

**History 1707F**  
**Making Money: History of Business and Capitalism**  
**Fall 2025**

**Instructor: Professor Keith Fleming**

**Email: [kfleming@uwo.ca](mailto:kfleming@uwo.ca)**

**Office: Department of History, Lawson Hall 1208**

**Office Hours: Wednesdays, 10:30 a.m. – 12:30 p.m.**

This is a **draft** outline. Please see the course site on OWL Brightspace for a final version.

**Course Description**

This course is a wide-ranging introduction to many of the key themes associated with the history of business and capitalism. Business and capitalism are closely interconnected. Capitalism involves investing money to make more money, while business organizations, small and large, have typically been the means for achieving money-making (and often money-losing) goals. History 1707F explores from a global perspective various aspects of capitalism and business practices between the 18<sup>th</sup> and 21<sup>st</sup> centuries by highlighting examples from North America, Western Europe, Latin America, Asia, and Africa. Among the topics covered are the rise of big business; marketing, advertising, and brand development; retailers and consumers; entrepreneurship; organized labour; gender and business; financial and managerial capitalism; mass manufacturing; multinational corporations; information technology; wartime capitalism; fraud and financial scandals; family business; Japanese business; the marketing of professional sports, beauty products, and ‘green’ environmentalism; and creating history’s wealthiest capitalists.

There will be two one-hour lectures each week, as well as a one-hour tutorial when the weekly assigned readings are discussed.

**Course Syllabus**

**Learning Outcomes:**

Through the lectures, tutorials, required readings, and written assignments, you will develop:

- an understanding of key events, concepts, and figures in the global history of business and capitalism over the past 250 years
- skills evaluating and articulating historical arguments both in writing and orally
- essay-writing (organizing, researching, and referencing) skills
- small-group communication skills
- skills interpreting and utilizing primary and secondary sources
- familiarity with library/print and electronic resources
- a full understanding of plagiarism

**Methods of Evaluation:**

Primary Source Analysis (due Monday October 20 <sup>th</sup> )	10%
Essay (due Monday November 24 <sup>th</sup> )	30%
Midterm Examination (written in class Wednesday October 27 <sup>th</sup> )	15%

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Tutorial Participation	15%
Final Examination	30%

Each student will write a **primary source analysis** (3-4 typewritten pages in length). A detailed description of the primary source analysis assignment and marking rubric will be the subject of tutorials held during Week Four. A paper copy of the primary source analysis is due at the beginning of the lecture during Session Twelve. In addition, the primary source analysis must be submitted by the due date and time to Turnitin.com via the course site on OWL Brightspace.

Each student will write a **research essay** (10 -12 typewritten pages in length) from a list of topics provided by Professor Fleming. A detailed description of the essay assignment and marking rubric will be the subject of the lecture on Session Eight. A paper copy of the completed research essay is due at the beginning of the lecture during Session Twenty. In addition, the essay must be submitted by the due date and time to Turnitin.com via the course site on OWL Brightspace. Any accommodation for this assignment will require supporting documentation.

**Tutorial Participation:** Students are expected to attend and participate actively in all tutorial discussions, thereby demonstrating their comprehension of the assigned readings. All students will be assigned a participation grade on a 10-point scale following each tutorial. Failure to attend a tutorial will result in a score of “0” for that class. Merely attending a tutorial without participating in the discussion will result in a score of “2” for that class. The assignment of a participation grade from “3” to “10” will be determined by the quality of the student’s contributions to discussion during any given tutorial. Tutorials begin Week Two.

There will be a one-hour in-class **midterm examination** on Wednesday 27 October 2025 covering all lecture content and tutorial readings from Week One to Week Seven.

There will be a two-hour **final examination** held during the December 2025 examination period covering all lecture content and tutorial readings from Week One to Week Thirteen.

Make-up tests, midterms, and exams can only be approved by Academic Advising. Please see [https://history.uwo.ca/undergraduate/program\\_module\\_information/policies.html](https://history.uwo.ca/undergraduate/program_module_information/policies.html) for department procedures and requirements involving make-up tests and exams.

### **Absences and Late Assignments:**

A late penalty of 5% for the first day and 2% per day thereafter (weekends included) will be assessed against the primary source analysis and the research essay if submitted after the due date and time.

In instances when absence from tutorial is unavoidable, students are expected, when possible, to inform their tutorial instructor in advance of their pending absence.

Non-illness absences from tutorials are unacceptable. Any student attending fewer than seven of the ten scheduled tutorials for non-illness reasons will be assigned a failing grade for tutorial participation and a failing grade in the course.

Students must pass all elements of the course (midterm examination; primary source analysis; research essay; tutorial participation, and final examination) to achieve a passing grade in the course.

### **Course Materials**

All course readings are available in digital format at the Western Libraries “Course Readings” site for History 1707F.

No course materials need to be purchased.

## **Course Schedule and Readings**

### **Week One**

#### **Session 1**

**Lecture Topic:** Introduction to History 1707F

#### **Session 2**

**Lecture Topic:** Defining Business History and the History of Capitalism

No tutorials this week

### **Week Two**

#### **Session Three**

**Lecture Topic:** Origins and Development of Global Business

#### **Session Four**

**Lecture Topic:** Company-States and Chartered Joint Stock Companies

**Tutorial Reading:** Jason Saldanha, James Haworth, and Christopher McKenna, “The Hudson’s Bay Company: Royal Charters, Rivalries and Luxury Hats in the North American Fur Trade,” *The Global History of Capitalism Project*, University of Oxford.

