

MATH 240 (82596), FALL 2011
MATH ANALYSIS FOR BUSINESS AND SOCIAL SCIENCE
M W 5:00-7:25PM, SECO 204

Instructor: Kathy Kubo
Office: Seco Hall 312-D

Q&A Monday 1:00-2:00pm (MESA Center Aliso Lab 114)
Hours Wednesday 1:00-2:00pm (TLC Lab Bonelli 209)
Other days/times will be announced in class on a weekly basis.
You may also schedule an appointment (in person or online using CCC Confer)

Phone: (661) 362-3038

E-mail: kathy.kubo@canyons.edu

For email, please include the phrase “Math 240” in the subject line.

I use this key phrase to filter e-mail into a separate folder so that I can respond to your email more quickly.

Website: <http://www.canyons.edu/faculty/kubok>

Valencia Campus map: <http://www.canyons.edu/offices/PIO/keyinfo/CampusMap.asp>

Please read this entire syllabus and keep it for reference. The syllabus is subject to change.

COURSE DESCRIPTION: Math 240 covers the main topics of calculus as applied to business and social science. Topics include limits of functions, derivatives of functions and integrals of functions.

TEXT: Applied Calculus for the Managerial, Life, and Social Sciences, 8th edition, Tan, S. T.
ISBN: 978-0-495-55969-6

Since I will ask you to refer to homework exercises and complete practice problems during class, please bring your textbook to every class session.

PREREQUISITE: All students enrolled in Math 240 should have completed Math 103 with a minimum grade of C or appropriate placement as determined by the COC assessment process.

STUDENT LEARNING OUTCOME: Recognize, analyze and solve problems related to business and social sciences using elementary derivatives and integrals.

COURSE OBJECTIVES:

1. Graph linear and quadratic functions.
2. Solve applications involving linear and quadratic functions.
3. Determine the limits of functions.
4. Find the derivative of functions.
5. Apply the derivative to determine extrema, points of inflection, and concavity.
6. Apply the derivative to business and economics problems.
7. Find the derivatives of exponential and logarithmic functions.
8. Integrate indefinite and definite integrals.
9. Solve problems involving exponential growth and decay.

ATTENDANCE: Regular attendance is expected. Please arrive on time and remain in class for the duration of the lecture. If you arrive late, it is your responsibility to inform me that you were not absent. If you leave early or do not return from the break, you will be considered absent for that half of the class session. Note that you may be dropped from the course if you miss more than two class sessions. This rule also applies to excessive absences due to illness or medical treatment. Therefore, please email the instructor if you will be absent from class, especially if you will have an extended absence. You will be held responsible for all announcements and material presented and discussed, regardless of whether or not you were present.

CANCELLATION OF CLASS: During the semester, class may be cancelled due to local fires, college blackouts, or other unforeseen circumstances. You are responsible for reading and completing assignments for the assigned sections whether or not we discuss them in class. Additional instructions will be posted on my website and on the classroom door or my office door.

CLASSROOM DECORUM: You are expected to comply with the Regulations and Policies listed in the [College of the Canyons Catalog](#) (2010-11, pp. 239-253). In general, there is a zero tolerance policy for disrespectful or disruptive behavior. You will immediately leave the classroom and must meet with me, the Assistant Superintendent/Vice President or Dean of Student Services before attending any future classes.

No eating, drinking or smoking. Please do not read other materials or converse during lectures; it is impolite to me and to your classmates. Please turn off all mobile phones and pagers before class begins. Phones, laptops, and other electronic devices such as iPods may not be used during class unless approved in advance by the instructor. If your pager or phone disrupts class, you will immediately leave the classroom and receive a full absence for the day. If your phone or pager disrupts an exam, you will receive a 10% penalty on that exam.

