

Name: Textbook Committee for PPEL 101

Do you feel the Governing Board should approve the text,
Ethics, Economy and Entrepreneurship? (Circle One)

YES
(2)

NO
(6)

In a concise paragraph, please provide the reasoning for your recommendation to the Governing Board.

Yes- I would like to express my perspectives as a general reader, such as a parent or the person who is care about what our kids learn from our schools. I do not have an academic background in neither of Ethics, Economy, or Entrepreneurship.

I feel the text support the objectives of the course, the essential question, and the outcome of the course. It is clear and appropriate for students at this grade level. The style of writing is straightforward in a design of a study guide with a list of basic concepts. There is no reference providing enough information to explore further. The Text may reinforce student's critical thinking, problem solving and higher-level thinking skills when teachers provide some authentic scenarios in current events helping student effectively interpret the content. Finally, I suggest that the Governing Board may approve the text if the authors could attach a reference list to cite sources of the book. (Su)

Yes- I believe the textbook meets the objectives stated on the class syllabus, I therefore recommend approval of the textbook for this class. (Although I take issue with the word "deserve" on the 3rd Essential Question on the syllabus.) I think the book breaks down issues in an easy to understand manner for students just learning about Entrepreneurship and Ethics. I especially liked the simplified explanations of concepts and graphs and feel that it will engage students (ex; trade and comparative/absolute advantage). Although there were issues with the authors not correctly annotating references. Overall, I think the concepts that are discussed in this book are a good introduction for students taking this elective course and would interest them in pursuing studies in this area in their higher education. (Manuel)

No- Although the book gets off to a good start in Parts 1-3, it completely fails to unify the three disciplines. It almost entirely neglects entrepreneurship, and its discussion of macroeconomics is underdeveloped. Macroeconomics was entirely unnecessary in a text that should be about running a business ethically in a market economy. Some committee members allege the book is "riddled" with absolute falsehoods". That criticism is untrue and agenda-driven. Other committee members who were open-minded found the book oversimplified, underdeveloped, and lacking a unifying theme. Ultimately, I ask whether students will learn the basics of running an ethical business and my answer is NO. (Euchner)

No- The textbook provides so many inaccuracies in the first half that it destroys any credibility of the second. The biases that are found throughout, permeate and destroy any logic. The writing quality, like the examples and the presentation is very poor- not something

a student trying to learn to write professionally should spend a lot of time with. Lack of sources, like a complete lack of exposure to theories other than libertarianism, do a huge disservice to critical thinking (the students have no way of knowing where to look to read more. (Putnam-Hidalgo)

No- 1. The book has no references, index, or footnotes except due footnote and it has the wrong author for the note. 2. It is littered with claims that are false, and can be shown to be false. 3. It is biased, fatally, politically, socially, and endocentric to the maximum. 4. It is an embarrassing demonstration of bad grammar, misapplied examples, and illogical statements. 5. Even using the objectives of the text as “course objectives” we find a very poor match. 6. Two of the three cognate fields, Entrepreneurship and Ethics receive such meagre treatment, they are rendered irrelevant. I have submitted my review to the committee it is 31 pages. (Senese)

No- Structurally, the book is chaotic and at times nonsensical. Ethics section is absurdly presented vis-a-vis any standard business ethics book. The text uses ridiculous examples and misses numerous opportunities to approach realistic scenarios such as global warming, research, education all the while denigrating the role of the government and not once describing market failure. Finally, there is no realistic prescription for the process of entrepreneurship. The book fails. (Lancaster)

No- The textbooks has no flow in its writing. It jumps from one topic to another and later jumps back. Questions in the book, which is extensive with no answers or directions for the students. The objectives in each unit do not match up with what is inside the unit. Economics and financials literacy take up 175 pages of a 300 page textbook. Why do students have to take economics over again if economics is a prerequisite for the PPEL course? (Reff)

No- The textbook does not meet with foals of a secondary education. The book has some severe fundamental accuracy problems, particularly the social sciences. Pertinent examples include discussion of human evolution, the Milgram experiments, and transition from feudalism to market economy/capitalism. Additionally, the text fails to assist students to critically examine the text or their assumptions. The discussion questions are limited and the text is disjointed between sections, fails to make critical connections and appears to be written by multiple authors at multiple times without an editor or attempt at synthesis. (Koch)