

UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

COLLEGE (check one): <input checked="" type="checkbox"/> Arts and Sciences		<input type="checkbox"/> Business	<input checked="" type="checkbox"/> X	<input type="checkbox"/> Education
Proposal Submitted By: John Marsh		Date Prepared: September 8, 2017		
Course Title: The Cooperative Business Model				
Department/discipline and course number*:		BUAD 360		
Prerequisites:				

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

Number of credits:	3	Will this course meet for at least 700 contact minutes for each credit hour proposed? <i>If no, provide a credit hour justification.</i>	YES	<input checked="" type="checkbox"/> X	NO
Will this be a new, repeatable "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)			NO	<input checked="" type="checkbox"/> X	YES

Date of first offering of this new course: FALL SEMESTER, year		Fall 2018	
Proposed frequency of offering of the course:		Annually (each fall)	
List the faculty who will likely teach the course:		Any COB professor/instructor with a background in general business, management, or marketing	
Are ANY new resources required?	NO	<input checked="" type="checkbox"/> X	YES
<i>Document in attached impact statement</i>			

This new course will be (check all that apply):			
Required in the major	<input type="checkbox"/>	Required in the minor	<input type="checkbox"/>
Elective in the major	<input checked="" type="checkbox"/> X	Elective in the minor	<input type="checkbox"/>
General Elective		<input checked="" type="checkbox"/> X	
General Education**		<input type="checkbox"/>	

**AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.

Catalog Description (suggested length – less than 50 words):				
This course discusses the historical context and ideas behind the cooperative movement; the evolution of cooperative enterprise; comparative models and practice; and the relevance of the cooperative business model both as a means of achieving business goals and of addressing contemporary economic and social issues.				
COURSE HISTORY:	Was this course taught previously as a topics or experimental course?	YES	<input checked="" type="checkbox"/> X	NO
Course Number and Title of Previous Course		Semester Offered	Enrollment	
BUAD 471C5 The Cooperative Business Model		Fall 2017	27	
BUAD 471C5 The Cooperative Business Model		Fall 2016	6	
<input checked="" type="checkbox"/> X	CHECK HERE if the proposed course is to be equated with the earlier topics or experimental offerings. If equated, students who took the earlier "topics" course will only be able to take the new course as a repeat (C- grade or lower).			
NOTE: If the proposed course has not been previously offered as a topics or experimental course, explain in the attached rationale statement why the course should be adopted even though it has not been tried out.				

REQUIRED ATTACHMENTS:

1. **Rationale Statement** – Why is this course needed? What purposes will it serve?
2. **Credit Hour Justification** (if required) – explain how this course will comply with the UMW Credit Hours Policy (D.5.3)
3. **Impact Statement** – Provide details about the Library, space, staffing, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. **Any change that impacts another Department must have a written statement (such as a copy of an email) from the Chair(s) agreeing to the change.**
4. **Sample Syllabus**

Department Chair Approval: Chris Garcia

Date: September 8, 2017

CCC Chair Approval: Lance Gentry

Date: September 11, 2017

UCC Chair Approval: _____

Date: _____

Rationale Statement:

Word-of-mouth has greatly increased demand for this general business elective. Six students enrolled in the class in Fall 2016. Their positive experience and enthusiasm for the elective directly resulted in 27 students enrolling in the class for Fall 2017. This business elective provides another option for our students and will be one of the few business electives without business prerequisites, making it easier for non-business majors to learn about some of the key concepts underlying business and business cooperatives.

Impact Statement:

We are not aware of any impact concerns for this class. We checked with library (via Elizabeth Heitsch) and IT (via Jerry Slezak) and they had no resources concerns for the continued offering of this class.

The Cooperative Business Model: BUAD 471C5

**UMW Fredericksburg Campus, Woodard Hall, Room 249
Mondays 6:00 – 8:30 pm beginning August 28, 2017**

COURSE DESCRIPTION

This course is designed to acquaint students with the cooperative business model and to encourage them to think creatively about how the co-op model can be used in specific situations. Cooperatives are a vibrant part of the U.S. economy that is too often overlooked. Cooperatives in the U.S. have \$3 trillion in assets, \$25 billion in annual payrolls and provide services in many sectors, including finance, utilities, health care, housing, agriculture, retail and others. About 140 million Americans belong to at least one cooperative.

