MATH 135: Business Calculus  
Spring, 2018  
Section 50: Course #21717

Instructor: Kimberly Norman  
Office: MH 65  
Office Hours: TR 11:30-12:15 in office  
T 3:00-4:00 online via Zoom

Phone: 657-278-7639 (Office)  
657-278-3631 (Department Office)  
Technical Support: 657-278-8888

COURSE DESCRIPTION AND OBJECTIVES:

Math 135 is designed to provide the students with the knowledge and skills of mathematical analysis and quantitative reasoning. The course provides an overview of the greatest intellectual achievement of humankind, namely, calculus, including derivatives, integrals, and its application to the business and economics, including max-min problems. For the students majoring in accounting, business administration, economics, finance, information systems and decision science, management, and marketing, this course enhances their ability of critical thinking, problem solving, and communicating efficiently these perspectives.

TEXT:


WebAssign key: fullerton 3756 3411

PREREQUISITE:

Passing score on the ELM or exemption; three years of high school mathematics, including two years of algebra and one year of geometry; and Math115 or 125 or equivalent or a passing score on the Mathematics Qualifying Exam (MQE).

CALCULATORS:

You will need a scientific or graphing calculator (no higher than TI-87+) in this class. A cell phone cannot be used as a calculator in this class.

OTHER REQUIRED MATERIALS (ALSO SEE: TECHNICAL REQUIREMENTS):

You will need a **microphone** for the online activities in this course. Check to see if your computer has an internal microphone. If it does not, you will need to purchase an external microphone. A **web-camera** is required for taking exams and quizzes, no exceptions! In addition, a tablet with a writing tool or Wacom-like device are highly recommended.

ASYNCHRONOUS INSTRUCTION:

This class is primarily asynchronous, but there may be times when you meet synchronously in a small group. Content is delivered 100% online via TITANIUM with exams and quizzes monitored by *Proctorio*.

ONLINE ORIENTATION:

You are required to complete the online orientation activity on TITANium under “Start Here” by Tuesday, January 23, 2018 at 11:59pm or you will be dropped from the course. This is in lieu of a video conference orientation, and it is imperative for your success in this online class.
COURSE COMMUNICATION:

All course announcements and individual email are sent through Titanium, which only uses CSUF email accounts. Therefore, you MUST check your CSUF email on a regular basis (several times a week) for the duration of the course. I will be online for at least one hour each day during the week, and one hour over each weekend. I will attempt to respond to all questions sent by email within a 24-hour period, Monday through Friday and within a 48-hour period on weekends and holidays. In the case that CSUF email is unavailable, you will also be able to use the Remind app to contact me.

COURSE-SPECIFIC LEARNING GOALS

a. To understand and appreciate the varied ways in which calculus is used in problem solving, such as graph sketching, function maximizing-minimizing, etc.
b. To understand and appreciate the varied applications of calculus to real-world problems, such as marginal analysis for cost and revenue, profit maximizing, elasticity analysis, etc.
c. To perform appropriate numerical calculations, with knowledge of the underlying mathematics, and draw conclusions from the results.
d. To demonstrate knowledge of fundamental calculus concepts, symbols, and principles in differentiation and integration.
e. To solve problems that require mathematical analysis and quantitative reasoning, such as model fitting, maximum-minimum problems, etc.
f. To summarize and present mathematical information with graphs and spreadsheets that enhance comprehension.
g. To utilize inductive and deductive mathematical reasoning skills in finding solutions, and be able to explain how these skills were used.
h. To explain the overall process and particular steps by which a mathematical problem is solved.
i. To demonstrate a sense of mastery and confidence in the ability to solve problems that require mathematical concepts and quantitative reasoning.

