to academic writing topics. You will be identify, analyze, integrate, and synthesize writing principles through a series of writing exercises. Remember that we are here to collaborate with you as you develop your own experiences as a student-writer.

Visit the website for more information: <http://clayton.edu/writersstudio>.

There you will find a link to register for appointments online:
<http://clayton.mywconline.com>

Operation Study

At Clayton State University, we expect and support high motivation and academic achievement. Look for Operation Study activities and programs this semester that are designed to enhance your academic success such as study sessions, study breaks, workshops, and opportunities to earn Study Bucks (for use in the University Bookstore) and other items. See the following site for details:

<http://www.clayton.edu/operation-study>

Computer Requirement

Each CSU student is required to have ready access throughout the semester to a notebook computer that meets faculty-approved hardware and software requirements for the student's academic program. Students will sign a statement attesting to such access. For further information on CSU's Official Notebook Computer Policy, please go to <http://itpchoice.clayton.edu/policy.htm>

Computer Skill Prerequisites

- Able to use the Windows™ operating system
- Able to use Microsoft Word™ word processing
- Able to send and receive e-mail using Outlook™ or Outlook Express™
- Able to attach and retrieve attached files via email
- Able to use a Web browser.

History Program Outcomes

Program outcomes for the B.A. in history degree at Clayton State are:

- Identify and describe basic chronologies of U.S. and world history.
- Identify and critically evaluate primary and secondary historical sources.
- Identify and evaluate conflicting historical interpretations of events and personalities.
- Perform historical research using primary and secondary sources in libraries, archives, and other repositories of historical records.
- Write in a clear, analytical, and organized manner, demonstrating appropriate professional documentation methods.
- Discuss historical findings in clear and coherent oral presentations.

GeorgiaVIEW Desire2Learn (Online Classroom)

This is a 100 percent online course. All activity will take place in Desire2Learn, the virtual classroom for the course. You can gain access to Desire2Learn by signing on to the SWAN portal and selecting "D2L" on the top right side. If you experience any difficulties in Desire2Learn, please email or call The HUB, TheHub@mail.clayton.edu or (678) 466-HELP. You will need to provide the date and time of the problem, your SWAN username, the name of the course that you are attempting to access, and your instructor's name.

Grading

Your final grade will consist of a midterm, final, participation, movie analysis, and book review. The final grade will break down as follows:

Midterms – 20% (10 percent each)
Final – 30%
Final Paper – 30% (bibliography 10%; final paper 20%)
Participation – 20% (quizzes and discussions)
<hr/> Total – 100%

The grades will not be curved. Your personal success will not be measured against your fellow students' performance.

Readings

You are expected to read all the assignments by their due dates, and I will reserve the right to (possibly) give you a couple of brief reading assignments not mentioned in the syllabus. We will discuss the readings online, and your active, informed participation will largely determine your participation grade. Additionally, as you do research for your paper, you will have to read books and academic articles about your chosen topic.

The following is the list of required readings for this course. Please let me know if you have difficulties finding the books.

Walter A. Friedman, *Birth of a Salesman: The Transformation of Selling in America*. Harvard University Press, 2005. ISBN-10: 0674018338

Mansel Blackford and K. Austin Kerr, *Business Enterprise in American History*. Wadsworth Publishing, 1993. ISBN-10: 0395668492.

Andrew Sorkin, *Too Big to Fail*. Penguin Books, 2010. ISBN-10: 0143118242

Harold Livesay, *American Made: Shapers of the American Economy*, 2nd Ed. Pearson Higher Education, 2006. ISBN-10: 032107619.

Mark Pendergrast, *For God, Country, and Coca-Cola: The Definitive History of the Great American Soft Drink and the Company That Makes It*, 3rd Ed. Basic Books, 2013. ISBN-10: 0465029175.

Attendance

University Attendance Policy: Students are expected to attend and participate in every class meeting and/or complete their work with the online units. Instructors establish specific policies relating to absences in their courses and communicate these policies to the students through the course syllabi. Individual instructors, based upon the nature of the course, determine what effect excused and unexcused absences have in determining grades and upon students' ability to remain enrolled in their courses. The university reserves the right to determine that excessive absences, whether justified or not, are sufficient cause for institutional withdrawals or failing grades.

