MATH 1231 (Calculus for Business and Economics) Spring 2016

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Office: 541 Lake Hall  
Office Hours: M, T and Th 12 – 1 pm and other time by appointment

Materials:  

You have several options for obtaining the textbook and EWA:  
• You can purchase the “bundle” at the NU Bookstore which includes the hardcover textbook and the access code to the EWA online homework or you can purchase the “Standalone” code that includes the ebook as an option. The second option is much cheaper  
• You can purchase the Standalone Access Code on CengageBrain, the ecommerce website, by visiting www.cengagebrain.com. Here is the ISBN: 9781285857589.  
• You can purchase the Standalone Access Code directly through the WebAssign Home Page, www.webassign.net. Use the same ISBN as above.

2. The TI-83 (TI-83 Plus) or TI-84 (TI-84 Plus) calculator is required. NO OTHER CALCULATOR MAY BE USED ON TESTS OR THE PROJECT WITHOUT THE EXPLICIT PERMISSION OF YOUR INSTRUCTOR.

3. A class packet (for Spring 2016) must also be purchased from NU Reprographics (x2766). **Please bring your packet and calculator to each class.**

**Course Content**

This course introduces students to the use of derivatives and integrals in solving problems in business and economics, e.g., maximizing profit, calculating average investment income, future value of an income stream, and consumers’ surplus. (A more detailed syllabus is given below.) A **project involving optimization is also required.** This project is described in the class packet. The graphing calculator is used extensively and prior familiarity with graphing calculators is helpful. Prerequisites: MATH 1130 or the equivalent.

**Course Policies**

**Exams:** There will be 8 quizzes (20-30 minutes each), a 1 hour test (the midterm), and a final exam. There will be no make-up quizzes, but your lowest two quiz scores will be dropped. **All students without legitimate conflicts approved by the instructor will take the final exam at the scheduled time:** April 22 - April 29, 2016. The final exam is cumulative and is common for all sections of MATH 1231. **DO NOT MAKE TRAVEL PLANS THAT CONFLICT WITH THE FINAL EXAM.** Only two finals at the same time or three in one day is a University recognized legitimate reason to be excused from taking the final at the scheduled time. Students with such a conflict should complete a final exam conflict form, available on the registrar’s website.

**Assignments:** A list of homework exercises from the textbook and class packet is attached. (This list is subject to revision.). Homework will not be collected. However you are responsible for knowing the solutions of all homework exercises. The questions on exams and quizzes will be based on homework exercises from the textbook, packet, **quiz and test review exercises in the packet** and the material in
lectures. **In order to get credit for doing homework you must do the corresponding exercises on line using EWA.** Your scores will be recorded automatically, and this will be the basis of your homework grade.

**Grading:** Your final grade will be determined by the following quantities:

- Quiz grades: 25%
- EWA homework: 5%
- Midterm grade: 15%
- Project grade: 15%
- Final exam score: 40%

Borderline grades are determined by the final exam score.

The approximate cut-offs for letter grades are as follows:

<table>
<thead>
<tr>
<th>Course Average</th>
<th>Course Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-92</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>83-86</td>
<td>B</td>
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<td>77-79</td>
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<tr>
<td>73-76</td>
<td>C</td>
</tr>
<tr>
<td>70-72</td>
<td>C-</td>
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<tr>
<td>67-69</td>
<td>D+</td>
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<tr>
<td>63-66</td>
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<td>60-62</td>
<td>D-</td>
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<tr>
<td>0-59</td>
<td>F</td>
</tr>
</tbody>
</table>

The last day to drop a course without receiving a ‘W’ grade is Feb 1st. As a matter of Math Department policy: The I grade (incomplete course grade) will be given only rarely. It is intended to cover real emergency situations in which a student who is doing reasonably well (C- or better) is unable, *due to circumstances beyond the student's control*, to complete all course requirements (e.g., is unable to take the final exam due to hospitalization). I - grade may not be used to rescue a failing grade, or to postpone the final.

**Attendance:** You are expected in class each day. If for some reason, you are unable to come to a class, then (if possible) please call or send an e-mail to let me know. Three or more unexplained absences will lower your final grade. Makeup tests are available only in very special circumstances (e.g., participation in university sanctioned activities such as sports, jury duty) and are granted **only after consultation with and approval by your instructor**.

**Academic Honesty:** Cheating will not be tolerated. All incidents of cheating will be reported to the Office of Judicial Affairs. The University's policy on cheating and related disciplinary actions are detailed in the Student Handbook and at the following web site


**Tutoring:** There is a free math tutoring center located in the math department on the 5th floor of Nightingale Hall (540B NI). Sign up through your myneu account, go to tutoring link and click on MATH 1231.

**TRACE:** Every student is required to participate in the student survey known as TRACE (Teacher Rating and Course Evaluation).

**Resolving disputes and complaints:** If you are not satisfied with my responses to your serious concerns (including your final course grade, contact Professor David Massey (Teaching Director) 529NI, x5527.