

APPROVAL FORM

- 1) An approval form must accompany each proposal.
- 2) A proposed catalogue description of the course must accompany the proposal as a separate page.
- 3) Results of all consultations must be attached to the proposal.

Proposal Title The Image of Business in Literature
 Sponsor(s) Dr. Nathan R. Carb, Jr., & Dr. Edward L. Wolfe Dept. English
 Check One { Course Credit/Level/Title Change or deletion Other _____
 { Concentration _____ Specialization _____ Major Program _____ Certification _____
 Graduate _____ Undergraduate No. of Credits 3

Approved
 Not Approved _____

 Dept. Curr. Comm. Chairperson
 March 17, 1981
 Date

Division Curr. Comm.
 Reviewed 4-7-81
 Date

Dean of Division
 Reviewed 4/24/81
 Date

Approved
 Not Approved _____

 Chairperson, Department
 March 17, 1981
 Date

Approved
 Not Approved 4-23-81
 Date

 Chairperson Div. Curr. Comm.

 Signature

SENATE CURRICULUM COMMITTEE
 SCC # 241-70 Proposal Received 1/15/81 Open Hearing Held 5/11/81

Returned to the department for the following reason(s):
 Approved by the Curriculum Committee: Date 5/15/81
 Presented to Executive Committee of the Faculty Senate as information: Date _____
 Notifications forwarded: Vice President for Academic Affairs: Date _____

Richard C. Fisher
 Signature: Chairperson, Senate Curriculum Committee

VICE PRESIDENT FOR ACADEMIC AFFAIRS

Official copy and approval sheet filled 6-23-8

Date

Signature

Course approved Yes ✓ No

James J. Brown

If no, reasons are as follows:

- 1.
- 2.
- 3.

Student credit hours assigned 3

Faculty load hours 3

Equalized credit hours 3

REGISTRAR

Approved course description received and Hegis Taxonomy Number assigned

by Registrar Yes No

Hegis Taxonomy Number 1022192

Signature: Registrar _____

_____ Date

ACADEMIC DEAN

Yes Budget, faculty library allocations and Academic Support Services are adequate for immediate implementation.

No Constraints do not permit implementation. The earliest the proposal might be implemented would be _____

Signature: Academic Dean _____

_____ Date

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

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY

COURSE PROPOSAL

I. Title of the Course: The Image of Business in Literature

Department: English

Sponsors: Dr. Nathan R. Carb, Jr., and Dr. Edward L. Wolfe

II. Essence

A. Undergraduate course

B. Semester hours credit: 3 s.h.

C. Course level: Freshman or Sophomore

D. Prerequisites: None

E. Curricular pattern: This course is designed to fit as a Humanities elective in the curricular pattern and is open to all students. It should prove particularly appealing to students who contemplate a career in business related fields. (See letter from Dr. Enslin.)

F. Implementation: Beginning with the Spring Semester of 1982, two or three sections of the course will be offered every semester, as needed.

III. Other details

A. Present staff is fully adequate for the implementation of the course; present library facilities are fully adequate for the course; there are no space needs.

B. Because the English Department does not offer any course with such a thematic basis, this is a unique course. The Philosophy and Religion Department feels that it does not replicate or overlap its course, "Business Ethics." (See letter from Dr. Cell.)

C. Student outcomes: Having satisfactorily completed the requirements of this course, students will be able to read, write, and think more effectively about business, the treatment of business in literature, and the status of business in our society. They will be able to react more sensitively and effectively to how business is perceived by others.

D. Students will be evaluated on three bases: class discussions and presentations, a short term paper, and a final examination.

E. During the spring semester, 1980, the English Department offered this course on a trial basis under the designation Cross Currents in Literature. It was taught by Dr. Nathan R. Carb, Jr., and enrolled thirty-four students. Late in the semester the students were asked to evaluate the course, and a large percentage responded favorably to the question of whether it should be separated from the Cross Currents designation, given its own title, and offered again. (See appended evaluation summary sheet.)

IV. Course Syllabus: The Image of Business in Literature

Although references to commerce can be found in ancient literature, the image of business *per se* is not well established until the triumph of capitalism in the nineteenth century. This course therefore concentrates on literature of the past hundred and fifty years; its emphases are on organization, administration, and the interplay between the capitalist/entrepreneur/manager and the worker. Many of the most famous writers who have treated these subjects (Dickens, Ibsen, Shaw, Kafka, Brecht, Lewis, Miller, Heller, Vonnegut, to name a few) have generally depicted the evils of business, administration, or organization; but in his choice of books and class presentations, the professor will attempt to present a wide range of material and differing points of view.