E-MAIL COMMUNICATION: Please use formal business writing, including a proper salutation and closing, in all e-mail communication with me. I will not respond to informal communication, specifically those written in the style of text or instant messaging and those that do not address me by name or include the name of the student. For more information regarding business etiquette in e-mail, please read:

<http://www.businessemailetiquette.com/>

GRADING: Grades will be based on the following:

Exams/Quizzes	60%
Final exam (comprehensive)	20%
Class Presentations/Class Assignments	10%
Journals/Other Assignments	10%

To calculate your grade, use the following weighted average formula:

$$\begin{aligned} \text{Grade} = & 0.6(\text{Exams/Quizzes average}) + 0.2(\text{Final exam score}) \\ & + 0.1(\text{Class Presentations/Class Assignments average}) \\ & + 0.1(\text{Journals/Other Assignments}) \end{aligned}$$

For grade disputes, please resubmit your original graded assignment to the instructor for further review within one week after it was returned to you. Any grade dispute claims submitted after the one week time period will not be considered.

There will be NO extra credit. Grades will be determined as follows:

Grade	Percent
A	90–100
B	80–89.9
C	70–79.9
D	60–69.9
F	0–59.9

I strongly recommend that you keep all your work and exams until you receive your course grade in case you have questions concerning your class performance.

CALCULATOR USE: You may need a scientific calculator for some of the homework exercises. You may use a calculator for your homework assignments, but you will not be allowed to use it during quizzes or exams unless otherwise stated. No graphing calculators or mobile phones are allowed for quizzes or exams.

EXAMS: No calculators, mobile phones, books or notes will be allowed during the exams unless otherwise stated. I do not drop any exam scores; however you may replace your lowest recorded test score with your grade on the final exam only if it improves your overall grade. If you are absent on the day of an exam, I will use your grade on the final as your grade for the missed exam (one time only). Exams will NOT be given after the scheduled dates. THERE ARE NO MAKEUP EXAMS. NO EXCEPTIONS.

Students with extreme circumstances must 1) leave a voice message with the instructor prior to the scheduled exam and 2) provide official documentation by an outside authority (physician's letter, hospitalization or police report, etc.) for further consideration.

Please bring a student ID or other acceptable photo ID (e.g. driver's license, passport) to all exams. If you do not provide a valid ID, you will not be permitted to take the exam.

You are expected to comply with the Regulations and Policies listed in the [College of the Canyons Catalog](#) (2010-11, pp. 239-253). If you do not follow the exam guidelines, you will receive a zero for that exam which cannot be replaced with your grade on the final. If you cheat, the matter will also be referred to the Assistant Superintendent/Vice President of Student Services for further disciplinary action.

QUIZZES Throughout the semester, I will give quizzes at the beginning of class. Please arrive on time since you will not be given additional time if you are late. Quizzes will include two types of questions on quizzes: 1) stating definitions and theorems and 2) completing problems based on lectures and homework assignments. No books, notes, calculators or mobile phones are allowed. These quiz scores will be included as part of the related exam score. There are no makeup quizzes.

CLASS ASSIGNMENTS I will assign graded class assignments of various forms throughout the semester, such as online work, additional exercise sets, and exercises to be completed during lecture. I will collect these assignments during class.

No late assignments will be accepted. There are no makeup class assignments.

WARNING: If you leave class early, you will lose all class assignment points earned during that day.

CLASS PRESENTATIONS: Simply sitting in class and watching me write solution after solution is not enough to succeed in math. You must actively work on problems and be able to explain to someone else how you arrived at your answer. Every day, students will have the opportunity to practice techniques introduced during class. You will be asked to present your proposed solution for selected problems on the board, explaining each step, and then answering questions that other students or I may have. I require that every student present solutions at least ten times during the semester. To earn credit, please sign the daily class presentation sheet at the time of your presentation. Please remember to sign this sheet on the day of your presentation since no late signatures will be considered for credit.

At the end of the semester, you will submit your completed class participation record (available on my website by clicking on “Class Presentation Record”) that lists the specific dates of your participation. I will notify you if there are any discrepancies between our respective records. If you do not submit a class participation sheet, your grade will be based on the number of class presentations I have recorded.

HOMEWORK Homework is assigned daily (available on my website by clicking on “Homework Assignments”) to give you practice with the lecture material. Your homework assignment for that evening will consist of the sections discussed during the lecture. Although I will not collect your homework, I strongly recommend that you complete the assignments since students who do not gain enough practice with the material tend to not perform well in the course.

JOURNALS: One of the requirements of this course is that you will maintain a math journal. You are probably saying to yourself, “She expects us to write essays in a math class?” Mastering written communication is an integral part of your education. Most work environments require you to effectively communicate in writing. In addition, writing about mathematics will help you understand key concepts; reading your journal entries will help me determine if you are having difficulties.

