

DE ANZA COLLEGE BUSINESS DEPARTMENT
BUSINESS AND SOCIETY
Fall 2017

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 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:** It is **VERY IMPORTANT** that each student **understand and comply** with the attendance policy in this class **at all times**, as **once a student is dropped for inadequate attendance**, I will **not add the student back to the class for any reason**, no matter **how severe** the consequences on the student's economic security. The attendance requirement for this class is that each student must earn at least 65% of the points possible in the class by the end of each of the first seven weeks of the class. Here are the seven minimum point thresholds each student must meet to avoid being dropped from this class for inadequate attendance:

Date	Minimum points needed
Sunday, Oct 1, 2017	170

Sunday, Oct 8, 2017	320
Sunday, Oct 15, 2017	430
Sunday, Oct 22, 2017	510
Sunday, Oct 29, 2017	600
Sunday, Nov 5, 2017	720
Sunday, Nov 12, 2017	800

- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook are required. The online lectures are also required. The **online quizzes** are where you will earn 92% of your points in this class. These quizzes are due in eleven batches, corresponding to the first **eleven weeks** of the Fall quarter. These first eleven batches are always due on a **Sunday night** at 11:55PM. Please see the *important dates to remember* section at the end of this course syllabus for details regarding **what** is due on **each** of the first eleven Sundays. Quizzes may be taken late, but a **lateness penalty of 4% per full or partial day will be assessed against all late quizzes**. You are strongly advised (and requested) to **complete as many of your online quizzes on time as possible** to avoid this lateness penalty.
- **Final Examination:** The comprehensive online final examination is worth the remaining 8% of the student's course grade. The final exam is due on a **Thursday night**, not a Sunday. Specifically, it is due at 11:55PM **Thursday, December 14**. Further information can be found by reading the note "About the Final Exam" in the Final Exam assignment group at the bottom of the course website in Canvas.

Grading Policy:

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:

% of Points Earned	Letter 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 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

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 Friday, November 17, **or ask me to drop you** by Thursday, November 16. **Late drops are not permitted.**

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

Wednesday, Sept 27 – Recommended date by which you should read this course syllabus, watch the orientation videos available in Canvas, and begin the first assignment.

Sunday, Oct 1 – All chapter 1 quizzes are due by **11:55PM** on this date.

Sunday, Oct 8 – All chapter 2 quizzes are due by **11:55PM** on this date.

Sunday, Oct 15 – All chapter 3 quizzes are due by **11:55PM** on this date.

Sunday, Oct 22 – All chapter 4 quizzes are due by **11:55PM** on this date.

Sunday, Oct 29 – All chapter 5 quizzes are due by **11:55PM** on this date.

Sunday, Nov 5 – All chapter 6 quizzes are due by **11:55PM** on this date.

Sunday, Nov 12 – All chapter 7 quizzes are due by **11:55PM** on this date.

Friday, November 17 – Last day to drop this course (will place in a W on your transcript)

Sunday, Nov 19 – All chapter 8 quizzes are due by **11:55PM** on this date.

Sunday, Nov 26 – All chapter 9 quizzes are due by **11:55PM** on this date.

Sunday, Dec 3 – All chapter 10 quizzes are due by **11:55PM** on this date.

Sunday, Dec 10 – All chapter 11 quizzes are due by **11:55PM** on this date.

Thursday, Dec 14 – The final exam is 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

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