Impact of Big Business
Unit: Gilded Age, Topic: Industrialization and the Rise of Big Business

Duration: 1 Day

Objective/Learning Target: Evaluate how the rise of big business impacted life of Americans in the Gilded Age.

TEKS
3 History. The student understands the political, economic, and social changes in the United States from 1877 to 1898. The student is expected to:
   (B) - analyze economic issues such as industrialization, the growth of railroads, the growth of labor unions, farm issues, the cattle industry boom, and the rise of entrepreneurship, free enterprise, and the pros and cons of big business
   (C) - analyze social issues affecting women, minorities, children, immigrants, urbanization, the Social Gospel and philanthropy of industrialists

24 - Citizenship. The student understands the importance of effective leadership in a constitutional democratic republic society. The student is expected to:
   (B) - evaluate the contributions of significant political and social leaders in the United States such as Andrew Carnegie, Thurgood Marshall, Billy Graham, Barry Goldwater, Sandra Day O'Connor, and Hillary Clinton.

Materials Needed
Role of Big Business Power Point
Impact of Big Business handout (1 per student)
Big Business Leader Chart (1 per student)
Leader Biographies (1 set per student)
Impact of Big Business Quiz (1 per student)
Writing Prompt Graphic Organizer handout (1 per student)
Document Analysis Quotes (1 per pair of students)
Colored pencils and three different colors of highlighters

Teaching Strategy
Engage

1. Using the Power Point, allow students to read the quote from Warren Buffet (American business magnate, investor, and philanthropist. He is widely considered the most successful investor of the 20th century. He is the primary shareholder, chairman and CEO of Berkshire Hathaway. He is consistently ranked among the world’s wealthiest people. He was ranked as the world’s wealthiest
person in 2008, and is the third wealthiest person in the world as of 2011. In 2012, American magazine Time named Buffett one of the most influential people in the world.)

2. Explain to students the difference between the terminology Robber Barons and Captains of Industry. Have them examine the question regarding Warren Buffet. Discuss whether or not they feel he is a Captain of Industry or a Robber Baron.

Other Possible discussion questions:
- Do you think business leaders of today believe Buffet’s claim?
- Can you think of other wealthy business leaders of today?
- In your opinion do you think business leaders are responsible for helping society?

3. Give every student a copy of the Impact of Big Business Handout (instructions sheet with grading rubric at the bottom). Explain all three parts of the activity that together will count as a major grade. Note: This could vary by campus.

Explore – (takes approximately 45 mins.)
4. Put students in pairs and give each student a copy of the Big Business Leaders chart and a copy of each of Biography handouts for all 4 men.

5. Allow students time to read through the biography handouts and use them to fill in their chart. Remind students that they are collecting evidence to use to respond to the writing prompt in part 3.

Evaluate – (takes approximately 20 mins).
6. Once students have completed their charts have students return to their desk and hand out the Business Leaders Quiz. Allow students to use their charts to complete the quiz. Once they have completed the quiz have students turn in their quiz, but remind them to keep their chart for the final part of the project.

Elaborate & Explain –
7. Provide students with a copy of the Document Analysis Quotes and ask pairs of students to analyze each quote. Discuss with students how these relate to the role of business in society.

8. Instruct students to complete the assertion (thesis) portion of the Writing Prompt Graphic Organizer by using their chart and quote analysis. Teacher Note: In preparing assertion/thesis, students should choose to support the notion that business DOES have a responsibility to society, OR that business has NO responsibility to society. Sample assertion/thesis: Big Business has no responsibility to society socially, economically, or politically.

9. After students have written their assertion they should use their chart and quote analysis to decide on 2 pieces of evidence to support their assertion. Teacher Note: Make sure that the
students find Social evidence and Economic evidence. Political evidence has been provided on their graphic organizer sheets for modeling of collection of evidence.