At this time the most useful text is *Business in Literature*, ed. Burden, Eisiminger, and Ganim, Longman, 1980. It is well edited, does not suffer from an anti-business bias, presents a wide range of material, and provides a useful bibliography. The following syllabus is based on the organization of that book:

- I. Organization as a Determinant of Styles of Life
 - A. Poems by Dickinson, Frost, Auden, others
 - B. Fiction by Alger, Galsworthy, Parker
 - C. Essays by de Tocqueville, Dos Passos, Bronowski, Robert Wilson
- II. Organization as an Influence on Values
 - A. Poems by Blake, Sandberg, Shapiro, others
 - B. Fiction by O. Henry, Thurber
 - C. Essays by Adam Smith, Thoreau, Russell Kirk
- III. Organization as Fulfillment
 - A. Poems by E.A. Robinson, Claude McKay, Paul Simon, others
 - B. Fiction by Gogol, Hawthorne, Melville

C. Essays by Rousseau, Robert Hessen, Robert Gilpen

IV. Organization as Religion

A. Poems by Clough, Whitman, Nietzsche, others

B. Fiction by Zola, Steinbeck, B811

C. Essays by Carlyle, Drucker, Gilbert Burke

Using the Burden text as a framework, the professor can structure the course in various ways. The following list of long works can provide supplementary reading, both for in class discussion and analysis and term paper topics:

Bellamy--*Looking Backward*
 Brecht--*Three Penny Opera*
 Dickens--*Hard Times, Dombey and Son*
 Dos Passos--*The Big Money*
 Dreiser--*Sister Carrie, Financier, Titan, The Stoic*
 C. Hawley--*The Executive Suite*
 Heller--*Catch 22, Something Happened*
 Howells--*Rise of Silas Lapham*
 Ibsen--*Pillars of Society, Enemy of the People, John Gabriel Borkman*
 S. Lewis--*Main Street, Babbitt*
 Miller--*All My Sons, Death of a Salesman*
 F. Norris--*The Octopus*
 A. Rand--*Atlas Shrugged, Fountainhead*
 Rice--*Adding Machine*
 Shaw--*Major Barbara*
 Steinbeck--*Grapes of Wrath, East of Eden*
 U. Sinclair--*The Jungle*
 Vonnegut--*God Bless You, Mr. Rosewater*
 Updike--*Rabbit Run*
 Wells--*Tono-Bungay*
 S. Wilson--*Man in the Gray Flannel Suit*

V. Rationale for the Course

Some years ago, Dr. Robert Lynch, Administrative Studies, approached the English Department and suggested that we formulate a course which might be particularly attractive to students majoring in Administrative Studies. That Department enrolls the largest number of majors at Glassboro, and such a course should prove particularly attractive to students wishing to take a literature course to satisfy their humanities requirements.

VI. Consultations

- A. Over a period of two years Dr. Carb has met and consulted with Dr. Lynch.
- B. An informal group of professors from the Administrative Studies Department met with Dr. Carb, discussed the rationale for the course, and suggested approaches and texts.
- C. Dr. Patricia Ryle, Economics Department (supportive letter enclosed)
- D. Dr. Paul C. Sherr, Professor of English, Rider College
(supportive letter enclosed)
- E. Dr. Kevin Harty, English Department, Temple University, proposed such a course at Temple; it is being offered this semester at Temple by Dr. Lindsey Tucker and has enrolled twenty-two students. Dr. Tucker is using the Burden textbook. (supportive letter enclosed)
- F. This course was approved by the English Department on March 10, 1981.



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

April 20, 1981

Dr. Nathan R. Carb, Jr.
English Department
Glassboro State College

Dear Dr. Carb:

I have reviewed the proposed course "The Image of Business in Literature" and strongly recommend it as a course suitable not only for students in Business related field but for other students as well. Those of us who are associated with business and particularly the education of students preparing for the business field are quite sensitive to how business is perceived by others. A course such as described will provide students with the opportunity to study these perceptions in the literature and to understand various views of business activity.

Very truly yours,

A handwritten signature in black ink, appearing to read "William L. Enslin".

William L. Enslin
Chairperson

WLE/meh



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

PHILOSOPHY AND RELIGION DEPARTMENT

15 April 1981

Nathan R. Carb, Jr.
English Department
Glassboro State College

Dear Nathan Carb:

Based upon a review of the course proposal for "The Image of Business in Literature," my judgment would be that there is no substantive replication or overlap of the approach and content of the course, "Business Ethics," presently offered by the Philosophy and Religion Department. There are several authors represented in the text cited in your course proposal who might also be treated in our course - most notably, Tocqueville, Adam Smith, Thoreau, Kirk, Rousseau, Nietzsche and Drucker; but even were students asked to read, say, the same passages from Smith's The Wealth of Nations, for your proposed course and for ours, most likely the manner of treatment would differ and possibly the issues raised as well. So, all in all, I do not believe that your course would be redundant, and in fact I believe that it constitutes a desirable addition to the curriculum.

Sincerely,

A handwritten signature in cursive script that reads "Howard R. Cell".

Howard R. Cell

HRC:aa

cc - Paul K.K. Tong



State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

March 9, 1981

Memo to: Dr. Ed Wolfe, Chairman, English Department
From: Patricia M. Ryle, Economics Department **PMR**
Re: The Image of Business in Literature Course Proposal

As you had requested I reviewed the course proposal for The Image of Business in Literature. I think such a course would be an excellent addition to the English Department's offerings. It seems very well-organized and comprehensive. I should think it would have a wider appeal than just Administrative Studies students and should certainly, once approved, be brought to the attention of students majoring in all the social sciences as well.