GRADING:

Your grade in Math 135 is based upon a combination of assignments, online participation, writing, quizzes and exam scores as follows:

CLASS PERCENTAGE DISTRIBUTION

Participation and Collaboration 25%
- Presentations (individual and group)
- Class discussion forums/Voicethreads
- Participation in group activities
- Group writing assignment

Homework and Modules 25%
- Online video modules with built-in quizzes
- Ticket-In-The-Door (TITD)
- Online homework with WebAssign

Exams and Quizzes 25%
- Three midterm exams (online with Proctorio)
- Weekly quizzes on non-exam weeks (online with Proctorio)

Final Exam 25%

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>97 - 100%</td>
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<tr>
<td>93% - 96.9%</td>
<td>A</td>
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<tr>
<td>90% - 92.9%</td>
<td>A-</td>
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<tr>
<td>B+</td>
<td>87% - 89.9%</td>
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<td>83% - 86.9%</td>
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<td>80% - 82.9%</td>
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<td>C+</td>
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<td>70% - 76.9%</td>
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<td>60% - 69.9%</td>
<td>D</td>
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<td>0% - 59.9%</td>
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PARTICIPATION AND COLLABORATION:

PRESENTATIONS

As part of this course, you will be expected to present solutions to problems to the class as an individual and in groups. This will simulate giving presentations in a face-to-face class, and will include your voice. Individual presentations will be graded on effort and completion, while group presentations will be graded on completion and accuracy.

CLASS DISCUSSIONS

You are expected to participate in whole class discussions in a meaningful and respectful way. This will involve asking specific questions about concepts you don’t understand, answering questions that your classmates ask, and respectfully offering corrections to mistakes.

GROUP WORK

You are expected to be an active participant and collaborator in problem-solving sessions in small groups. This means solving problems and sharing your solutions with your group, asking questions when you don’t understand something, answering questions that other group members ask, and generally dialoguing about mathematical concepts.

GE WRITING REQUIREMENT / GROUP WRITING ASSIGNMENT

This course satisfies the University General Education program because it enhances students’ awareness of themselves in a complex universe by providing them with the knowledge and skills of mathematical analysis and quantitative reasoning. The course provides an overview of the greatest intellectual achievement of humankind, namely, calculus, and its application to business and economics. For the students majoring in accounting, business administration, economics, finance, information systems and decision science, management, and marketing, this course enhances their ability of critical thinking, problem solving, and communicating efficiently these perspectives.

One group writing assignment will be given during the semester. It will be assigned during week 8 and due in week 11. More details will be provided when the writing assignment is given.

HOMEWORK AND MODULES:

MODULES

New material will be introduced to you through “lecture”-like video modules on TITANium which you will watch at your own pace. You will complete exercises online as you watch each instructional video, then work through a few problems on paper as your “Ticket In The Door” (TITD) and submit this online prior to participating in class discussions.

TICKET-IN-THE-DOOR (TITD):

You will be required to upload a TICKET-IN-THE-DOOR (TITD) assignment after watching the video modules and before participating in class discussions. TITDs will be due by 9:00am every Monday, Wednesday, and/or Friday, as indicated on TITANium. The TITD will contain multiple problems that will check your understanding of the material. This is a handwritten assignment, with all work shown that you will scan (see below). Grades will be based more on effort and completion. It’s either a 1=100% or a 0=0%. If it’s clear that you are writing gibberish (in order to fill up the page) it will be an automatic zero! Late TITDs will not be accepted.

Selected students will present their TITD solutions online to the entire class and ask questions needed for better understanding (See PRESENTATIONS). I will present the first TITD so you have a feeling of what is expected of you.

How will you scan your handwritten TITD? (over)
**How will you scan your handwritten TITD?**

1. You may take a picture of your handwritten TITD with your phone, email it to yourself, and then upload it to titanium.

2. There is also a **free app** called *Genius Scan* where you may take a picture of the document (your written TITD) and it automatically saves it as a PDF. (Recommended)

3. Tablet Users- You may write directly (neatly of course) on your tablet, **preferably with a stylus** and then upload your document to titanium.

**HOMEWORK**

Mathematics is a subject that needs practice. Just as you would not have a person read a car manual and then hand them a driver’s license, you cannot learn math without physically doing some problems on your own. In order to give you the practice you need with immediate response, I assign homework problems on WebAssign (class key: **fullerton 3756 3411**). Homework will be graded based on correctness and completeness of the assignment. All the assigned problems for each section must be completed. Students missing the deadline for homework assignments will not be allowed to complete the assignment. Procrastination and/or technical difficulties with using WebAssign will not be acceptable excuses for not completing the homework assignments on time. If necessary, you should go to the Tutoring Center or office hours for help on homework. Due dates and times are shown in WebAssign, with **most** homework due Sundays at 11:59 pm. **Late homework will not be accepted.**

**QUizzes:**

There will be 11 online quizzes which will be monitored by Proctorio. You must receive **at least 70%** on each module for that week in order to access the corresponding quiz. That is, if you **DO NOT complete the modules with a 70%** you will **NOT have ACCESS to QUIZZES** and will receive a zero. All quizzes will **open Fridays at 8:00am** and **close Sundays at 11:59pm**. Do not open a quiz until you are ready to complete it. There is a time limit for each quiz and will automatically close after the time limit expires. Each quiz can be taken only once and there will be no make-up or re-take quizzes.