10. Once students have compiled all their evidence, it is now time for them to put it all together and write a response that includes their assertion, 3 pieces of evidence, and a reference to one of the Carnegie quotes.

11. Before they turn in their Writing Prompt Graphic Organizer have students “code” their response by underlining their assertion, then highlighting their evidence in different colors. This will make grading their thesis responses very quick and efficient for you.

Formative Assessment
Chart Quiz and Class responses to quote analysis.

Summative Assessment
Gilded Age Unit Test Bank

# 5, 6, 10, 13, 15, 16, 17,
Teacher Notes regarding Document Analysis:

“. . . we shall have an ideal state, in which the surplus wealth of the few will become, in the best sense, the property of the many, because administered for the common good, and this wealth, passing through the hands of the few, can be made a much more potent force for the elevation of our race than if it had been distributed in small sums to the people themselves.”

1. **Author/Source**: Andrew Carnegie “Wealth”
2. **Context**: When is this happening & what topic does it pertain to?
   a. 1889 during the Gilded Age, during the rise of big businesses, discussing responsibility of wealthy American business men
3. **Purpose & Perspective**: What is the author’s opinion and what are the main ideas?
   a. discussing the responsibility of wealthy business leaders to engage in philanthropic activity to improve society

“We accept and welcome, therefore, as conditions to which we must accommodate ourselves, great inequality of environment, the concentration of business, industrial and commercial, in the hands of a few, and the law of competition between these, as being not only beneficial, but essential for the future progress of the race.”

1. **Author/Source**: Andrew Carnegie “Wealth”
2. **Context**: When is this happening & what topic does it pertain to?
   a. 1889 during the Gilded Age, during the rise of big businesses, discussing business strategies
3. **Purpose & Perspective**: What is the author’s opinion and what are the main ideas?
   a. Competition is necessary for the success of business, but too bad for those that can’t compete successfully, Laws of Nature applied to business (Social Darwinism)
Role of Big Business

“Susie didn't get very excited when I told her we were going to get rich. She either didn't care or didn't believe me - probably both, in fact. But to the extent we did amass wealth, we were totally in sync about what to do with it - and that was to give it back to society.

In that, we agreed with Andrew Carnegie, who said that huge fortunes that flow in large part from society should in large part be returned to society. In my case, the ability to allocate capital would have had little utility unless I lived in a rich, populous country in which enormous quantities of marketable securities were traded and were sometimes ridiculously mispriced. And fortunately for me, that describes the U.S. in the second half of the last century.”

Warren Buffett (1930 -)

Robber Baron
or
Captain of Industry
?

Discussion Questions

According to Warren Buffet what is the responsibility of wealthy business men to our society today?

• Do you think business leaders of today believe Buffet’s claim?
• -Can you think of other wealthy business leaders of today?
• -In your opinion do you think business leaders are responsible for helping society?
Impact of Big Business Activity

**Objective:** Evaluate how the rise of big business impacted life of Americans in the Gilded Age.

**Directions:** There are 3 parts to this assignment. The first part will require you to analyze biographies on big business leaders including their strategies, treatment of employees, their opinion on government intervention in business, and their philanthropic activities to determine if they were a Robber Baron or a Captain of Industry. You will record this information on your Business Leaders Chart. The second part of this project is a quiz over the information you have learned about the business leaders. The final part of this project requires you to complete a writing prompt graphic organizer to evaluate the responsibility of big business to society socially, politically, and economically.

**Part 1:** Read through the Business Leader Biographies to fill in your Big Business Leaders Chart. Once you have completed reading the biography the last column of your chart requires you to determine whether each person was a Robber Baron or Captain of Industry. Your response for the last column should include a reason for your answer. **25 points**

**Part 2:** **Quiz** – Use your chart to answer the questions on the quiz. **25 points**

**Part 3:** **Writing Prompt Graphic Organizer** – Analyze Andrew Carnegie’s quotes from *Wealth* about the Social Gospel Movement and the philosophy of Social Darwinism. Using your chart and your quote analysis: create an assertion, collect evidence, and then write a 1 paragraph response to the following prompt: **What is the responsibility of big business to society, socially, economically, and politically?**

Turn in this rubric with your Writing Prompt Graphic Organizer.

