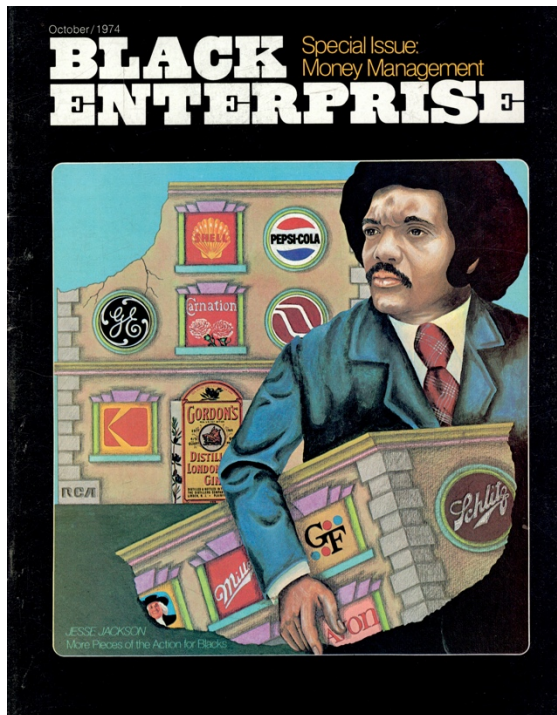


HIUS 373

“Mo Money, Mo Problems: The History of Black Business in the United States”

TR | Fall 2022 | 11:20-12:35

Dr. Brandon K. Winford



Black Enterprise Magazine, October 1973

In **HIUS 373**, we will examine the long-standing tradition of black business. While the institution of slavery defined much of black life until the end of the Civil War, African Americans nevertheless embraced entrepreneurship. After emancipation, black business continued against the backdrop of Jim Crow segregation and in the face of tighter restrictions placed on the citizenship rights of black people at the turn of the twentieth century.

Although the success and survival of these institutions were often threatened by social, political, and economic barriers, historians oppose the idea that black business failed because of the prevailing

myth that black Americans had no tradition of business involvement. Despite the realities of economic discrimination, black people contributed significantly to the entrepreneurial spirit that has characterized American society, while at the same time improving the overall conditions of African Americans.

Required Course Readings: *Franchise: The Golden Arches in Black America (2020)*, *Madam C. J. Walker's Gospel of Giving: Black Women's Philanthropy During Jim Crow (2020)*, *Banking on Freedom: Black Women in U.S. Finance Before the New Deal (2019)*, & *John Hervey Wheeler, Black Banking, and the Economic Struggle for Civil Rights (2020)*