Practice showing your work (using tool bar) when taking quizzes. This will help you feel more **confident** and **comfortable** for exams. **You must download the Chrome extension to successfully take your quizzes.**

**Online Exams:**

There will be **3 midterm exams given via Proctorio** and a **comprehensive final exam** given during finals week. Each exam will be weighted equally. All exams will be **free response questions** which means **no multiple choice questions**!! The exams will be designed to test your understanding of the concepts being covered in the course. This means that the exams will not consist solely of problems that closely resemble homework problems. Instead, they may contain problems that combine two or more different concepts from different text sections or that test your understanding of a definition or theorem. Be prepared!

There will be no make-up exams. If you must miss an exam, you are responsible for contacting me at least 24 hours beforehand or as soon as you can. **If you know ahead of time that you must miss an exam, you may be able to arrange to take the exam at another time.**

Directions to access and set-up your Proctorio account are posted on TITANium. **You must download the Chrome extension to successfully take your exams.**
EXAMS DATE WINDOW: (ALL EXAMS OPEN FRIDAY AT 8:00AM AND CLOSE SUNDAY AT 11:59PM EXCEPT FOR THE FINAL EXAM)

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<thead>
<tr>
<th>Exam</th>
<th>Covers</th>
<th>Exam Opens</th>
<th>Exam Closes</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>Ch. 1, Sections 1-6</td>
<td>Friday, Feb. 23 at 8:00am</td>
<td>Sunday, Feb. 25 at 11:59pm</td>
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<td>Ch. 2, Sections 1-8</td>
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<tr>
<td>Exam 2</td>
<td>Ch. 3, Sections 1-9</td>
<td>Friday, Apr. 6 at 8:00am</td>
<td>Sunday, Apr. 8 at 11:59pm</td>
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<td>Ch. 4, Sections 1-3</td>
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<td>Exam 3</td>
<td>Ch. 4, Sections 4-6</td>
<td>Friday, May 4 at 8:00am</td>
<td>Sunday, May 6 at 11:59pm</td>
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<td>Ch. 5, Sections 1-6</td>
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<td>Ch. 6, Sections 1</td>
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<tr>
<td>Final Exam</td>
<td>ALL preceding sections plus 6.2</td>
<td>Scheduled on Tuesday, May 15 at 9:30-11:20 and MAY NOT BE taken at any other time! It is your responsibility to make any necessary arrangements to be available at this time.</td>
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Exam **closes at 11:59pm** *means* that you should be finished by 11:59pm so please plan accordingly. The exam will automatically closed at 12:00am even if you are still not finished.

If you were in a “face to face” classroom you would have exactly 50 minutes to complete the exam. But since this course is online I will give you extra time to show your work by **typing in** your explanations in **words** and/or **math symbols** using the tools bar. (See course documents for samples of shown work on exams)

Practice showing your work (using tool bar) when taking quizzes. This will help you feel more **confident** and **comfortable** for exams!

You need to be in a **quiet** space with no interruptions if you want to perform well.

If you forget to take your exam you will receive a zero. There will be **no make-up exams**! It will be your responsibility as a future professional to take your exam during the testing window. The exams will be designed to test your **understanding of the concepts** being covered in the course. This means that the exams **will NOT consist solely of problems that closely resemble homework problems**. Instead, they may contain problems that combine two or more different concepts from different text sections or that test your understanding of a definition or theorem. Be prepared to **UNDERTSTAND**, not memorize!