**Grading:**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
<th>Earned Points &amp; Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part1: Big Business Leaders Chart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accurate completion of the chart</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Quiz over Big Business &amp; Leaders</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

**Writing Graphic Organizer (50 points)**

<table>
<thead>
<tr>
<th>Points</th>
<th>Earned Points &amp; Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assertion</td>
<td>5</td>
</tr>
<tr>
<td>Social Evidence #1</td>
<td>15</td>
</tr>
<tr>
<td>Economic Evidence #2</td>
<td>15</td>
</tr>
<tr>
<td>Political Evidence #3 (answer provided)</td>
<td>-</td>
</tr>
<tr>
<td>Response (3 pts referring to Carnegie Quotes)</td>
<td>15</td>
</tr>
<tr>
<td>Total possible:</td>
<td>100</td>
</tr>
<tr>
<td>Big Business Leaders Chart</td>
<td>Name of Company &amp; Industry Type</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>John Rockefeller</td>
<td></td>
</tr>
<tr>
<td>Andrew Carnegie</td>
<td></td>
</tr>
<tr>
<td>Jay Gould</td>
<td></td>
</tr>
<tr>
<td>Cornelius Vanderbilt</td>
<td></td>
</tr>
</tbody>
</table>
Cornelius Vanderbilt

After the Civil War, railroad builders began building more efficient and economical railroad networks by consolidating, or combining, small lines. Cornelius Vanderbilt was one of several men who held the reins of the rapidly expanding rail network. Mr. Vanderbilt was the great-great-grandson of a Dutch farmer who had emigrated to New York as an indentured servant in 1650.

In the years following the Civil War, Vanderbilt bought up most of the railroad lines linking New York and Chicago. But the strategically located New York Central held out. So in the winter of 1867, Vanderbilt refused to let passengers and freight transfer from the New York Central line to his lines. The New York Central finally surrendered, and Vanderbilt gained control of the most important railroad empire in the nation. At the time of his death in 1877, he controlled more than 4,500 miles of rail.

Consolidating small railroad lines led to inexpensive and fast shipping. Railroads replaced iron tracks with steel tracks so that heavier, faster locomotives could be used. Major railroad companies began laying two sets of tracks side-by-side so that traffic could move in both directions at once. By 1883, efficient shipping became so important to the industrialization of the United States that the American Railway Association divided the nation into four time zones that still exist today: Eastern, Central, Mountain, and Pacific. No longer did each town set its own time.

Some claim that he ruthlessly drove small companies out of business, exploited his workers, cut corners on quality, and “bought” off government officials. It is also argued that big monopolies created overcharged for goods because of lack of competition, and that they polluted the environment and wasted natural resources. Others argue that industrialization could not have occurred without men willing to gamble, as Vanderbilt did.

Adapted from TCI History Alive: The Rise of Industrial America page 9 and Wikipedia.org.
Andrew Carnegie was born in Dunfermline, Scotland, in 1835. Carnegie's family was poor, due in part to the decline of the local textile-weaving industry to which Carnegie's father belonged. Carnegie's father, Will, joined a working–class movement that advocated (supported) worker's right and the overthrow of wealthy landowners in government. Therefore, Carnegie was exposed at a young age to the importance of social and economic equality. From his mother, Carnegie leaned the virtues of thriftiness (saving money) and figuring out new ways to make money. In 1848, the Carnegies came to the United states and eventually settled in Pittsburgh, Pennsylvania, a booming industrial city in the northeastern United States. Carnegie rose through the ranks to become superintendent of the railroad’s western division. Smart stock investments eventually made Carnegie a wealthy man; he was worth $400,000 by the time he was 33 years old. He later made a fortune in the steel industry, and sold his operations to U.S. Steel in 1901 for a then-staggering $250 million. By the time Carnegie retired from business he was one of the richest men in the world.