<https://globalcapitalism.web.ox.ac.uk/10-hudsons-bay-company-royal-charters-rivalries-and-luxury-hats-north-american-fur-trade>

### **Week Three**

#### **Session Five**

**Lecture Topic:** Financial Capitalism: Banks

#### **Session Six**

**Lecture Topic:** Financial Capitalism: Investment Banking and Stock Markets

**Tutorial Reading:** Peter Knight, “Representations of Capitalism in the Gilded Age and Progressive Era” in Sven Beckert and Christine Desan, eds., *American Capitalism: New Histories* (Columbia University Press, 2018), pp. 236-256.

<https://ebookcentral.proquest.com/lib/west/reader.action?docID=5276110&ppg=295&c=RVBVQg>

### **Week Four**

#### **Session Seven**

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**Lecture Topic:** Fraud and Financial Scandals

**Session Eight**

**Lecture Topic:** Essay writing in History 1707F

*Tutorial Reading:* primary source analysis instruction

**Week Five**

**Session Nine**

**Lecture Topic:** Mass Production Factories: from Ford to Foxconn

**Session Ten**

**Lecture Topic:** Big Business and Managerial Capitalism

*Tutorial Reading:* “‘I Worship Factories’: Fordism, Labor and the Romance of the Giant Factory,” in Joshua Freeman, *Behemoth: A History of the Factory and the Making of the Modern World* (W.W. Norton & Co., 2018), pp. 118-148.

**Week Six**

**THANKSGIVING HOLIDAY (NO CLASS TODAY)**

**Session Eleven**

**Lecture Topic:** Workers, Unions and Labour Relations

*Tutorial Reading:* TBD

**Week Seven**

**Session Twelve**

**Lecture Topic:** Retailing and Mass Merchandising

**\*\*\*\* PRIMARY SOURCE ANALYSIS DUE MONDAY 20 OCTOBER 2025 \*\*\*\***

**Session Thirteen**

**Lecture Topic:** Marketing and Advertising

*Tutorial Reading:* Sara Elvins, “History of the Department Store” in Jon Stobart and Vicki Howard, eds., *The Routledge Companion to the History of Retailing* (Routledge, 2019), pp. 136-153.

<https://www-taylorfrancis-com.proxy1.lib.uwo.ca/chapters/edit/10.4324/9781315560854-9/history-department-store-sarah-elvins?context=ubx&refId=15402d4f-075a-464a-b119-c2c3720a3a7a>

**Week Eight**

**Session Fourteen**

**Lecture Topic:** Family Business

**Session Fifteen**

**Midterm examination held in class**

*No Tutorials This Week*

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**FALL READING WEEK, NOVEMBER 3-9 (no lectures or tutorial scheduled)**

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**Week Nine**

**Session Sixteen**

**Lecture Topic:** Business and Capitalism at War

**Session Seventeen**

**Lecture Topic:** Marketing Professional Sports

***Tutorial Reading:*** TBD

**Week Ten**

**Session Eighteen**

**Lecture Topic:** The Business of Information Technology

**Session Nineteen**

**Lecture Topic:** The Beauty Business

***Tutorial Reading:*** TBD

**Week Eleven**

**Session Twenty**

**Lecture Topic:** Gender and Business

**\*\*\*\*\* *ESSAY DUE MONDAY 24 NOVEMBER 2025* \*\*\*\*\***

**Session Twenty-One**

**Lecture Topic:** Business in Japan

***Tutorial Reading:*** TBD

**Week Twelve**

**Session Twenty-Two**

**Lecture Topic:** Environmentalism and 'Green' Entrepreneurs

**Session Twenty-Three**

**Lecture Topic:** Capitalism, Business, and the Super-Wealthy

***Tutorial Reading:*** TBD

**Week Thirteen**

**Session Twenty-Three**

**Lecture Topic:** Flotsam and Jetsam**Additional Statements:**

**Communication policies:** The best way to contact me is via email ([kfleming@uwo.ca](mailto:kfleming@uwo.ca)). I also hold office hours in Lawson Hall 1208 on Wednesdays from 10:30 a.m. to 12:30 p.m. when you can stop by to discuss course-related matters.

**Use of electronic devices:** No electronic devices will be allowed during the midterm examination or the final examination. No use of audio or video recording devices is permitted in lectures or tutorials.

**Use of generative artificial intelligence (AI):** You may use generative AI tools, such as ChatGPT, in this course for activities such as brainstorming and refining your ideas, drafting an outline to organize your thoughts, but not for generating prose. All writing submitted in this course must be your own. Students must append to all written work a brief statement clearly citing, acknowledging, and explaining their use of any such tools. If in doubt, please ask me for clarification.

Please review the Department of History's shared policies and statements for all undergraduate courses at: [https://history.uwo.ca/undergraduate/program\\_module\\_information/policies.html](https://history.uwo.ca/undergraduate/program_module_information/policies.html) for important information regarding accessibility options, make-up exams, medical accommodations, health and wellness, academic integrity, plagiarism, and more.