

MATH 343
MODERN BUSINESS MATHEMATICS
4 UNIT(S)

LOS RIOS/CRC
FALL 2017
SECTION # 14078

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Instructor: Ivan Zaigralin

ZaigraI@crc.losrios.edu
melikamp@melikamp.com

Email is the primary and the most reliable way of contacting the instructor. Either address should work. When emailing, please always specify your real name (the same one as in the roster) and which class you are inquiring about. Emails omitting this information may fail to be processed.

Office: LRC 150, MW 11:00 am - 11:50 am, TTh 12:00 pm - 12:50 pm, (916) 691-7086. Please let the instructor know if these hours do not work for you, and we can try to set up an appointment (allow 2 business days for reply).

Class Meetings: WIN 251, 1:30 pm - 3:35 pm.

Required Materials: *Applied Mathematics for the Managerial, Life, and Social Sciences*, 7th edition, by Tan. Online portion is not required, so you may be able to get the correct edition at a discounted price, if you buy used. The students are responsible for reading every section covered in class. **Students are expected to have the text with them during every class meeting.**

Catalog Description: This course is designed around applications of mathematics in an economic and business context. The major topics included are functions, finance (interest and exponential models), rates of change, optimization, and linear programming. The content of the course is structured to incorporate tables, graphs and data sets collected from real-world situations. This course is not recommended for mathematics or physical science majors.

Prerequisites: Math 120 (Intermediate Algebra) with a grade of "C" or better, or equivalent skills demonstrated through the assessment process.

Methods of Instruction: Class meetings will feature a mix of lecture, discussion, short quizzes, and group assignments. Several in-class tests will be given.

Attendance: To succeed in this course, it is crucial that you come to class every day, alert and prepared to learn. Roll will be taken at the beginning of each class session. If you arrive after the class has started, please enter the room quietly and get on the roster at the end of the class. **If you miss more than a half of a class session for any reason, you will be considered absent for that day. If you miss the first class meeting without notifying me or the division administrator in advance, you will be dropped from the class. If you miss the total of 6% of instruction any time during the semester, you may be dropped from the class. These absences need not to be consecutive. Exceptions will be made at the instructor's discretion for documented cases of grave illness and/or family emergency.**

<https://www.crc.losrios.edu/catalog/geninfo/regulations>

Written Assignments: All written assignments, including but not limited to the homework, tests, quizzes, and the final, should be done in **dark pencil or pen; black, dark gray, dark blue, and deep purple** are preferred. Fancy colors such as **green, red, or pink** can only be used to augment graphs and illustrations.

Homework: Homework serves as practice and will prepare you to do your best on quizzes and tests. About 20% of the lowest homework grades will be dropped. Homework is crucial for learning the material as well as for succeeding in this class. Doing all homework is probably the most effective way to raise your test grades. You are welcome to work in groups while solving the homework, but you must submit your own work.

Late homework will be accepted for 50% credit if it is less than 1 week late, and for 25% credit otherwise. The only way to submit late homework is by bringing it to the instructor's office during the scheduled office hours.

Unless otherwise stated, all homework should be submitted on paper. The title page should list the homework name, your name, and your class. Solutions should be presented in the order they are assigned. Textbook sections must start on a new page.

what the homework should look like

HW 4 ← homework name

your name, class → Simpson, Lisa, Math 100

(7.5) ← textbook chapter, section

- 15. $1 + 2 = 3$
- 17. $(2x^2)' = 4x$

page ends here

new page starts

(7.6) ← next textbook section starts a new page

- 1. $(x + 1)^2 = x^2 + 2x + 1$
- 2. $(-0.5x^{-2}y^{-1})^{-3} = -8x^6y^3$

⋮

Quizzes: Short quizzes will be given during some class sessions, typically without any advance warning. **No make-up quizzes will be given for any reason.** 20% or so of the lowest quiz scores will be dropped, and the highest scores together will be worth 10% of the class grade.

Tests: There will be several tests. Together they will be worth 60% of the class grade. **No make-up tests will be given for any reason.** If you miss a test due to a documented case of grave illness and/or family emergency, you will have an option to use your final exam grade to replace that zero, but only at the instructor's discretion.