Carnegie was an industrialist, meaning he owned factories and other manufacturing operations. As such, he firmly supported the basic principles of capitalism – privately owned industry and individual gain through high profits. A dedicated, capitalist, Carnegie believed that a society's success depended on economic competition and free enterprise, or private businesses operating without government regulation. In an 1889 article entitled “The Gospel of Wealth,” Carnegie summed up his capitalist philosophy. To his admirers, Carnegie was the Captain of Industry, a shining example of the self-made man who went from rags to riches through hard work and initiative. To his critics, he was a “robber baron” who exploited (took unjust advantage of) his workers by paying them low wages and undercutting their labor union. Critics also argued that Carnegie’s almost complete control over the steel industry created an unethical monopoly that eliminated all business competition.

Like many wealthy capitalists of this time, Carnegie used the theory of Social Darwinism to justify his at-times ruthless business strategies. Social Darwinists also believe economic competition and struggle are natural and that society benefits from the elimination of the poor and “unfit”.

He was interested in using his business profits to improve social conditions in America. Despite his success as a wealthy industrialist, he never completely forgot his impoverished, working-class roots. Therefore, after he retired from the steel industry in 1901, he dedicated his life to philanthropy, or aiding humanity through charitable assistance. According to Carnegie, “The man who dies...rich dies disgraced.” However, Carnegie did not believe indirect charity to the poor. Instead, he donated millions of dollars to projects that would “help the poor help themselves,” including building libraries, establishing charitable foundations, and contributing to numerous universities. By the end of his life, Carnegie had given away 90 percent of his fortune – over $350 million.

Adapted from TCI History Alive: The United States Coming of Age 1890-1920 pages 102-103.
John D. Rockefeller

John Davison Rockefeller was born on July 8, 1839, in Richford, New York, Rockefeller’s mother was a sternly religious woman who taught him the importance of strict morality. His father, who traveled the country selling questionable medical cures, provided him a strong business sense. A hard-working student, Rockefeller graduated from Cleveland High School in Cleveland, Ohio, at the age of 16. His father insisted that he pursue a career in business rather than attend college. By 1868 his oil refinery business was the largest in the world. In 1870 he and six partners formed the Standard Oil Company of Ohio. At the time of its formation, Standard Oil handled about 10 percent of the country’s oil-refining needs. By 1879 Standard Oil controlled over 90 percent of the market.

Rockefeller achieved market domination in the oil industry through a combination of hard work, foresight, efficiency, and ruthless business practices. A firm believer in the “Protestant work ethic,” Rockefeller was industrious, honest, and exacting in all his business dealings. He hated waste and turned his oil refineries into examples of efficiency. In addition, Rockefeller believed that to keep business costs low, oil prices stable, and profits continuous, he should control as many aspects of the industry as possible. In addition, Standard Oil formed trusts – exclusive, secret agreements – with railway companies in which the railroads promised to refuse to transport the oil of Standard Oil’s competitors. Standard Oil sales representatives often pressured small businesses, such as grocery stores, to carry only Standard products. In these ways, Rockefeller attempted to monopolize, or completely control, the oil industry. He argued that monopolies and trusts ensured economic stability and a consistently high quality of goods. His critics asserted that his business practices were unethical and an example of greedy capitalism at its worst.

As an industrialist, or owner of factories, and other manufacturing operations, Rockefeller supported capitalism – privately owned industry and individual gain through high profits. He felt that capitalism and big business were essential to America’s economic success. Like other wealthy capitalists of his time, Rockefeller viewed his economic success as the result of Social Darwinism. Along these lines, Social Darwinists like Rockefeller believe that the “fittest” people will naturally rise to the top of society. Rockefeller used this logic to justify his aggressive business tactics: “The growth of a large business is merely the survival of the fittest. This is not an evil tendency in business. It is merely the working out of the law of nature and a law of God.”

