

FACULTY SENATE  
CURRICULUM COMMITTEE

Approval Form

Department Administrative Studies

Title The American Business System

Sponsor(s) Mr. Leo C. Beebe, Dean & Dr. Robert Lynch No. of Credits 3

COURSE  SPECIALIZATION  CONCENTRATION  CERTIFICATION  MAJOR PROGRAM

Approved by the department Yes  Graduate  ( )

Not recommended by the department Undergraduate  (X)

Information copies forwarded: Academic Dean; Chairperson, Curriculum Committee

M. E. Poth Date 9/6/77  
Signature: Department Chairperson

DIVISION

Consultation on proposal has been held Yes

Comments: A logical extension of our Management Institute program, the proposed course in The American Business System provides a unique forum for the exchange of insights and information between our student body and members of the business and professional community. The students, the community and the college will benefit mutually from the understanding and support generated by this program.

Leo C. Beebe Date 9/6/77  
Signature: Academic Dean and/or Divisional Committee

CURRICULUM COMMITTEE

Proposal received 9-15-77

Open Hearing held 10-20-77

Returned to the department for the following reason(s):

Approved by the Curriculum Committee 11-1-77

Presented to Executive Committee of the Faculty Senate as information

Notifications forwarded: Vice President for Academic Affairs

D. S. [Signature] Date 11-1-77  
Signature: Chairperson, Curriculum Committee

Academic Dean

I have reviewed the final documents as approved and concur with same. Budget, faculty, library allocations and Academic Support Services are adequate for immediate implementation.

I have reviewed the final documents as approved and concur with same. Budget, faculty, library allocations and Academic Support Services for the current academic year are inadequate for immediate implementation or implementation in the next fiscal year. The earliest that the proposal might be implemented would be

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HEGIS Taxonomy Number: \_\_\_\_\_

Date \_\_\_\_\_

Signature: Academic Dean

Copies forwarded: Chairperson, Curriculum Committee, Department Chairperson,  
Registrar

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REGISTRAR

Approved course description received

Date \_\_\_\_\_

Signature: Registrar

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Vice President for Academic Affairs

Official copy and approval sheet filed

Date \_\_\_\_\_

Signature: Vice President for Academic Affairs

- Note
- 1) Course proposal format is attached
  - 2) A copy of this approval form should accompany each proposal
  - 3) A copy of a proposed catalogue description of the course must accompany the proposal as a separate page.

Administrative Studies Division

COURSE PROPOSAL

1. Title of Course: The American Business System  
Department: Administrative Studies Division  
Sponsor: Mr. Leo C. Beebe, Dean, and Dr. Robert D. Lynch  
Key Personnel: Mr. W. W. Collicott
2. Essence:
  - a. Undergraduate course offering
  - b. Semester hour credits - 3
  - c. Course level: Jr., Sr.
  - d. Prerequisites: Appropriate introductory Administrative Studies courses and specifically-Introduction to Finance, and Introduction to Marketing, Microeconomics, and Macroeconomics.
  - e. Position of the course in the curriculum: This course will be offered as a management elective to Administrative Studies and other students in the college. It will augment and expand upon the basics covered in Introduction to Management and Introduction to Administrative Studies. Visiting lecturers from the fields of business, industry, government, law, etc., will be scheduled to discuss current developments and problems in the world of business. Case studies based on actual current business situations will be used freely in the conduct of the course. Visiting speakers will be encouraged to use their own experiences to acquaint the students with all the facets of American business activities. In this way realism will be added to the theory learned in other business courses.
  - f. Suggested time and scale of implementation: Spring semester, 1978, 1 section per semester.
3. Other details:
  - a. Adequacy of present staff and resources: Mr. Collicott, Executive-in-Residence, who has had 29 years of experience in industrial management positions including 13 as manager of a 2500 employee, multi-process plant manufacturing scientific, electronic and pharmaceutical glassware, will initially teach the course. In addition to this industrial management experience, Mr. Collicott has a masters degree in education and has been responsible, this summer, for conduct of a successful 8-week course dealing with the American Business System. This course has been conducted in connection with the supervised internship program of the Administrative Studies Division.

It is also planned that speakers from the public and private sectors will be used representing different perspectives in business and government enterprise.

A bibliography is attached which indicates availability of resource material.

2. Students will be required to read regularly business periodicals and the business sections of newspapers such as the New York Times or the Wall Street Journal. Short tests on current business news will be given in class sessions frequently. Sometimes these tests will be based on specifically named and assigned business news articles, other times on general news knowledge.
  3. Students will also be evaluated on the basis of their participation in classroom discussions. The course will include frequent panel discussions involving visiting representatives from business and industry.
4. Topical outline or syllabus
- a. Assumptions underlying the free enterprise system
  - b. Antecedents of capitalism
  - c. Alternate economic systems
  - d. Role of profit
  - e. Role of competition
  - f. Role of law
  - g. Consumerism
  - h. Interrelationship of government, labor and business
  - i. Social responsibilities of firms
  - j. Corporations as generators of income, employers of people, earners of income, owners of tangible wealth.
5. Rationale: The completely educated business graduate should have a thorough understanding of the American business system and its role in American society. This course will concentrate on imparting such an understanding. It will help the student become informed as to the strengths and weaknesses of the American business system, its various functions and its relationships with government, labor, consumers and other facets of American society. It will attempt to generate competence to develop informed judgments and wise choices and decisions concerning American business operations.
6. Results of consultation: The course has been discussed with the sponsors Mr. Leo Beebe, Dean, and Dr. Robert D. Lynch and with Dr. Robert E. Pritchard and with Dr. Thomas Hamer of Political Science Economics Department. It has also been discussed with 13 businessmen who are members of the Executives Club of the Management Institute. The reactions of all who were consulted have been strongly favorable toward the development of this course. The consensus is that students of business and public administration lack understanding of the America business system and especially of its relationship to government agencies, consumers, labor, the legal environment and its multi-national aspects.

Bibliography:

- Cochran, Thomas C. "Business in American Life". New York: McGraw-Hill Book Co., 1972.
- Friedman, Milton. "An Economists Protest", 2nd edition. Glen Ridge, N. J.: Thomas Horton and Daughters.
- Friedman, Milton. "Capitalism and Freedom." Chicago: The University of Chicago Press, 1962.
- Greenwood, William T. "Issues in Business and Society." Boston: Houghton Mifflin Co., 1977.
- Hastings, Paul G. "Introduction to Business," 2nd edition. New York: McGraw-Hill Book Co., 1974.
- Hicks, Herbert G., Pride, William M., Powell, James Donald. "Business, an Involvement Approach." New York: McGraw-Hill Book Co., 1975.
- Jacoby, Neil H.: "Corporate Power and Social Responsibility." New York: Macmillan Publishing Co., 1973.
- Keith, Lyman A. and Gubellini, Carlo E. "Introduction to Business Enterprise." New York: McGraw-Hill Book Co., 1971.
- Mauser, Ferdinand F. and Schwartz, David J. "American Business." New York: Harcourt Brace Jovanovich, Inc., 1974.
- Poe, Jerry B. "An Introduction to the American Business Enterprise." Homewood, Ill.: Richard D. Irwin, Inc., 1972.
- Rachman, David J. and Mescon, Michael H. "Business Today." New York: Random House, 1976.
- "Readings in Economics - 197X". Guilford, Conn.: The Dushkin Publishing Group, 1972.
- Steiner, George A. "Business and Society," 2nd edition. New York: Random House, 1975.
- Koontz, Harold and Fulmer, Robert M. "A Practical Introduction to Business." Homewood, Ill.: Richard D. Irwin, Inc., 1975.