Throughout the session, I will announce and post journal topics on my website (click on “Journal Assignments”). I will read and comment on your journal entry, assigning grades on a scale of zero to ten. Assignments will be considered late after I have collected the completed entries.

Late journal assignments will not be accepted

Your assignments must satisfy the following requirements:

1. Use a separate sheet of paper. Do not write on a printout of the assignment.
2. Write the following in the upper right hand corner:
Your name
Math 240, Fall 2011
Journal #
Date
3. If you have multiple pages, they must be stapled together. (No folding or tearing of corners)
4. All entries must contain at least one full page of legible writing (not including the header) on 8.5" x 11" paper. If you type the assignment, please use 12 point font and double spacing.
5. You must use complete sentences with consideration of proper usage of the English language. Assignments containing calculations must be supplemented with explanations.

If any of the requirements are not met, I will not grade the journal entry.

Journal grades are based on the following:

5 points	Addressing each part of the assignment
2 points	Mathematical accuracy
2 points	Presentation and writing style (includes explanations using complete sentences and calculations where appropriate)
<u>1 point</u>	Correct grammar and spelling
10 points	Total
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OTHER ASSIGNMENTS: You will also be responsible for completing and submitting additional assignments during the semester, which will either be distributed during class or posted online on my website. Late assignments will not be accepted.

Please see my website for a document regarding the format of your written assignments. If you do not follow this format, you will not receive full credit on your assignments.

FINAL EXAM: The final exam will be held on

Wednesday, December 7 from 5:00-7:00pm in Seco 204

NO EXCEPTIONS. If you cannot attend the final, then do not enroll in this section.

CAMPUS HOLIDAYS: Labor Day Holiday Monday, September 5
Veterans Day Holiday Friday, November 11
Thanksgiving Holiday Thursday, November 24 -
Sunday, November 27

ADD/DROP DEADLINES: Last day to add /Last day for refund Friday, September 2
Last day to drop (no transcript notation) Friday, September 16
Deadline to select P/NP grading option Monday, September 26
Last day to drop (grade of "W") Friday, October 14

NOTE: It is **YOUR** responsibility to complete and file the appropriate form to officially drop this course.

IF YOU NEED HELP

Q&A HOURS (Question & Answer): Please attend scheduled Q&A Hours or make an appointment to meet with me either in person or online whenever you need assistance. It is best to see me as soon as you have difficulty with a particular topic since new material often requires you to have a solid understanding of previous material.

E-MAIL: Please feel free to e-mail me if you have any questions or concerns. I will do my best to respond within 48 hours; however, if you e-mail me on Friday or Saturday, please do not expect a response until Monday. I also will not check e-mail during campus holidays. If you e-mail assignments or request an appointment, I will send you a confirmation of my receipt of your e-mail. If you do not receive a confirmation from me, please resend your e-mail message.

TLC LAB: The Tutoring/Learning/Computing Lab in Bonelli 209 (Valencia Campus) and CCC-306 (Canyon Country Campus) offers free individual assistance for students enrolled in math classes. Please check with the [TLC Lab](#) for scheduled hours.

SIGMA (Supplemental Instruction for Gaining Mastery of Algebra):

College of the Canyons is offering a variety of supplemental instruction workshops and guided learning activities for students. Math topics include fractions, word problems, equations of lines, factoring, rational expressions and equations, basic logarithms, and math anxiety. For a complete list of workshops and times, please visit:

<http://www.canyons.edu/skills4success>

and click on "S4S Workshops."

STUDY GROUPS: I encourage you to form study groups with your peers and meet on a regular basis. Use the space below to write the name and email address/phone number of at least two students here:

DISABLED STUDENTS PROGRAM & SERVICES (DSP&S): College of the Canyons provides educational services and access for eligible students with documented disabilities who intend to pursue coursework at COC. A variety of programs and services are available which afford eligible students with disabilities the opportunity to participate fully in all aspects of the college programs and activities through appropriate and reasonable accommodations. Please visit Seco 103 or call (661)362-3341 for more information.

Updated 08/22/11