Rockefeller’s religious upbringing taught him that people should make charitable contributions to those in need. In the early days of his career, Rockefeller dutifully contributed a tenth of his income to charity. As his wealth increased – he was the world’s first billionaire – so did his philanthropy, or aiding humanity through charitable assistance. In 1897 he retired from Standard Oil and began giving his money away in earnest. He donated millions of dollars to charitable organizations, churches, libraries, medical research, organizations devoted to African-American education, and universities. In the last decades of his life alone, Rockefeller gave away over $550 million.

Adapted from TCI History Alive: The United States of Coming of Age 1890-1920 pages 114-115.
Jay Gould

Jason Gould was born in New York in 1836. His great grandfather was a Scottish immigrant. Gould’s father in law was credited with introducing him to the railroad industry. By the late 1860’s, Gould became involved with Tammany Hall, the New York City political ring. Boss Tweed became a director of the Erie Railroad (Gould’s company) and, in return, arranged favorable legislation for Gould and his company. In an age of scandal and corruption, Jay Gould was regarded as a master of bribery and insider manipulation. He paid off President Grant’s brother-in-law to learn the president’s intentions about government gold sales; he bribed members of New York’s legislature; and he tried to corner the gold market.

By 1880, Gould controlled 10,000 miles of railway, about one-ninth of the length of rail in the United States at the time, and, by 1882, he had controlling interest in 15% of the country’s tracks. Because the railroads were making enormous profits and had control of rate setting, his wealth increased dramatically.

Gould obtained a controlling interest in the Western Union telegraphy company, and, after 1881, in the elevated railways in New York City. From 1868-1888, he was connected with many of the largest railway financial operations in the United States. During the Great Southwest Railroad Strike of 1886, he hired strikebreakers. According to labor unionists, he said at the time, “I can hire one-half of the working class to kill the other half.”

His fortune was conservatively estimated to be $72 million for tax purposes. He willed all of his fortune to his family.

Source: Adapted from Wikipedia.org and Digital History www.digitalhistory.uh.edu
Big Business Leaders – Quiz

Part 1 Matching – 1 point each
A. Andrew Carnegie      B. Jay Gould      C. John Rockefeller      D. Cornelius Vanderbilt

___ 1. Owned Standard Oil Company within 10 years controlled 90% of the refining business

___ 2. The first "captain of modern industry.” Exploited steamship lines and railroads.

___ 3. This man promoted the idea of philanthropy as a responsibility and personally donated over $350 million to various philanthropies over his lifetime.

___ 4. Reaped huge profits by paying employees extremely low wages and driving his competitors out of business.

___ 5. This person’s efforts to corner the gold market led to the “Black Friday” panic.

___ 6. Born in Scotland. Worked his way up from “rags to riches”. Started in Railroad and then moved to the steel industry.

___ 7. This man endowed a university in Tennessee.

___ 8. At the time of his death his estimated fortune of $72 was all left to his family.

9. List positive and negative impacts of the rise of big businesses on life in America during the Gilded Age. (4 pts)

10. A belief among wealthy industrialists that they have a responsibility to put their fortune to good use. – Did the philanthropic activities of the above business leaders accomplish this idea? Support answer with facts. (4 pts)

11. Evaluate whether the rise of big business was positive or negative. Provide factual support in your answer. (4 pts)
12. Is Bill Gates a Robber Baron or a Captain of Industry? Support your answer with facts. (5 pts)

BILL GATES
Chairman and Chief Software Architect of Microsoft Corporation

PERSONAL HISTORY
-Born on Oct. 28, 1955 in Seattle, WA
-Parents: Dad – Lawyer Mom – Schoolteacher & Chairwoman of United Way
-Harvard till junior year

