

GENERAL EDUCATION COURSE PROPOSAL
UNIVERSITY OF MARY WASHINGTON

Use this form to submit **EXISTING** courses for review. If this course will be submitted for review in more than one category, submit a separate proposal for each category.

COURSE NUMBER:	FSEM 100		
COURSE TITLE:	PROFIT AND ACCOUNTABILITY		
SUBMITTED BY:	Dan Hubbard	DATE:	14 Feb 08
<i>This course proposal is submitted with the department's approval. (Put a check in the box to the right.)</i>			+
<i>If part of a science sequence involving two departments, both departments approve.</i>			

THIS COURSE IS PROPOSED FOR (check one).

First-Year Seminar (<i>indicate in the rationale if this will also count for major credit</i>)	+
Quantitative Reasoning	
Global Inquiry	
Human Experience and Society	
Experiential Learning	
Arts, Literature, and Performance: <u>Process</u>	or
	<u>Appreciation</u>
Natural Science (<i>include both parts of the sequence</i>)	

NOTE: See the report entitled "General Education Curriculum as Approved by the Faculty Senate," dated November 7, 2007, for details about the general education categories and the criteria that will be used to evaluate courses proposed. The report is available at www.jtmorello.org/gened.

RATIONALE: Using only the space provided in the box below, **briefly** state why this course should be approved as a general education course in the category specified above. *Attach a course syllabus.* **Submit this form and attached syllabus electronically as one document to John Morello (jmorello@umw.edu).** All submissions **must** be in electronic form.

This course provides first year students with an opportunity to inquire into a variety of ethical issues confronting the business disciplines. Students will research original sources to realize the myriad of connections between the liberal arts and the corporate enterprise. Finally, various paradigms for studying the corporation, from the mechanical to the organic, will be described and practiced.

Profit and Accountability: Issues in Corporate Citizenship

Moderator: Dan Hubbard
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Office Hours: TBD

Course Materials:

Text: Business and Society: A Strategic Approach to Corporate Citizenship, D.T. McAlister, O.C. Ferrell and L. Ferrell, Houghton Mifflin, Boston, 2003.

Readings: The Great Game of Business by Jack Stack

The Goal by Eliyahu Goldratt

The Living Company by Arie de Geus

Selections from Peter Drucker, Ayn Rand, George Soros and Taiichi Ohno

Various newspapers (Financial Times, Wall Street Journal, New York Times)

Annual reports, SEC filings and corporate press releases

Course Objectives:

Corporations play a fundamental role in your life, but you may not be aware that these entities are legally identified as persons, and are actually considered citizens. This course is intended to help you develop skills of intellectual inquiry by discussing issues arising from this corporate “citizenship.” You will read, ponder and discuss a wide variety of topics including the ethics of corporate governance, the rule of law and the political influence of profit, environmental impacts of corporations and the role of corporate philanthropy. Our objective is for you to become a discerning auditor, able to exercise the “art of independent inquiry” to evaluate your personal corporate environment. By examining a host of primary source materials, you will develop your skills as an observer, and perhaps come to realize that skepticism is “doubt in action.” In particular, by closely examining a particular corporate fraud, its motivations, flowering, discovery and effects, you will be prompted to consider the need for accountability in the search for profit.

Course Marks:

Active participation	30%
“Transaction” journals	30%
Fraud project	20%
Presentations	20%

Forum 1: Defining the corporate citizen – When is management a liberal art?

Forum 2: Corporate ethics and governance – Who rules?

Forum 3: Law, politics and corporate community – What is fraud?

Forum 4: Environment and “progress” - Where is waste?

Forum 5: Philanthropy – Why give?

Forum 6: Hail, Auditor – How shall we “watch the watchers?”