



Carleton
University

Sprett
School of Business



Canadian Business History
Brewing Canada: Business, Brands, and Beer, 1670-2026
BUSI 4608A
Fall 2026

Dr. Matthew J. Bellamy

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Office Hours- by appointment

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Modality: In person

Course Meets: Mondays 6:05-8:55.

Pre-requisites & precluded Courses: Prerequisite(s): fourth-year standing in B.Com. or B.I.B.

Course 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).

Also listed as HIST 3205.

Course Overview

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.

Learning Outcomes

1. Explain the historical evolution of the Canadian brewing industry
2. Analyze business decisions within their historical context
3. Interpret archival and other primary sources
4. Evaluate competing historical arguments
5. Explain how firms used branding, technology, and marketing to compete
6. Assess the relationship between business and Canadian society

Course Format:

There will be one lecture per week. It will take place on Mondays in the Stacie Building, and will begin at 6:05.

Reading(s)/Textbook(s)/ Required Materials (incl. technical requirements i.e webcam)

Students are not required to purchase textbooks or other learning materials 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 business history.

Generative Artificial Intelligence (AI)

Generative Artificial Intelligence (AI) tools (e.g., ChatGPT, Claude, Gemini, Copilot) may be used to support learning in this course. Appropriate uses include explaining historical concepts, identifying possible research topics, generating study questions, and assisting with grammar or writing style.

AI **may not** be used to generate or substantially revise quizzes, essays, or any other work submitted for academic credit. All arguments, analysis, interpretation of historical evidence, and writing submitted for assessment must be the student's own work. Students who use AI for permitted purposes should acknowledge its use in a brief note submitted with the assignment if it contributed in a meaningful way to their work. The purpose of this policy is to ensure that students develop the historical thinking, research, analytical, and writing skills that are central to the study of history. As our understanding of the uses of AI and its relationship to student work and academic integrity continue to evolve, students are required to discuss their use of AI in any circumstance not described here with the course instructor to ensure it supports the learning goals for the course.

Grades:

Your mark in the course will be made up of two quizzes, an essay, and a two-hour final exam.

QUIZ 1 (Week 7)	10%
Essay (Approx. 2000 words. Due Nov 9th, 2026)	40%
QUIZ 2 (Week 12)	10%
Final Exam (2 hours)	40%

Essay

Essay (approximately 2,000 words). Students will develop an original historical argument based on primary and secondary sources. Further details and grading criteria will be provided on Brightspace.

You can find more details about the essay on our Brightspace page. Please note the academic standing and conduct regulations outlined in the Carleton University undergraduate calendar all apply to this course. A late penalty will apply to essays that are submitted after the due date.

Final Examination

The final examination is worth 40% of the final grade. It will be a two-hour, in-person examination held during the University's formally scheduled examination period. The examination will consist of a combination of short-answer and essay questions and will assess material from the entire course (i.e., it is cumulative). The examination is closed book.

Students will be able to review their examination after grading by arranging an appointment with the instructor.

Assessments will occur on campus outside of regular class time (which can include Friday evening, Saturday or Sunday).

Students who cannot attend an on-campus examination may apply to write the examination remotely only if they meet the University's eligibility requirements. Information is available through Scheduling and Examination Services.

Students who are unable to write the final examination because of illness or other circumstances beyond their control must apply to the Registrar's Office for a deferred examination in accordance with University regulations.

Fall 2026 Lecture Schedule

Please note that every week I will distribute a page-long list of questions and key terms pertinent to that week's lecture.

