

My concerns with the textbook

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Cc: Rajeev Chopra <RChopra@laspositascollege.edu>; Drew Patterson <dpatterson@laspositascollege.edu>; Mary Lauffer <MLauffer@laspositascollege.edu>; Tracey Coleman <tcoleman@chabotcollege.edu>; Stuart McElderry <SMcElderry@laspositascollege.edu>

Jaclyn, I am writing this email with a heavy heart and a disappointed disposition.

This is my first semester teaching Introduction to Business, so I accepted the recommendations from my colleagues to use Understanding Business by Nickels and McHugh. Since this is the first time I am teaching this course, I am carefully reading each chapter with wonderment.

A little background, I am an African American CPA, and I have over 25 years experience as an accountant. In addition to my teaching responsibilities at Las Positas College, UC Berkeley, and Golden Gate University, I also serve as the Chairman of a non-profit organization (Accounting Career Awareness Program) that is dedicated to increasing the number of high school students from historically under represented ethnic groups to pursue careers in finance and accounting. I could say much more, but this sums it up: I am 100% sold out on increasing diversity in accounting and business - and the way I choose to live my life demonstrates that commitment.

I'm 2018, our accounting department decided to switch textbooks from Pearson to McGrawHill. We selected a textbook by John Wild, and I noticed several instances in the textbook that were not reflective of the inclusivity I would expect from a textbook geared towards a diverse student population like we see in community colleges. I brought this to the attention of the representative, who discussed this with others. It lead to a conversation with someone from corporate who assured me McGrawHill can, should, and will do better. Even still, we decided to return to Pearson the next semester.

So back to Understanding Business...my mouth was literally wide open when I was reading the first chapter and saw the author choose to use the cotton gin as an example of how technology can impact productivity making specific reference to the success of the early US economy through farming.

Is the author aware that the early US economy was financed through free labor from enslaved Africans?

Is the author aware that the invention of the cotton gin resulted in the kidnapping of more Africans to work the fields in the US because the production bottleneck had been solved by the cotton gin and more cotton could be prepared for manufacturing?

This paragraph left me dumbfounded - and I noticed two other instances of racial insensitivity just in the first chapter. I imagined an African American male who is pushing through the societal norms and choosing to start his educational journey with an Introduction to Business class... and this is what he has to read in the first chapter.

Again, I am disheartened and disappointed. Please forward this email along to whomever is the appropriate person. A real conversation is warranted (again) on how we can design textbooks that speak the truth about the history of our country, while also acknowledging the impact to the users of these textbooks (both students and professors).

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Author: [Living Healthy: Six Simple Strategies to Achieve a Healthy Life Spiritually, Physically, and Financially](#)