**ALTERNATIVE PROCEDURE FOR SUBMITTING WORK:**

In case of technical difficulties with Titanium, the instructor will communicate with students directly through CSUF email, and assignments can be sent through email, faxed or mailed to the Department of Mathematics. In the case email doesn’t work, students should call the department coordinator at 657-278-3631 for further direction.
TECHNICAL REQUIREMENTS:

Students are expected to

1. Have basic computer competency which includes:
   a. the ability to use a personal computer to locate, create, move, copy, delete, name, rename, and save files and folders on hard drives, secondary storage devices such as USB drives, and cloud such as Google Drive (Titan Aps) and Dropbox;
   b. the ability to use a word processing program to create, edit, format, store, retrieve, and print documents;
   c. the ability to use their CSUF email accounts to receive, create, edit, print, save, and send an e-mail message with and without an attached file; and
   d. the ability to use an Internet browser such as Chrome, Safari, Firefox, or Internet Explorer to search and access web sites in the World Wide Web.

2. Have ongoing reliable access to a computer with Internet connectivity for regular course assignments
   a. Minimum hardware
      i. 1.0 GHz processor (recommended 2.0 GHz or higher, e.g., AMD Athlon 64 3200; Intel Celeron D; Intel Pentium D; Intel Pentium 4; Intel Core 2, Intel i3, i5, i7)
      ii. 1 GB RAM (2 GB recommended)
      iii. 2 GB of hard drive space or 150 MB on a removable disk
      iv. Modem – DSL or cable modem is required
      v. Monitor capable of 1024x768 resolution
      vi. Computer speakers or headphones [as an alternative, most spoken words are captioned]
      vii. Printer or printing capability
      viii. Web-camera
      ix. Internal or external microphone
      x. Tablet with a writing tool or Wacom-like device highly recommended
   b. Minimum software
      i. Windows 2000/XP, Vista, Windows 7, or Mac OS X 10.2 or later
      ii. Web browser: Flash-enabled Firefox, Internet Explorer 8.0 or higher, Safari and Chrome are usually compatible.
      iii. Adobe Reader (PDF) http://get.adobe.com/reader/

3. Utilize Microsoft® Office 2013 (for P.C.) or 2011 (for Mac) including Word, PowerPoint, and Excel to learn content and communicate with classmates and faculty;
4. Maintain and access three times weekly their CSUF student email account
5. Apply his/her educational technology skills to complete expected competencies
6. Utilize other software applications as course requirements dictate
7. Utilize Titanium to access course materials and complete assignments

NETIQUETTE

Each student is expected to conduct himself/herself in a professional manner during the class - taking full advantage of the learning opportunities available. This includes completing all online discussions and assignments, adhering to proper netiquette, and so on. Netiquette refers to a set of behaviors that are appropriate for online activity - especially with email and threaded discussions. The core rules of netiquette can be found at the Netiquette website. Please read through these netiquette rules to ensure that you are familiar with what will be the expected online behavior for this course.

ACADEMIC DISHONESTY

Cheating – obtaining or attempting to obtain credit for work by the use of any dishonest, deceptive, fraudulent, or unauthorized means. Helping someone commit an act of academic dishonesty. (UPS 300.021).
Unacceptable examination behavior – communicating with fellow students, copying material from another student’s exam or allowing another student to copy from an exam, possessing or using unauthorized materials, or any behavior that defeats the intent of an exam.

Students who violate university standards of academic integrity are subject to disciplinary sanctions, including failure in the course and suspension from the university. Since dishonesty in any form harms the individual, other students and the university, policies on academic integrity are strictly enforced. I expect that you will familiarize yourself with the academic integrity guidelines found in the current student handbook.

**IMPORTANT DATES:**

- **February 5 (Monday):** Last day for students to ADD with a permit. All permits expire at midnight on February 5. Last day for students to DROP without a grade of “W”. Students drop using Titan Online.

- **March 2 (Friday):** Last day the Math Department will be flexible on the approval of late withdrawal requests. Beginning Monday, March 5, students must have a serious and compelling reason for withdrawing (e.g. medical reason) and must provide supporting documentation for their reason.

- **April 20 (Friday):** Last day to withdraw with a truly serious and compelling reason that is clearly beyond the student’s control. Students must document their reason. See Math Department for more info.

