

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 21 - BUSINESS AND SOCIETY
Fall 2014
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 <https://catalyst.deanza.edu/?pg=first>.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, at 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 300 points** in the course by **Sunday, October 26, 2014**.
- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook, the online lectures, and the online quizzes associated with each of the 11 assigned chapters in the textbook are the "main events" in the course. This is where the course material will be delivered to you, and where you will earn most of your points in the class. Each student is responsible for ensuring they have completed all of the required online quizzes by the deadline.
- **Midterm and Final Examinations:** The midterm and final examinations are both required essay

examinations, and are both taken online. You will have 4 hours and 20 minutes to take the midterm and 6 hours to take the final exam. It is recommended you complete the midterm exam after you have finished all of the required chapter work associated with chapters 1 through 7. It is recommended that you do not attempt the final exam until you have completed all of the required chapter work associated with chapters 1 through 11. You can take the midterm and/or the final exam a second time if you wish. If you *do* take one or both of them a second time, you will automatically receive the *higher* of your two grades. The **midterm** examination is available to be taken from the beginning of the quarter until **6AM Tuesday, December 9, 2014**. The Catalyst system will *terminate* any exams in progress when 6AM Tuesday December 9 arrives. Please plan accordingly.

- **Final Examination:** The final examination is available to be taken between **7AM Monday, November 24, 2014** and **6AM Friday, December 12, 2014** only. The Catalyst system will *terminate* any exams in progress when 6AM Friday December 12 arrives. Please plan accordingly.

Strongly Recommended:

- **Online Orientation:** It is strongly recommended that you print and carefully read at least the first page of the online orientation by **Monday, September 22, 2014**. To locate this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Fall 2014 links" group, then click the link "BUS -D021.-62Z with Byron Lilly."

Extra Credit:

- Extra credit points may be earned by completing one or more of the extra credit quizzes found in the last (bottom-most) topic in the course website, "Extra Credit." In general, you will have to either read a document or watch a video before taking the associated extra credit quiz in order to earn any points on those quizzes. One of the orientation videos will walk you through the process for earning extra credit points.

Grading Policy:

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

Points (and %) earned	Course grade
At or above 1,428 (98.51%)	A+
At or above 1,327 (91.51%)	A
At or above 1,298 (89.51%)	A-
At or above 1,269 (87.51%)	B+
At or above 1,182 (81.51%)	B
At or above 1,153 (79.51%)	B-
At or above 1,124 (77.51%)	C+
At or above 1,008 (69.51%)	C
At or above 964 (66.51%)	D+
At or above 834 (57.51%)	D
At or above 790 (54.51%)	D-
Below 790	F

Academic Integrity Policy:

All online work must be performed individually. You can study the book in groups, 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** of De Anza College for possible further disciplinary action, up to and including suspension of the student from the College and forfeiture of any academic credits earned by the student at this institution.

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, November 14, 2014 **or ask me to drop you** by Thursday, November 13, 2014. **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 2014):

Monday, Sept 22 – 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, Oct 4 – Last day to use your add code to add this class (but you shouldn’t wait that long!)

Sunday, Oct 5 – Last day to drop this class with no grade of record

Friday, Oct 17 – Last day to request a Pass/No Pass grade at the Admissions and Records department

Sunday, Oct 26 - **Be sure to earn at least 300 online points** on the course website by this date!

Otherwise, I will drop you from the course for inadequate attendance!

Friday, Nov 14 – **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.)

Monday, November 24, 7AM – The online final examination becomes available

Tuesday, December 9, 6:00AM – Deadline by which you must **complete** (not begin) all coursework except the final exam, including but not limited to the midterm exam and any extra credit assignments you want to complete this quarter.

Friday, Dec 12, 6:00AM – Deadline by which you must **complete** (not begin) the final exam

Contacting the instructor:

Office hours: By appointment only.

Office location: Building F4, room F41F

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