INDUSTRY
-At Microsoft, Gates held the positions of CEO and chief software architect
-Microsoft's mission - continually advance and improve software technology
  - Make it easier, more cost-effective and more enjoyable for people to use computers
  - In 1999, he wrote Business @ the Speed of Thought, a book that shows how computer technology can solve business problems
  - nineteen U.S. states filed charges against Microsoft, alleging that Microsoft illegally abused its monopoly power in sales of Windows
  - Judge ruled that Microsoft "maintained its monopoly power by anticompetitive means."
  - June 2001, a federal appeals court overturned part of the order to split Microsoft into two companies
  - European Union brought its own antitrust action against Microsoft in March 2004. Eventually Microsoft lost and was fined $613 million, ordered to divulge certain protocols to competitors

WEALTH & CHARITY
-Microsoft had revenues of US$36.84 billion in 04’
- He is consistently ranked among the world's wealthiest people
- Wealthiest overall from 1995 to 2009, excluding 2008, when he was ranked third
- 2011 he was the wealthiest American and the second wealthiest person
-endowed a global health & learning foundation with more than $27 billion
-Reported to be the richest private individual in the World with a net worth of over $50 billion
-Gates, investor Warren Buffett, and Mark Zuckerberg (Facebook's CEO) signed a promise they called the "Gates-Buffet Giving Pledge", in which they promised to donate to charity at least half of their wealth over the course of time
Big Business Leaders – Quiz

Part 1 Matching – 1 point each
A. Andrew Carnegie    B. Jay Gould    C. John Rockefeller    D. Cornelius Vanderbilt

C 1. Owned Standard Oil Company within 10 years controlled 90% of the refining business

D 2. The first "captain of modern industry." Exploited steamship lines and railroads.

A 3. This man promoted the idea of philanthropy as a responsibility and personally donated over $350 million to various philanthropies over his lifetime.

C 4. Reaped huge profits by paying employees extremely low wages and driving his competitors out of business.

B 5. This person’s efforts to corner the gold market led to the “Black Friday” panic.

A 6. Born in Scotland. Worked his way up from “rags to riches”. Started in Railroad and then moved to the steel industry.

D 7. This man endowed a university in Tennessee.

B 8. At the time of his death his estimated fortune of $72 was all left to his family.

9. List positive and negative impacts of the rise of big businesses on life in America during the Gilded Age. (4 pts)

– Pros: profit, rise of American economy, charitable contributions; Cons: exploitation of the worker, corruption, influence over government,

10. A belief among wealthy industrialists that they have a responsibility to put their fortune to good use. – Did the philanthropic activities of the above business leaders accomplish this idea? Support answer with facts. (4 pts)

Answers will vary

11. Evaluate whether the rise of big business was positive or negative. Provide factual support in your answer. (4 pts)

Answers will vary just be sure they support their answer with facts listed from question 9
12. Is Bill Gates a Robber Baron or a Captain of Industry? Support your answer with facts. (5 pts)

BILL GATES
Chairman and Chief Software Architect of Microsoft Corporation

PERSONAL HISTORY
-Born on Oct. 28, 1955 in Seattle, WA
-Parents: Dad – Lawyer       Mom – Schoolteacher & Chairwoman of United Way
-Harvard till junior year

INDUSTRY
-At Microsoft, Gates held the positions of CEO and chief software architect
-Microsoft's mission - continually advance and improve software technology
  - Make it easier, more cost-effective and more enjoyable for people to use computers
  - In 1999, he wrote Business @ the Speed of Thought, a book that shows how computer technology can solve business problems
- nineteen U.S. states filed charges against Microsoft, alleging that Microsoft illegally abused its monopoly power in sales of Windows
- Judge ruled that Microsoft "maintained its monopoly power by anticompetitive means."
- June 2001, a federal appeals court overturned part of the order to split Microsoft into two companies
- European Union brought its own antitrust action against Microsoft in March 2004. Eventually Microsoft lost and was fined $613 million, ordered to divulge certain protocols to competitors

