

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**BUSINESS AND SOCIETY**  
**Fall 2015**

Also known as **Business 21, section 62Z**  
**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 September 21, 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, October 4**, and at least **300 points** in the course by **Sunday, October 25, 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 98%) of your points in the class. The student discussion forum posts (there are 6 of them) are also required, but will comprise only a very small portion of your grade (about 2%). The online quizzes *and student discussion forum posts* will be **due in four groups or batches**. The first

three batches will each be due at 11:55PM on the appointed day. The chapter 1 through chapter 3 group will be due at the end of week 3, on **Sunday, October 11, 2015**. The chapter 4 through chapter 7 group will be due at the end of week 7, on **Sunday, November 8, 2015**. The chapter 8 through chapter 11 group will be due at the end of week 11, on **Sunday, December 6, 2015**. The last group will contain the online final exam only. It will be due at (must be *finished* by) **1:45PM Thursday, December 10, 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 12 of them) will have some short-answer essay questions in 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 come back to 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 once they start it, and must start it sometime between 6AM Monday, December 7 and 7:45AM Thursday, December 10, 2015. 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 14% 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, September 21, 2015**. To locate this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Fall 2015 links" group, then click the link "BUS -D021.-62Z 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. Three of these extra credit opportunities are grouped with the chapter material they are most closely associated with (chapters 2, 4, and 8). These are due when the other material in those chapters is due. The remaining two extra credit opportunities are grouped at the bottom of the course website, in an activity group called “Additional Extra Credit not Tied to a Specific Chapter.” These are due at (must be completed by) 6AM Monday, December 7, 2015.

***Grading Policy:***

Each student's course grade will be determined by the total number of points earned by that student in the course during the quarter:

<b>Percent of Possible Points Earned</b>	<b>Course grade</b>
1,300 or higher (99-100%)	A+
1,208 – 1,299 (92-98%)	A
1,182 – 1,207 (90-91%)	A-
1,155 – 1,181 (88-89%)	B+
1,076 – 1,154 (82-87%)	B
1,050 – 1,075 (80-81%)	B-
1,023 – 1,049 (78-79%)	C+
918 – 1,022 (70-77%)	C
878 – 917 (67-69%)	D+
759 – 877 (58-66%)	D

720 – 758 (55-57%)	D-
719 and below (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 possible further disciplinary action, up to and including disciplinary suspension from De Anza College for a period of up to three years.

### ***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](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, November 13, 2015 **or ask me to drop you** by Thursday, November 12, 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, September 21** – 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, October 3** – 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, October 4** – **Each student must earn at least 100 points** by this deadline – those who do not will be dropped for inadequate attendance. (This is **the first of two** attendance hurdles.) Also, this is the last day to drop a class with no grade of record.

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

**Friday, October 16** – Last day to request a Pass/No Pass grade at the Admissions and Records department

**Sunday, October 25** - **Each student must earn at least 300 points** by this deadline – those who do not will be dropped for inadequate attendance.

**Sunday, November 8** – All chapter 4 to 7 quizzes *and discussion forum posts* are due by 11:55PM.

**Friday, November 13** – **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, December 6** – All chapter 8 to 11 quizzes *and discussion forum posts* are due by 11:55PM.

**Monday, December 7, 6:00AM** – The two extra credit assignments not associated with a chapter are due. Also, this is the first moment you can begin the final exam.

**Thursday, December 10, 7:45AM** – The last safe moment to begin the online final exam, by which I mean the last moment you can begin that exam *and still get a full six hours* to take it.

**Thursday, December 10, 1:45PM** – Deadline by which you must **complete** the final exam. The Catalyst system will cut you off at 1:45PM on this day, so be sure to begin the final exam at least six hours before this

deadline.

***Contacting the instructor:***

Office hours: Monday through Thursday, 12:30-1:30PM. Available at other times by appointment.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

Email: [lillybyron@fhda.edu](mailto:lillybyron@fhda.edu)

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