Final: The 2 hour comprehensive final exam will be given on the date determined by the official final exam schedule:

<https://www.crc.losrios.edu/students/finals/fall17>

and will be worth 20% of the class grade. **You must earn at least 60% on the final in order to pass this class. If you earn less than 60% on the final, then "F" will be entered as your grade for the class. There is no make-up final exam.**

Grading:

Grades versus %		Grade Breakdown	
A	90 – 100%	Tests	60%
B	80 – 89%	Homework	10%
C	70 – 79%	Quizzes	10%
D	60 – 69%	Final	20%
F	0 – 59%		

Extra Credit: Get some extra credit during the first 2 weeks of instruction by

- (1) responding to an email the instructor has sent via the college email system (make sure your reply shows your name and the class you are taking).
- (2) visiting the instructor's office hours.

Getting Help: If you have a question or a concern not addressed in this syllabus, please contact your instructor via email (allow 2 business days for reply). Moreover, the campus provides some resources to help you study:

<https://www.crc.losrios.edu/services>

Tutoring: The CRC Tutoring Center provides academic support services to CRC students. The Center facilitates drop-in tutoring, study skills coaching, study groups, and more.

<https://www.crc.losrios.edu/services/tutoring>

Additional tutors are available at the Math Center, which helps students to develop confidence and proficiency in their math skills. You must enroll in a variable unit course in order to use the Math Center.

<https://www.crc.losrios.edu/services/mathctr>

Computers: The use of computers and tablets during regular class meetings is OK as long as they are used for class work and are completely silent. While taking quizzes, tests, and the final, only the approved non-networked calculators and/or computers running approved software will be allowed. If in doubt, the students should consult with the instructor and get their devices pre-approved prior to the test date. **Using tablets or computers for anything but the current assignment in this class may result in a removal from the classroom until the end of the session.**

Forbidden Tech: Spyphone/smartphone use is prohibited while the class is in session. In particular, they can never be used as calculators. Computerized watches can be used for showing current time only. **Using the tech listed above may result in a removal from the classroom until the end of the session.**

Required Tech: Any non-graphing calculator is OK, but a scientific calculator is highly recommended.

Accommodations: Disability Support Programs & Services (DSP&S) provides equal educational opportunity for students with physical, psychological, or learning disabilities. Counseling, support services, and academic accommodations are provided to students who are eligible for the program.

The Cosumnes River College Learning Disabilities Program can provide support services and academic accommodations to students who have documentation of a specific learning disability from another school or professional. In addition, Diagnostic Assessment may be available for appropriately referred students who come to the DSP&S program for an orientation appointment.

If you have a learning disability, a physical disability, or other special needs, please let the instructor know as soon as possible if you need special accommodations.

Students have the right to request reasonable modifications to college requirements, services, facilities or programs if their documented disability imposes a functional educational limitation or impedes access to such requirements, services, facilities, or programs. A student with a disability who will be requesting modification, accommodation, or access to an auxiliary aid is required and responsible for identifying himself/herself to the instructor and, if desired, to the Disabled Students Programs and Services (DSP&S office). In either event, the student is responsible for providing appropriate documentation of his/her disability. Students who consult or request assistance from the DSP&S office regarding specific modifications, accommodations or use of auxiliary aid will be required to meet timelines and procedural requirements established by the DSP&S office.

<https://www.crc.losrios.edu/services/dsps>

Academic Honesty: Any instance of plagiarism and/or cheating will result in the score of zero for that homework, quiz, or test, and will be reported to the Vice President's office.

<https://www.crc.losrios.edu/catalog/geninfo/integrity>

Meta: The instructor reserves the right to make changes to this syllabus throughout the semester. All changes will be announced in class, and an updated version of the syllabus will be published online. Students are responsible for keeping up with these changes.

Student Learning Outcomes: This section is here for reference only. It may be useful to consult as you are preparing for the final exam. Upon successful completion of this course, the student will be able to

- Understand and apply the mathematics of finance
 - Calculate and interpret simple, compound, and continuously compounded interest
 - Calculate monthly payments and form an amortization schedule
 - Recognize and use the correct formulas for present value, future value, annuities and sinking funds
- Calculate and interpret solutions to linear programming problems
 - Graph and solve a system of linear inequalities for corner points and feasible region
 - Solve applications of linear programming
- Analyze business and economic problems
 - Graph and apply linear, quadratic, power, polynomial, rational, exponential, and logarithmic functions in business application models
 - Analyze formulas, graphs, tables, and data sets in order to make predictions and to form conclusions
- Calculate and interpret rates of change in business
 - Calculate limits and derivatives using the power rule, product rule, quotient rule, and chain rule
 - Calculate derivatives of exponential and logarithmic functions
 - Apply the derivative to optimize functions and applications to marginal analysis
 - Apply the derivative to minimize and maximize business applications such as cost, revenue, and profit functions