



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

Canadian Business History: The Brewing Industry, 1670-2020

HIST 3205A/BUSI 4608A

Fall 2020

Dr. Matthew J. Bellamy

449 Paterson

Office Hours- by appointment

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Modality: *Online (asynchronous)

Course Meets: Tuesdays

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).

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

In the process of gaining a solid factual understanding of the evolution of the brewing industry, we will learn the rudiments of all business history, from the multimedia documents and archives used to investigate enterprises, to the methods, the approaches, and their main themes such as entrepreneurship, innovation, globalization, state-intervention, branding and marketing, corporate social responsibility, and technology. We will also come to terms with some of the critical theories about the growth and decline of firms.

Course Format:

There will be one lecture per week. The lectures are available at Carleton's Video On Demand. Sign in with your MyCarletonOne username and password. Here is the link <https://vod.carleton.ca/course-list>

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

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.

Grades:

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

QUIZ 1 (Week #5)	15%
Essay of approx. 2000 words (Due November 3)	40%
QUIZ 2 (Week #10)	15%
Two-hour final exam [Sometime between Dec 12-23]	30%

You can find more details about the essay on our CULearn page. Please note the academic standing and conduct regulations outlined in the Carleton University undergraduate calendar all apply to this course.

Fall 2020 Lecture Schedule

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

Week #1: Introduction to the course [Sept. 15]

Week #2: The Birth, Death and Rebirth of the Canadian Brewing Industry, 1670-1850 [Sept. 22]

Week #3: Steaming in the Age of Rail and Pale Ale, 1850-1890 [Sept. 29]

Week #4: John Labatt Blows in and out of the Windy City: A Case Study in Entrepreneurship and Business Failure, 1889-1896 [Oct. 6]

Week #5: **Quiz #1** [Oct. 13]

Week #6: At War and Prohibition, 1914-1930 [Oct. 20]

Week #7: **No Class, Fall Break** [Oct. 27]

Week #8: Kidnapping, Public Drinking, and Public Relations, 1930-1939./**Essay Due** [Nov. 3]

Week #9: The Brewing Industry during the Second World War, 1939-1945. [Nov. 10]

Week #10: **Quiz #2** [Nov. 17]

Week #11: The Making of the Big Three: The Emergence of a National Brewing Oligopoly, 1945-1962 [Nov. 24]

Week #12: The Quest for National Brands, 1962-1982 [Dec. 1]

Week #13: "I was Canadian?" The Globalization of the Canadian Brewing Industry and the Craft Brewing Revolution, 1982-2020 [Dec. 8]

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 Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship 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.

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

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

Pregnancy 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

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. 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in* any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

** Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

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 hard 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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