

DE ANZA COLLEGE BUSINESS DEPARTMENT
BUSINESS AND SOCIETY
Summer 2015

Also known as **Business 21, section 61Z**
INSTRUCTOR: BYRON LILLY

Course Objectives: To explore these and other questions: What is the relationship between business and society today? How, if at all, has this relationship changed over the past 150 years? What positive functions has the institution of business performed for society over the past 150 years? What negative effects has it had? How has society striven to control or suppress the negative effects of business while preserving most of its benefits? What are some of the positions and assertions of some of the most vocal critics of business today? Which ones have merit? What, if anything, should we as citizens, employees or consumers do about these remaining valid criticisms of business?

Required Materials:

- **Textbook:** Selected Materials from Business, Government, and Society: A Managerial Perspective, Text and Cases, a McGraw-Hill **custom textbook** created expressly for De Anza College. Physical textbook: ISBN 978-1-12-154293-8. E-book: ISBN 978-1-12-161708-7.
- **Alternate textbook:** Alternatively, you could use Business, Government, and Society: A Managerial Perspective, Text and Cases, Thirteenth Edition, by John F. Steiner and George A. Steiner, 2012. ISBN 978-0-07-811267-2. This will work just as well as the custom textbook, but it's probably more expensive.
- **Second Alternate Textbook:** Online textbook. The preceding two options are physical textbooks. If you would prefer an online textbook, visit <https://create.mheducation.com/shop/#/catalog/details/?isbn=9781121617087>. Last time I checked, the cost for this online textbook was \$77.70.

Course Requirements:

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered through De Anza's standard distance learning system, **Catalyst**. The entry point for the course website is <http://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <http://www.deanza.edu/distance/firsttimehome.html>. However, the course website will not be accessible until the first day of classes, which is June 29, 2015.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **really important** that you watch these videos! These videos will explain how you earn points in the class.
- **Attendance Requirement:** To avoid being **dropped** from this course **for inadequate attendance**, each student **must** earn **at least 100 points** in the course by **Sunday, July 5**, and at least **300 points** in the course by **Wednesday, July 15, 2015**.
- **Required Reading, Online Lectures, Online Quizzes, and Student Discussion Forum Posts:** The reading assignments in the textbook, the online lectures, and the online quizzes associated with each chapter are the "main events" in the course. This is where the course material will be "delivered" to you, and where you will earn about 85% of your points. The online final exam is also required, and is worth about 15% of the course grade. All quizzes and exams have the same

due date: 5PM Thursday, August 6, 2015. It is up to you to get all the work done by this due date. This will take a very high level of personal responsibility on your part. Most of the quizzes will be comprised solely of objective questions (true-false, multiple choice, and matching,) but a small number of them (about 11 of them) will have some short-answer essay questions on them in addition to the objective questions. The quizzes are timed, and once you start a quiz, you must finish it within the time limit. You cannot save a quiz and resume it later. You will have an average of four minutes per objective question plus 10 minutes per short answer essay question to complete each quiz, and can allocate that time any way you want between the questions on that quiz.

- **Final Examination:** The final examination can be taken any time the student is ready. Each student will have only one opportunity to take the final exam, and will have 6 hours to complete the final exam after they start it. It will consist of a blend of objective (true-false, multiple choice, and matching) questions and essay questions. The final exam will be worth about 15% of the student's course grade.

Strongly Recommended:

- **Online Orientation:** It is strongly recommended that you print and carefully read at least the first page of the **online orientation** for this class by **Monday, June 29, 2015**. To locate this first page, go to <http://www.deanza.edu/distance>, click the link "**Online Orientation**" within the "Summer 2015 links" group, then click the link "BUS -D021.-64Z with Byron Lilly."

Extra Credit:

- A small number of extra credit points are available in this course. Each extra credit opportunity requires the student to either read a document or watch a video, then complete an extra credit quiz based on the material presented in that document or video. These are due on the same day as the required work: 5PM Thursday, August 6, 2015.

Grading Policy:

There are 1,289 points possible in the course. Each student's course letter grade will be determined using the following table:

Points Earned	Course grade
1,276 – 1,289	A+
1,186 – 1,275	A
1,160 – 1,185	A-
1,134 – 1,159	B+
1,057 – 1,133	B
1,031 – 1,056	B-
1,005 – 1,030	C+
902 – 1,004	C
864 - 901	D+
748 - 863	D
709 - 747	D-
0 – 708	F

Academic Integrity Policy:

All online work must be performed individually. You can study or discuss the assigned chapters in the textbook or the lectures in groups if you like, but students who assist others on an online *exam or quiz*,

or who accept the assistance of others, have **cheated**. If caught, they will immediately receive a **failing grade** on any and all assignments the instructor has reason to believe they likely cheated on, **and** their **names** will be reported to the **Dean of Student Affairs** at De Anza College for further disciplinary action.

Optional Website:

The authors of the textbook maintain a website that they call the “Student Online Learning Center” containing a 10 question practice quiz for each chapter in the text. While you cannot earn any points for completing these quizzes, you may find them useful. You will find this website at:

http://highered.mcgraw-hill.com/sites/0078112672/student_view0/index.html

Miscellaneous:

- **Late drops are not permitted:** If you do not want to continue in the class, **you must drop yourself** by Wednesday, July 29, 2015. **Late drops will not be permitted.**

Important dates (all dates are in 2015):

Monday, June 29 – Recommended date by which you should complete the general online orientation and begin the course

Wednesday, July 1 – Last day to drop the class with a refund. Also, the recommended date by which you should complete the specific online orientation consisting of the activities in the “Welcome Activities” group and begin to work on the course material.

Sunday, July 5 – Date by which you must earn at least 100 points in the class to avoid being dropped for inadequate attendance the first time.

Monday, July 6 – Last day to use an add code to add the class in MyPortal

Wednesday, July 15 – Date by which you must earn at least 300 points in the class to avoid being dropped for inadequate attendance the second and final time

Wednesday, July 29 – **Last day to drop with a “W”** (This is a **very important due date**. This is your last possible opportunity to drop the class and avoid a D or F. If you do not drop the class with a W by this due date, **you will be stuck in the class, and stuck with whatever grade you get in the class.**)

Thursday, August 6, 5PM – Time and date by which you must finish all the required work in the class, including the online final exam.

Contacting the instructor:

Office hours: By appointment only.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

Email: lillybyron@fhda.edu

Website: <http://www.deanza.edu/faculty/lillybyron/>