

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**BUSINESS AND SOCIETY**  
**Summer 2017**

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 only through **Canvas**. Canvas can be accessed from the Student tab in MyPortal, or by going to <https://deanza.instructure.com> and using your MyPortal credentials to log in.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Canvas, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **really important** that you watch these videos! They will explain how you earn points in the class, and how and why to make a **solid and timely start** in the class!
- **Attendance:** The attendance requirement for this class is that each student must earn at least 70% of the points possible in the class by the end of each of the first four weeks of the class. Here are the four point thresholds each student must meet to avoid being dropped from the class for inadequate attendance:

<b>Date</b>	<b>Minimum points needed</b>
Sunday, July 9, 2017	360
Sunday, July 16, 2017	570
Sunday, July 23, 2017	800

Sunday, July 30, 2017	1,010
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- **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 92%) of your points in the class. The online quizzes and student discussion forum posts will be **due in six groups or batches**. The first five batches will each be due at 11:55PM on a **Sunday**. The last batch will be due at 11:55PM on the last **Friday** of the quarter. The chapter 1 and 2 batch will be due **Sunday, July 9, 2017**. The chapter 3 and 4 batch will be due **Sunday, July 16, 2017**. The chapter 5 and 6 batch will be due **Sunday, July 23, 2017**. The due dates of the other batches can be found in the *important dates to remember* section at the end of this syllabus.
- **Final Examination:** The comprehensive online final examination is worth approximately 8% of the course grade. Each student will have up to 6 hours to complete the final exam once they start it, provided they start it sometime between 12:01AM Saturday, August 5 and 5:55PM Friday, August 11, 2017. The final exam will consist of a blend of objective (true-false, multiple choice, and matching) questions and essay questions. Further information can be found by reading the text entry "About the Final Exam" in the Final Exam group at the bottom of the course website in Canvas.

### **Grading Policy:**

Unless I choose to curve the class, each student's course grade will be determined by the percentage of the total points possible in the class earned by that student in the current quarter:

<b>% of Points Earned</b>	<b>Letter grade</b>
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 are welcome to study or discuss the assigned chapters in the textbook or the lectures with others if you like, but students who assist others on an online *exam or quiz*, or who accept the assistance of others, have **cheated**. If I become aware of convincing evidence a student has cheated, that student will receive a **failing grade** on any and all assignments I have 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 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 in preparing you to do well on the required online quizzes and/or the final exam in this class. 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)

***You are responsible for dropping yourself if you do not want to finish the class:***

- **Late drops are not permitted:** If you meet the minimum attendance requirements listed earlier but do not want to finish the class, **you must drop yourself** by Tuesday, August 1, **or ask me to drop you** by Monday, July 31, 2017. **Late drops are not permitted.**

***Important dates to remember*** (all dates are in 2017):

**Monday, July 3** – Recommended date by which you should read this course syllabus, watch the orientation videos available in Canvas, and begin the first assignment.

**Sunday, July 9** – All chapter 1 and 2 assignments are due by 11:55PM on this date. In theory, this is also 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 until after you add this class in MyPortal!*

**Sunday, July 16** – All chapter 3 and 4 assignments are due by 11:55PM on this date.

**Sunday, July 23** – All chapter 5 and 6 assignments are due by 11:55PM on this date.

**Sunday, July 30** – All chapter 7 and 8 assignments are due by 11:55PM on this date.

**Tuesday, August 1** – Last day to drop this course (will place in a W on your transcript)

**Sunday, August 6** – All chapter 9 and 10 assignments are due by 11:55PM on this date.

**Friday, August 11** – All chapter 11 assignments, and the final exam, are due by 11:55PM on this date.

***Contacting the instructor:***

Office hours: 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/>