Many of the titles enumerated are well-known and make excellent selections. To that list on page 3, I might add some excerpts from Theodore Dreiser's Sister Carrie, Steinbeck's East of Eden, Thomas Wolf's You Can't Go Home Again, and Erich Segal's, Oliver's Story. I would also include some passages from Thorsten Veblen. The movie Network might even be suggested.



TEMPLE UNIVERSITY

OF THE COMMONWEALTH SYSTEM OF HIGHER EDUCATION

COLLEGE OF LIBERAL ARTS

PHILADELPHIA, PENNSYLVANIA 19122

DEPARTMENT OF ENGLISH

March 19, 1981

Nathan Carb, Jr.
Professor of English
Glassboro College
Glassboro, NJ 08028

Dear Professor Carb:

I was interested to learn that you are exploring the possibility of offering a Business in Literature course at Glassboro. I think it is a useful kind of course because it can enrich the students without intimidating them and it raises issues which have some significance for them.

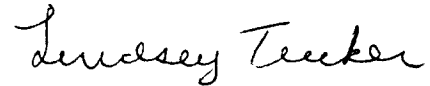
A few words about our Temple offering. Temple has for some time had a generic Literature and Society course, but this year, Al Omans, our undergraduate program director, and others in the department, decided to focus on the businessman in literature. The course had always been an attraction to non-majors, but it was hoped that this focus would draw in some business majors as well. My course did, in fact, attract a few business majors, but essentially it seemed to appeal to all kinds of students. I would say that the majority are from the social sciences. Class size here runs about 25 and I had a registration of 26. About 22 or 23 are actively participating now. Attendance is pretty good and discussion in class is excellent.

As I may have mentioned on the phone, I have used the anthology Business in Literature, but because the focus is relatively narrow--the American businessman-- I am keeping mainly to American writers. My other texts include a large number of novels--The Rise of Silas Lapham, The Pit, The Financier, Babbitt, Something Happened--not because I have anything against plays, but because book ordering became complicated. (We are doing Death of a Salesman.)

There are certainly a number of other directions a course like this could take, but the important thing about it seems to stem from its relevance. The department here seems enthused about it and is offering it again in the fall on the assumption that it will become known to students if offered consecutively and will attract larger numbers of them. I hope this will be so!

I do hope this information is of some help and I wish you the best of luck with your own course. I would certainly appreciate an exchange of information and if you could take the time to discuss your readings and approaches with me I would be most grateful.

Sincerely yours,

A handwritten signature in cursive script that reads "Lindsey Tucker".

Lindsey Tucker
Visiting Assistant Professor

Rider College

March 9, 1981

Prof. Nathan Carb, Jr.
Professor of English
Glassboro State College
Glassboro, NJ 08028

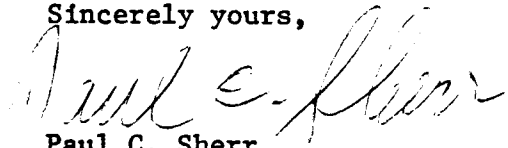
Dear Prof. Carb:

With regard to your question about Rider College English course, 12-225 The Business Ethic in American Literature, I introduced the course into the catalogue about ten years ago. We offer it almost every semester and during one of our two summer sessions. It attracts from twenty to forty students at each offering. Although I originally conceptualized and taught the course, four other members of the department now offer it, each having expressed satisfaction at the quality and quantity of the primary sources and at the receptive attitude of the students to the subject matter. Incidentally, I am scheduled to teach it in Fall of 1981.

The original idea for the course arose from a recognition that students majoring in business were not aware of the critical glance which many segments of society throw at the business community. Those students tend to think that criticism of business is limited to certain "kooks." I thought that exposing the students to the satirical onslaughts on the world of business by the likes of Twain, Lewis, Dreiser and others would serve as a means to expand the students' understanding of the responsibilities of the business community to society and their recognition that critics of the business ethic are more than romantic idealists.

I think the course has been extremely successful from our point of view. That the students agree is manifest in the continuing attention they pay to it. It is an elective, not a required course.

Sincerely yours,


Paul C. Sherr
Professor of English

PCS:cd

The Image of Business in Literature

Student Evaluation
May, 1980

Students were told that the English Department, having offered the course on a trial basis, wished to learn whether they felt that the course was sufficiently worthwhile to be given a separate title and incorporated into the curriculum. Students were told not to evaluate the professor but the course; and anonymity was assured. The relevant questions and their results:

1. Are you an Administrative Studies major? Yes 7 No 19
2. Do you think this course is worthwhile for Administrative Studies Majors?

 Worthwhile for such majors 20

 Not worthwhile 4

3. Do you think this course is worthwhile for other majors.

 Yes 17

 No 7

Course/catalogue Description: The Image of Business in Literature

This course, through a study of various literary works of the past 150 years, studies organization, administration, and interplay between the capitalist/entrepreneur/manager and the worker. Dickens, Sinclair, Lewis, Miller, Brecht, and Rand are among the writers covered.