

BUSINESS CALCULUS MAC2233
FALL 2009

Text: Calculus by Hoffman and Bradley 10th edition
the brief edition is adequate as it covers Chapters 1-7

GUIDELINES FOR INSTRUCTORS:

1. The School of Business is requiring all new students to take college algebra before this class. Students who do not remember algebra **MUST** go to the Extended Business Calculus. The first day start with 1.5, and you may go over the algebra test enclosed so the students can see how much they know.
2. Give 3 exams or 4 (MWF) and a cumulative final. You may emphasize a section on the test but it must be cumulative. You must count the final at least 30% of their grade. The final exam and grade distribution must be turned in as data is being compiled.
3. Do not spend lecture time reviewing for exams or give practice exams with similar questions or tell the students which particular problems to expect. If you give multiple choice or true and false limit this to 15% of the test. You may give extra credit problems on exams. Do not give take-home or open book exams.
4. Expect the passing rate (from those taking test I) to be between 20-35%, as students may not know algebra.
5. Graphing calculators are not allowed (like in college algebra). Minimize the use of calculators as cheat sheets are hidden in the sleeves. Do not give formulas or hints on how to do the problems. Stress procedures and limit computations on exams.
6. Put all pertinent information on your syllabus, including grading policy, what sections the exam will cover and dates, and the tutoring lab information. The complete solution manual is available (provide students with the user name and password), cinemath lectures are very helpful, and the math website lists other help available. An Aleks program will also be available to review algebra.

SYLLABUS:

Cover ALL of 1.5, 1.6, 2.1-2.5. Section 2.1 is important and students need to understand derivatives. Give particular attention to all word problems and applications.

Cover all topics in 3.1-3.5. Combine the material in 3.1-3.3 and stress sketching the shape of the curve (not plotting). In 3.4 cover elasticity and do many types of problems in 3.5.

Cover 4.1-4.4. Sections 4.1 and 4.2 are also covered in college algebra. Do all applications.

Cover 5.1-5.5, especially applications.

Cover 7.1-7.3, spend most of the time on 7.2 and 7.3