This course will provide insight on the historical context and ideas that gave rise to the cooperative movement; the evolution of cooperative enterprise; comparative models and practice; the relevance of the cooperative business model both as a means of achieving business goals and also of addressing contemporary economic and social issues such as food supply, health care, housing, energy, strengthening local small businesses, and promoting economic opportunity in distressed areas. The course will be highly participatory, including individual work and group collaboration and case studies in cooperative enterprise. In addition, students will be exposed to guest speakers who are leading thinkers and employers from cooperatives in key sectors. At the end of the course, students should be able to think creatively about how and in what instances new cooperatives could be formed to best deliver services or address social or economic problems.

LEARNING OBJECTIVES

At the end of this course, students will understand key concepts about how cooperatives operate including:

- History, current status and future potential of the cooperative business model
- Real examples of each of the four primary types of cooperatives
- Role of cooperatives and their impact on democratic societies
- Capital access, formation and usage
- Why the cooperative model of organization has emerged
- The seven cooperative principles
- The economics of cooperatives as well as key accounting, finance and governance issues specific to cooperatives.
- The key differences between cooperatives, other forms of business, and non-profit organizations and how to determine which organizational model is most appropriate in a given situation.

Required Background

To successfully complete this course, students should:

- Be interested and motivated to learn about cooperative businesses
- Regularly attend and participate in class
- Be able to work independently as well as in small groups.

Required Course Materials:

To successfully complete this course, students will need the following publications. Students may download “Cooperatives: Principles and Practices” free at the link shown. The others are available on Amazon.

- Cooperatives: Principles and Practices by Kimberly A. Zeuli and Robert Cropp, <http://learningstore.uwex.edu/assets/pdfs/A1457.pdf>
- Weavers of Dreams, Founders of the Modern Co-operative Movement by David Thompson
- Wired Differently, by Vern Dosch
- Humanizing the Economy by John Restakis
- Other materials as assigned

Recommended Reading:

- Research on the Economic Impact of Cooperatives, University of Wisconsin Center for Cooperatives, <http://reic.uwcc.wisc.edu/>
- Local Dollars, Local Sense, by Michael S. Shuman
- Locavesting, by Amy Cortese
- Screw Business As Usual by Richard Branson
- Food Co-ops in America by Anne Meis Knupfer
- “The FCI Guide to Starting a Food Co-op”, Food Co-op Initiative

COURSE SCHEDULE

Each class session will have one or more specific objective(s) regarding student understanding. Guest speakers will be featured including people who are currently employed by leading co-ops in the U.S. The following are the major topics that will be covered during each class.

Class Topic, Information & Materials

Week 1 8/28

Introduction to Cooperatives:
Overview discussion of syllabus
What is a cooperative?
History of Cooperatives: Why did they develop;
why are they needed today?

Materials: Cooperatives: Principles and Practices,
Chapters 1 and 2
Weavers of Dreams by David Thompson, p. 1-59
Humanizing the Economy by John Restakis,
Chapters 1 and 2

Guest Speaker: Martin Lowery, Executive Vice
President, External Affairs, National Rural Electric
Cooperative Association

Week 2 9/4

NO CLASS

Week 3 9/11

Co-ops Globally: How other countries utilize the
co-op business model: Lessons for the U.S.
economy?

Materials: Humanizing the Economy, Chapters 1, 2,
10

Guest Speakers: Hanan El-Youssef, Director of
Strategy, International Co-operative Alliance
Amy Coughenour, COO International Programs,
National Cooperative Business Association-CLUSA

Week 4 9/18

Consumer Co-ops: Food Co-ops as a Key Type of
Consumer Co-op: History, Social Purpose, How to
Create a Food Co-op

Materials: “The FCI Guide to Starting a Food Co-
op”, Food Co-op Initiative
Food Co-op in America by Anne Meis Knupfer

Guest Speaker:
Stuart Reid, Executive Director, Food Cooperative
Initiative

Week 5 9/25

Worker-Owned Co-ops: Key Features; Rapid
growth. Democracy in the workplace.

Materials: Cooperatives: Principles and Practices,
Chapter 4 and 5

Worker Cooperatives:

<https://usworker.coop/worker-coops/>

Guest Speaker: Jim Johnson, Co-Founder & Certified Peer Advisor Democracy at Work Network; Staff Consultant KDC Cooperative Solutions

Week 6 10/2

Producer Co-ops: Key features and economic purpose.

