

DE ANZA COLLEGE BUSINESS DEPARTMENT
BUSINESS AND SOCIETY
Winter 2015

Also known as **Business 21, section 63Z**
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 January 5, 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, January 18**, and at least **300 points** in the course by **Sunday, February 8, 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 are the "main events" in the course. This is where the course material will be "delivered" to you, and where you will earn most (about 80%) of your points in the class. The student discussion forum posts (there are 8 of them) are also required, but will comprise only a very small portion of your

grade (about 3%.) The online quizzes and student discussion forum posts will be due in three groups or batches. The chapter 1 through chapter 3 group will be due at the end of week 3, on Sunday, January 25, 2015. The chapter 4 through chapter 7 group will be due at the end of week 7, on Sunday, February 22. The last group, the chapter 8 through chapter 11 group, will be due at the end of week 11, on Sunday, March 22, 2015. 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 will be taken online during “finals week.” Each student will have 6 hours to complete the final exam after they start it, and must start it sometime between 7AM Tuesday, March 24th and 12:01AM Friday, March 27th. 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 17% 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, January 5, 2015**. To locate this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Winter 2015 links" group, then click the link "BUS -D021.-63Z 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. Most of these document-quiz pairs are not associated with any particular assigned chapter, and are therefore found in the last (bottom-most) topic in the course website, “Additional Extra Credit not tied to a particular chapter.” However, one of the extra credit opportunities is grouped with the “Chapter 2” material because it expands upon a topic raised in the chapter 2 lecture.

Grading Policy:

Each student's course grade will be calculated according to the following table:

Percent of Possible Points Earned	Course grade
99-100%	A+
92-98%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77%	C
67-69%	D+
58-66%	D
55-57%	D-
Below 55%	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 Friday, February 27, 2015 **or ask me to drop you** by Thursday, February 26, 2015. **Late drops are not permitted**, so be sure to drop yourself by this deadline if you do not want to continue.

Important dates to remember (all dates are in 2015):

Monday, Jan 5 – Recommended date by which you should complete the online orientation and buy the textbook. Also: the earliest date you can begin work on the course material.

Saturday, Jan 17 – In theory, the last day you can use your add code to add this class; *but you shouldn't wait that long, because you will not have access to any of the course material, including the online orientation videos, until the day after you add the class!*

Sunday, Jan 18 - **Be sure to earn at least 100 points** in the course by this date. Otherwise I will drop you for inadequate attendance.

Monday, Jan 19 – Last day to drop this class with no grade of record

Sunday, Jan 25 – All chapter 1 to 3 quizzes and discussion forum posts are due by 11:55PM. This includes the chapter 2 extra credit quiz.

Friday, Jan 30 – Last day to request a Pass/No Pass grade at the Admissions and Records department

Sunday, Feb 8 - **Be sure to earn at least 300 online points** on the course website by this date!

Otherwise I will drop you for inadequate attendance.

Sunday, Feb 22 – All chapter 4 to 7 quizzes and discussion forum posts are due by 11:55PM.

Friday, Feb 27 – **Last day to drop with a “W”** (This is a **very important due date**. This is your last possible opportunity to drop the class. Requests to drop after this date will not be successful, regardless of the reason for the request.)

Sunday, Mar 22 – All chapter 8 to 11 quizzes and discussion forum posts are due by 11:55PM.

Tuesday, Mar 24, 7:00AM – Earliest opportunity to begin the final exam.

Friday, March 27, 6:00AM – Deadline by which you must **complete** (not begin) the final exam. You will need to begin the exam by 12:01AM Friday, March 27th if you want to have the full six hours, because the Catalyst system will cut you off at 6AM on March 27th, even if you are not finished.

Contacting the instructor:

Office hours: By appointment only.

Office location: Building F4, room F41F

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Email: lillybyron@fhda.edu

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