Week 1: Introduction to the Course [Sept. 14]

Week 2: The Birth, Death and Rebirth of the Canadian Brewing Industry, 1670-1850 [Sept. 21]

Week 3: Steaming in the Age of Rail and Pale Ale, 1850-1890 [Sept. 28]

Week 4: John Labatt Blows in and out of the Windy City: Entrepreneurship and Business Failure [Oct. 5]

Week 5: No Class, Thanksgiving [Oct. 12]

Week 6: Quiz 1 [Oct. 19]

Week 7: No Class, Fall Break [Oct. 26]

Week 8: War and Prohibition, 1914-1930 [Nov. 2]

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

Week 10: The Brewing Industry during the Second World War, 1939-1945. [Nov. 16]

Week 11: QUIZ 2 [Nov. 23]

Week 12: Building an Oligopoly: Branding, Scale, and Corporate Strategy [Nov. 30]

Week 13: Globalization, Regulation, and the Craft Beer Revolution [Dec 7]

Week 14: Review [Dec 11]

REGULATIONS COMMON TO ALL HISTORY COURSES

COPIES OF WRITTEN WORK SUBMITTED

Always retain for yourself a copy of all essays, term papers, written assignments or take-home tests submitted in your courses.

PLAGIARISM

The University Senate defines plagiarism as “*presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one’s own.*” This can include:

- reproducing or paraphrasing portions of someone else’s published or unpublished material, regardless of the source, and presenting these as one’s own without proper citation or reference to the original source;
- submitting a take home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;
- using ideas or direct, verbatim quotations, or paraphrased material, concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another’s data or research findings;
- failing to acknowledge sources through the use of proper citations when using another’s works and/or failing to use quotation marks;
- handing in "substantially the same piece of work for academic credit more than once without prior written permission of the course instructor in which the submission occurs."

Plagiarism is a serious offence which cannot be resolved directly with the course’s instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include a final grade of "F" for the course.

COURSE SHARING WEBSITES and COPYRIGHT

Classroom teaching and learning activities, including lectures, discussions, presentations, etc., by both instructors and students, are copy protected and remain the intellectual property of their respective author(s). All course materials, including PowerPoint presentations, outlines, and other materials, are also protected by copyright and remain the intellectual property of their respective author(s).

Students registered in the course may take notes and make copies of course materials for their own educational use only. Students are not permitted to reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s).

STATEMENT ON CLASS CONDUCT

The Carleton University Human Rights Policies and Procedures affirm that all members of the University community share a responsibility to:

- promote equity and fairness,
- respect and value diversity,
- prevent discrimination and harassment, and
- preserve the freedom of its members to carry out responsibly their scholarly work without threat of interference.

Carleton University Equity Services states that “every member of the University community has a right to study, work and live in a safe environment free of discrimination or harassment”. [In May of

2001 Carleton University's Senate and Board of Governors approved the Carleton University Human Rights Policies and Procedures. The establishment of these policies and procedures was the culmination of the efforts of the Presidential Advisory Committee on Human Rights and a Human Rights Implementation Committee.]

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).

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, please review the [pregnancy academic accommodation process](#).

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, please review the [religious academic accommodation process](#).

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. For more details, visit the [Paul Menton Centre website](#).

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 where 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 the [Equity and Inclusive Communities website](#).

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. For more details, see the [Senate Policy on Accommodation for Student Activities \(PDF, 25 KB\)](#).

Academic Consideration for Medical and Other Extenuating Circumstances

Due to medical and other extenuating circumstances, students may occasionally be unable to fulfil the academic requirements of their course(s) in a timely manner. The university supports the academic development of students and aims to provide a fair environment for students to succeed academically. Medical and/or other extenuating circumstances are circumstances that are beyond a student's control, have a significant impact on the student's capacity to meet their academic obligations, and could not have reasonably been prevented. Students may request Academic Consideration for Coursework or Other Academic Deliverable. For further information please review the [Procedure for Academic Consideration](#) and the [FAQ page](#).

Scheduling and Examination Support

Scheduling and Examination Services provides various supports for both in-term and end-of-term tests and exams. Details can be found on the [Exam Support website](#).

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 academicadvising@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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Students unable to complete a final term paper or write a final examination because of illness or other circumstances beyond their control or whose performance on an examination has been impaired by such circumstances may apply within five working days to the Registrar's Office for permission to extend a term paper deadline or to write a deferred examination. The request must be fully and specifically supported by a medical certificate or other relevant documentation. Only deferral petitions submitted to the Registrar's Office will be considered.