Materials: Cooperatives: Principles and Practices, Chapter 4 and 5

<https://www.landolakesinc.com/Company>

<https://www.organicvalley.coop/why-organic-valley/cooperative-benefits/>

<https://www.sunkist.com/our-story/>

<https://www.cabotcheese.coop/cooperative-programs>

Guest Speaker:

Jerry McGeorge, Vice President of Cooperative Affairs Organic Valley

Week 7 10/9 Shared Services

Key features of shared service cooperatives – co-ops of co-ops and co-ops of independent businesses.

Materials: Cooperatives: Principles and Practices, Chapter 4 and 5

“Belonging to a Purchasing Cooperative”, by Ian Gray, Buying Group Services

Handout to be distributed in class & posted on Canvas.

Guest Speaker: Gina Schaefer, ACE Hardware Co-op

Week 8 10/16

*** Mid-Term Exam ***

Week 9 10/23

Co-op Development: Key issues when forming a new co-op

Materials:

Cooperatives: Principles and Practices, Chapter 8

“The FCI Guide to Starting a Food Co-op”, Food Co-op Initiative

www.cooperationworks.coop

www.cdsconsulting.coop

Guest Speaker: Thomas Beckett, Executive Director, Carolina Common Enterprise

Week 10 10/30

The Power to Transform: How the Consumer Co-op Model Transformed Rural America. Electric Co-ops: History, Current status. How electric co-ops employ both the consumer-owned and shared service co-op models.

Guest Speakers:

Kent Farmer, CEO Rappahannock Electric Cooperative

Sheldon Petersen, CEO, National Rural Utilities Cooperative Finance Corporation (CFC)

Week 11 11/6

America’s Credit Unions: Financial Co-ops
History of credit unions, purpose, mission, types of credit unions, challenges and opportunities.

Guest Speaker: Carla Decker, President and CEO, District Government Employees Federal Credit Union, Washington, DC

Week 12 11/13

Importance of “Culture” in Co-op Business.

Materials:

Wired Differently, by Vern Dosch

Guest Speaker:

Vern Dosch, CEO, National Information Solutions Cooperative

Week 13 11/20

Measuring success using more than financial
Success Metrics.

Materials: Humanizing the Economy by John
Restakis, Chapters 5 and 8, 11

Research on the Economic Impact of Cooperatives
<http://reic.uwcc.wisc.edu/>

Guest Speakers:

Rosemary Mahoney, Senior Advisor, CoMetrics
Alison Powers, Program Officer, Capital Impact
Partners

Week 14 11/27

Co-ops on College Campuses: Types, Purposes,
Challenges and Opportunities

Guest Speaker:

Corrigan Nadon-Nicols, Director of Development
and Administration, North American Students of
Cooperation

Week 15 12/4

Marketing the Co-op Advantage

Materials/Resources:

“Blueprint for a Co-operative Decade: Strategies to
achieve and manage growth”

McKinsey on Cooperatives

“Cooperatives for a Better World”

Guest Speaker:

Kaeleigh Barker, Cooperatives for a Better World

Additional Resources

- *Power Plays*, by Ted Case
- Cabot Creamery cooperative Girl Scout Patch Booklet
- McKinsey on Cooperatives, McKinsey & Company
- Blueprint for a Co-operative Decade

Online Resources

- www.ncba.coop
- www.ica.coop
- www.cuna.coop
- www.nreca.coop
- www.cooperationworks.coop
- www.cultivate.coop
- www.uniteforgood.org
- <http://reic.uwcc.wisc.edu/>
- <http://store.toolboxford.org/>
- http://www.rurdev.usda.gov/BCP_Coop_LibraryOfPubs.htm
- www.cdsconsulting.coop
- www.everything.coop

Disability Resources: If you have a disability and require accommodations, please meet with one of us early in the semester to discuss your learning needs. If you wish to request reasonable accommodations (note taking support, extended time for tests, etc.), you will need to register with the Office of Disability Resources (401 Lee Hall). The office will require appropriate documentation of disability. All information will be kept confidential.

Instructors: Richard Larochelle, rlaroch@umw.edu, Adam Schwartz, aschwar2@umw.edu

Office Hours: Mondays before each class, 4:00-5:30 pm. Other times may be requested by students and every effort will be made to accommodate.

Grading: Attendance and participation: 30%, including a 5-7 minute presentation from each student on an existing co-op; Mid-term Exam: 30% (multiple choice, fill in the blank, matching questions and brief essays); Final group project: 40%.