WEALTH & CHARITY
-Microsoft had revenues of US$36.84 billion in 04’
- He is consistently ranked among the world's wealthiest people
-Wealthiest overall from 1995 to 2009, excluding 2008, when he was ranked third
- 2011 he was the wealthiest American and the second wealthiest person
-endowed a global health & learning foundation with more than $27 billion
-Reported to be the richest private individual in the World with a net worth of over $50 billion
-Gates, investor Warren Buffett, and Mark Zuckerberg (Facebook's CEO) signed a promise they called the "Gates-Buffet Giving Pledge", in which they promised to donate to charity at least half of their wealth over the course of time

Is Bill Gates a Robber Baron or a Captain of Industry? Support your answer with facts.
DOCUMENT ANALYSIS FOR QUOTES

Quote #1 – Social Gospel

“. . . we shall have an ideal state, in which the surplus wealth of the few will become, in the best sense, the property of the many, because administered for the common good, and this wealth, passing through the hands of the few, can be made a much more potent force for the elevation of our race than if it had been distributed in small sums to the people themselves.”

1. **Author/Source:**

2. **Context:** When is this happening & what topic does it pertain to?

3. **Purpose & Perspective:** What is the author’s opinion and what are the main ideas?

Quote #2 – Social Darwinism

“We accept and welcome, therefore, as conditions to which we must accommodate ourselves, great inequality of environment, the concentration of business, industrial and commercial, in the hands of a few, and the law of competition between these, as being not only beneficial, but essential for the future progress of the race.”

1. **Author/Source:**

2. **Context:** When is this happening & what topic does it pertain to?

3. **Purpose & Perspective:** What is the author’s opinion and what are the main ideas?
QUESTION (Problem, Prompt): What is the responsibility of big business to society?

ASSERTION (Thesis) 5 pts:

Social EVIDENCE #1: 15 pts

Economic EVIDENCE #2: 15 pts

Political EVIDENCE #3: 10 pts

According to philosophy of Social Darwinism: laws of nature and God say that these business practices are not evil, and in fact, society benefits from them. Progress of the race depends on competition and free enterprise (i.e. business operate without government regulation).

Criticism of industrialists’ political practices: undermining unions and paying low wages to workers are allowed to continue because of industrialists’ influence over Congress.

Response 15 pts:

3 Points of the response is based on your use of one of the Carnegie quotes.
QUESTION (Problem, Prompt): What is the responsibility of big business to society, socially, economically?
Note: “Yes” sample responses are in Green, and “No” sample responses are in RED.

ASSERTION (Thesis) 5 pts:
Business Leaders DO have a responsibility to society socially, economically, and politically.
Business Leaders DO NOT have a responsibility to society socially, economically, and politically.

Social EVIDENCE #1: 10 pts
Religious principles/Gospel of Wealth/Philanthropic philosophy of industrialists: of giving back to society. Help those that help themselves.
Wealth was product of principles of capitalism: self-made, rags to riches, individual gain through hard work and initiative. Help ONLY those that help themselves.

Economic EVIDENCE #2: 10 pts
Critics of capitalism: Unethical business practices...greed, low wages, and consolidation controls entire industries.
Principles of Capitalism: laissez-faire, competition, and consolidation (trusts) are acceptable business practices in the Gilded Age. Big business is essential to America’s economic success.

Political EVIDENCE #3: 10 pts
According to philosophy of Social Darwinism: laws of nature and God say that these business practices are not evil, and in fact, society benefits from them. Progress of the race depends on competition and free enterprise (i.e. business operate without government regulation).
Criticism of industrialists’ political practices: undermining unions and paying low wages to workers are allowed to continue because of industrialists’ influence over Congress.

Response 15 pts:

*Ensure that students refer to one of the Carnegie quotes in their response and that they code the response/thesis for ease of grading.

3 Points of the response is based on your use of one of the Carnegie quotes.