



BUSI 4608 Canadian Business History: The Brewing Industry, 1670-2025

FALL 2025

Instructor	Dr. Matthew J. Bellamy
Email Address	Matthew_Bellamy@Carleton.ca
Class Times	Mondays 6:00-9:00 pm
Modality	In person
Office Hours	By appointment
Office Location	449 Paterson Hall
TA Name/Email	KoanWalkerTitus@cmail.carleton.ca

Pre-Requisites & Preclusions:

Prerequisites: Fourth-year standing in B.Com. or B.I.B.

Preclusions:

Course Description/Instructor's Statement

Carleton Calendar Description

The place of business in Canadian society, economics and politics. The internal dynamics of Canadian business (organization, strategy, the rise of the manager), and its external implications (competition, foreign investment, business- government relations).

Instructor's Description:

Did you ever wonder why we are in the midst of a craft beer revolution? And why it is called a "revolution"? For one, what were the craft brewers rebelling against? Are you curious to learn how Canadians came to drink so much beer? Look closely at a Molson Canadian bottle ("established in 1789") or a bottle of Labatt Blue ("since 1847"): these beer companies were around before Confederation. Can you imagine what type of individuals started the historic breweries and managed to survive through the decades? Do you know what was the status of these entrepreneurs in Canadian society? Have you ever seen the archaeological remains of factories and pubs? Do you know why there was not always as many international beer brands available in bars and restaurants before as there are now? Why is the best-selling beer in Canada today American? How important have the making and purchasing of beer been in the Canadian economy as a whole? The answers to all of these intoxicating questions are historical and will be explored in this class on the Canadian brewing industry.

In the course, we will travel back in time to the founding of Canada's first commercial brewery in 1670 and then follow the development of the industry through the decades to the present. We will examine the birth of the Canadian brewing industry; the effect of technology on the early evolution of the industry; brewing and the spirit of Canadian capitalism; the causes of the rise of teetotalism and the response of the brewers of the nation; the effect of wars, economic

depressions and free trade on brewing and beer drinking; prohibition, bootlegging, and the role of the brewers in creating a beer-drinking nation; beer advertising and marketing; the making of national brands like Molson Canadian and Labatt Blue during the 1960s; the relationship between the brewing industry and sport; the globalization of the Canadian brewing; and the craft-beer revolution.

Course Learning Objectives:

1. To understand and explain the evolution of Canadian business.
2. To analyze and assess historical documents, artifacts, and other primary sources.
3. To evaluate arguments and scholarship.
4. To conduct independent research using primary and secondary sources.
5. To think critically and express in writing the results of historical thinking and research.

Required/Optional Materials & Prices

There are no required readings for this course. That being said, each week, I will give out a list of supplement readings which are designed to add to your understanding of Canadian business history.

Grading Scheme

Essay	40
Quiz 1	10
Quiz 2	10
Final Exam	40
TOTAL	100%

Important Dates to Note

Quiz 1	October 27, 2025
Essay	November 10, 2025
Quiz 2	November 24, 2025
Final Exam	In the formal exam schedule TBD

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

Final Exam

The minimum computing requirements for e-proctoring service are as follows:

- Hardware: Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Note: Chromebooks, tablets (Android, iOS, Windows), and smartphones are not supported by CoMaS at this time. You must complete your exams using Windows-based or MacOS computers.

Late Assignments:

Assignments submitted past the due date will receive a penalty of 5% per day. Assignments that are not submitted after 10 days past the due date will receive a grade of 0. Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three (3) business day following the due date.

Deferred Examinations/Assignments:

If you wish to defer a **Formal Final Exam**, you – the student – must reach out to the registrar's office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

Preparation and Participation:

It is highly recommended that you attended all the classes.

Course Schedule

Week 1: Introduction to the Course [Sept. 8]

Week 2: The Birth, Death and Rebirth of the Canadian Brewing Industry, 1670-1850 [Sept. 15]

Week 3: Steaming in the Age of Rail and Pale Ale, 1850-1890 [Sept. 22]

Week 4: John Labatt Blows in and out of the Windy City: A Case Study in Entrepreneurship and Business Failure, 1889-1896 [Sept. 29]

Week 5: War and Prohibition, 1914-1930 [Oct. 6]

Week 6: No Class, Thanksgiving [Oct. 13]

Week 7: No Class, Spring Break [Oct. 20]

Week 8: **Quiz 1** [Oct. 27]

Week 9: Kidnapping, Public Drinking, and Public Relations, 1930-1939 [Nov. 3]

Week 10: The Brewing Industry during the Second World War, 1939-1945. [Nov. 10 **Essay Due**]

Week 11: The Making of the Big Three: The Emergence of a National Brewing Oligopoly, 1945-1962 [Nov. 17]

Week 12: **Quiz 2** [Nov. 24]

Week 13: Trouble Brewing: Globalization, Drunk Driving and the Craft Brewing Revolution, 1990-2025 [Dec. 1]

Week 13: Review [Dec. 5]

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				✓
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>	✓			
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				✓
BC4 Communication <i>Graduates will be effective and persuasive in</i>				✓

<i>their communications.</i>				
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				✓

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for

accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean's approval.

- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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