Mid-term Progress Report

The mid-term grade in this course, which will be issued on or near October 1st, reflects approximately 30% of the entire course grade. Based on this grade, students may choose to withdraw from the course and receive a grade of "W." Students pursuing this option must fill out an official withdrawal form, available in the Office of the Registrar, or withdraw on-line using the Swan by mid-term, which occurs on October 7th. [Instructions for withdrawing are provided at this link.](#)

The last day to withdraw without academic accountability is October 7, 2016.

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 fail the course. Everybody's papers and reviews will be automatically scanned through turnitin.com – a very effective plagiarism-detection program.

Plagiarism detection software

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You should submit your papers in such a way that no identifying information about you is included.

Learning outcomes

We seek to improve our research and writing skills, our historical literacy, knowledge of historiography, and our analytical abilities.

The content of this course syllabus correlates to education standards established by national and state education governing agencies, accrediting agencies and learned society/ professional education associations. Please refer to the course correlation matrices located at this [website](#).

HIST 3330 supports [Program Outcomes](#) 1-6, as adopted by the history faculty at Clayton State University.

Student Handbook

For issues concerning ethical rules, student life, student rights and responsibilities, et cetera, please consult the student handbook and information about judicial affairs. The links are, respectively,

<http://adminservices.clayton.edu/studentaffairs/StudentHandbook/foreword.htm>

<http://adminservices.clayton.edu/judicial/>

Study Units

FIRST THEME (August 13 – 26)

Introduction; history v. economics: development of economics and history as sciences.

SECOND THEME (August 27 – September 9)

The origins of capitalism. The economic expansion of early modern Europe; the rise of mercantilism; life of a colonial merchant; consumer and markets in colonial America. PLEASE LET ME KNOW THE TOPIC OF YOUR RESEARCH PAPER BY THE END OF THIS UNIT, LATEST! Read *Business Enterprise in American History (BEAH)*, 1-42.

THIRD THEME (September 10 – 23)

Transportation revolution, in America and in the Atlantic; urbanization and industrialization, 1790-1860; theoretical interpretations of the economic transformation;

the myth of laissez-faire, or the long history of government-business collaboration in America. Read *American Made*; *BEAH*, 43-102.

FIRST MIDTERM: SEPTEMBER 23, 2016. YOU WILL HAVE 75 MINS TO TAKE THE TEST, AND IT HAS TO BE SUBMITTED BEFORE THE MIDNIGHT.

FOURTH THEME (September 24 – October 7)

The economics of American slavery and the economic impact of the Civil War. REMEMBER: OCTOBER 7th IS THE LAST DAY TO WITHDRAW FROM THE COURSE WITH A “W.” GIVE ME THE BIBLIOGRAPHY FOR YOUR PAPER BY THE END OF THIS UNIT! Read *BEAH*, 103-168.

FIFTH THEME (October 8 – 21)

The age of capital; new wealth and the reshaping of industrial America; labor and the new industrial society; agricultural change and popular protest. Read *For God, Country, and Coca-Cola*, parts I, II, and VI; *BEAH*, 169-194.

SECOND MIDTERM: OCTOBER 21, 2016. YOU WILL HAVE 75 MINS TO TAKE THE TEST, AND IT HAS TO BE SUBMITTED BEFORE MIDNIGHT.

SIXTH THEME (October 22 – November 4)

The rise of big business: the government response; welfare capitalism and creating a perfect worker; farewell to Progressivism. Read *BEAH*, 195-226.

SEVENTH THEME (November 5 – 18)

Wall Street and Main Street; New Deal and World War II economy; Post- World War II business-government symbiosis. Read *The Birth of a Salesman*; *BEAH*, 227-290.

EIGHT THEME (November 19 – December 5)

Malaise of the 1970s: Nixon’s and Carter’s responses; Reagan revolution; technological revolution, outsourcing, and the disappearance of an organization man. Globalization, from Bretton Woods to the riots in Seattle. Read Sorkin, *Too Big to Fail*; *BEAH*, 291-end.

FINAL PAPERS DUE ON DECEMBER 5. FINAL TEST: DECEMBER 8th, 2016.