**LEARNING GOALS AS A GE COURSE**

A grade of C- (1.7) or better is required to satisfy the General Education requirement B.4. This course achieves all of the general education learning goals in this category which are:

- a. To understand and appreciate the varied ways in which mathematics is used in problem-solving.
- b. To understand and appreciate the varied applications of mathematics to real-world problems.
- c. To perform appropriate numerical calculations, with knowledge of the underlying mathematics, and draw conclusions from the results.
- d. To demonstrate knowledge of fundamental mathematical concepts, symbols, and principles.
- e. To solve problems that require mathematical analysis and quantitative reasoning.
- f. To summarize and present mathematical information with graphs and other forms that enhance comprehension.
- g. To utilize inductive and deductive mathematical reasoning skills in finding solutions, and be able to explain how these skills were used.
- h. To explain the overall process and the particular steps by which a mathematical problem is solved.
- i. To demonstrate a sense of mastery and confidence in the ability to solve problems that require mathematical concepts and quantitative reasoning.

**EMERGENCY PREPAREDNESS**

To be able to respond effectively in an emergency, be sure to note (a) fire alarm pull station locations, (b) evacuation map including the class’s outside meeting area, (c) emergency procedures for fire, medical emergency, hazardous materials release, earthquake and dangerous situations, and (d) location of nearest emergency phone. Any person with special needs is encouraged to speak with the instructor privately. All campus personnel are required to participate in all campus-wide drills. More emergency preparedness information can be found at the Classroom Preparedness website. The emergency procedures (c above) that you need to follow in our class are detailed in the classroom guide at the end of this syllabus.

If an emergency disrupts normal campus operations or causes the University to close for a prolonged period of time (more than three days), students are expected to complete the course assignments listed on the syllabus as soon as it is reasonably possible to do so.
SPECIAL NEEDS VIA THE DISABLED STUDENT SERVICE OFFICE:

Students’ right to accommodations for documented special needs via the Disabled Student Service Office: UH 101, (714) 278-3117, or as documented at www.fullerton.edu/disabledservices/

OTHER RESOURCES

Writing Center:

The Writing Center offers 30-minute, one-on-one peer tutoring sessions and workshops, aimed at providing assistance for all written assignments and student writing concerns. Writing Center services are available to students from all disciplines. Registration and appointment schedules are available at the Writing Center Appointment Scheduling System. Walk-in appointments are also available on a first come, first served basis, to students who have registered online. More information can be found at the Writing Center webpage. The Writing Center is located on the first floor of the Pollak Library, their phone number is (657) 278-3650.

Library’s Policy Page for online instruction students (link: http://www.library.fullerton.edu/about/guidelines/online-instruction-guidelines.php)

SUGGESTIONS ON HOW TO STUDY FOR THIS COURSE

1. Come to the online class discussions prepared to ask questions about any new concepts which are not clear after completing the modules.
2. Do all the assigned homework problems immediately after you watch the online module. Be sure you make an honest attempt at a problem before checking the answer. Many students become very good at working backwards from the answers to obtain the solutions to problems. Unfortunately, the answers are not provided on exams since it is not multiple choice.
3. Read the textbook! We recently adopted a new textbook and it was written to be read. If any concepts are not clear after watching the modules, spending 15 minutes reading your textbook before you ask a question. Take control of your learning.
4. If you have questions about the homework problems, get your questions answered as they arise, post your questions on the HW Help discussion board! Don’t wait until the last minute!
5. Spend some time every day on the course. Spending comparatively little time each day will be more productive than saving up all your work for the weekend or for the week or day before the exam. You should expect to spend approximately 9-12 hours a week to be successful in this class.
6. Concentrate on learning the concepts behind the solutions to the problems rather than the solutions to individual problems. The point of the homework is to help you master these concepts, not to obtain answers to every problem. After working a series of problems, ask yourself what concepts were illustrated in the problems. Make sure that you understand not only how to apply a certain procedure to a given problem but also why the procedure can be applied and why it works.

Recommended reading: How to Succeed in College Mathematics by Richard M. Dahlke, Ph.D.


**TENTATIVE SCHEDULE**

As you can see, we have a lot of material to cover this semester. Please be prepared to participate fully in all assigned class activities and to spend time additional time reading the textbook, studying, and doing assignments. Remember, for every hour you spend in a STEM class, you should plan on spending 2-3 hours outside of class each week working to fully understand the content. Since there is no “in class” for us, this means that you should expect to spend 9-12 hours of your time each week interacting with content, classmates, and your instructor. **This schedule is subject to change. Any changes will be announced in class and on TITANium. Students are responsible for keeping up with any updates.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Sections Covered</th>
<th>Content</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>1/22-1/28</td>
<td>1.1-1.5</td>
<td>• Review of College Algebra</td>
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<tr>
<td>2</td>
<td>1/29-2/4</td>
<td>1.6,2.1,2.2</td>
<td>• Logarithms</td>
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<td>• Limits</td>
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<td>• Continuity</td>
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<td>3</td>
<td>2/5-2/11</td>
<td>2.3,2.4</td>
<td>• Average Rates of Change</td>
<td>2/5: Last day to add with permit; Last day to drop without W</td>
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<td></td>
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<td></td>
<td>• Differentiation by Definition</td>
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<td>4</td>
<td>2/12-2/18</td>
<td>2.5, 2.6</td>
<td>• Basic Derivative Formulas</td>
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<td>• Product and Quotient Rules</td>
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<td>5</td>
<td>2/19-2/25</td>
<td>2.7, 2.8, Review</td>
<td>• Extended Power and $e^x$</td>
<td><strong>Exam 1</strong></td>
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<td>• Rules Chain Rules and Log Rules</td>
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<td>6</td>
<td>2/26-3/4</td>
<td>3.1,3.2</td>
<td>• Differentials</td>
<td>3/2: Last day the Math Dept will be flexible on the approval of late withdrawal requests.</td>
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<td></td>
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<td>• Marginal Analysis</td>
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<td>7</td>
<td>3/5-3/11</td>
<td>3.3,3.4,3.5,3.6</td>
<td>• How Derivatives Affect Graphs</td>
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<td>• Derivative Tests and Extrema</td>
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<td>• Graph Sketching</td>
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<td>8</td>
<td>3/12-3/18</td>
<td>3.7,3.8</td>
<td>• Absolute Extrema</td>
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<td>Writ. Asg. given</td>
<td>• Optimization Problems</td>
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<td>9</td>
<td>3/19-3/25</td>
<td>3.9,4.1,4.2</td>
<td>• Elasticity of Demand</td>
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<td>• Area Under a Graph</td>
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<td>• Areas and Antiderivatives</td>
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<td>10</td>
<td>3/26-4/1</td>
<td><strong>SPRING BREAK</strong></td>
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<td>11</td>
<td>4/2-4/8</td>
<td>4.3, Review</td>
<td>• Fundamental Theorem of Calculus</td>
<td><strong>Exam 2</strong></td>
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<td>Writ. Asg. DUE</td>
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<td>12</td>
<td>4/9-4/15</td>
<td>4.4,4.5</td>
<td>• Areas and Definite Integrals</td>
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<td>• Integration Rules</td>
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<td>13</td>
<td>4/16-4/22</td>
<td>4.6,5.1,5.2</td>
<td>• Integration by Tables</td>
<td>4/20: Last day to withdraw with a truly serious and compelling reason that is clearly beyond the student’s control.</td>
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<td>• Consumer and Producer Surplus</td>
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<td>• Definite Integrals in Finance</td>
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<td>Week</td>
<td>Dates</td>
<td>Sections Covered</td>
<td>Content</td>
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<td>4/23-4/29</td>
<td>5.3,5.4,5.5</td>
<td>• Improper Integrals</td>
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<td>• Probability Distributions</td>
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<td>15</td>
<td>4/30-5/6</td>
<td>6.1, Review</td>
<td>• Functions of Two Variables</td>
<td>Exam 3</td>
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<td>• Partial Derivatives</td>
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<td>5/7-5/13</td>
<td>6.2, Review</td>
<td>• Max-Min Problems</td>
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| 5/15 | FINAL EXAM  | Scheduled on **Tuesday, May 15 at 9:30-11:20** and **MAY NOT BE taken at any other time**! It is your responsibility to make any necessary arrangements to be available at this time. |

_Toward the end of the course, you will receive a survey from the Chancellor’s Office regarding your learning experience in this course. Please take time to do it as this course was redesigned with support from the Chancellors Office._