Contact Information:

> Phone: 413-572-8487
>
> Fax: 413-572-5617, ATTN: Cassondra Gendron
>
> Virtual Office and hours: By appointment.
>
> E-mail: cgendron@westfield.ma.edu

Course Introduction:

> Welcome to Math for Business online. This course is designed to help you learn how to establish relationships between prices and sales. Although that sounds trivial, a lot of complex mathematics is used in establishing these relationships. The topics covered in this course range from basic algebra to calculus.

Text and Required Equipment:

> There is no formal textbook for this course. We will be using the MATH 115 workbook, written by Prof. John Judge of the Mathematics Department. A PDF of this workbook is provided in the "Start Here" folder of PLATO, and the pages used in each section of the course will be included in that section. We will also occasionally supplement Prof. Judge's workbook with part of another workbook written for MATH 115 by Prof. Denise Reed, also of the Mathematics Department.

Grading:

> In each section, you will be asked to complete several exercises for a grade. These are due at the end of the section, about a week after they are assigned. The due dates are provided on the calendar. You can submit them after they are due, with a late penalty, you will lose 10% or one letter grade for every 2 days they are late. The minimum score on any assignment is half-credit for what was completed; the maximum late penalty will be -30% or -3 letter grades. Even if an assignment is substantially overdue, it is still worth completing.
>
> How I will compute your grade:

Section Assignments	40%
Mid-term Exam	20%
Final Exam	20%
Final Project	20%

> *you must earn a 40 on each of the following to receive credit for the course: Mid-term, final, and the final project.
>
> Your grade will be calculated on the following rubric:

Score	100-95	94-90	89-85	84-83	82-80	79-75	74-73	72-70	69-60	59-0
Grade	A	A-	B+	B	B-	C+	C	C-	D	F

> *I DO NOT SCALE GRADES

Submitting your work:

- All assignments should be submitted through Plato, in the assignment drop box.
  - ***E-mailed assignments will be assumed as rough drafts and will not be graded.***
- You may fax your work, as long as it is ATTN: Cassondra Gendron
- You may take pictures of your work as long as the pictures are CLEAR and LEGIBLE. You must import the pictures to a .doc file, **image files on their own will not be accepted.**
- You may scan your work as a .pdf and attach it to the assignment in the drop box.
- **NOTE:** The only file types that are accepted are .doc, .xls, .ppt, .pdf **I will only grade assignments that follow the submission guidelines.**

Core Course Objectives:

A core course in applied mathematics should enable students to:
- Recognize, understand, utilize, integrate and communicate mathematical concepts, mathematical methods and logical reasoning; and/or
- Apply mathematical concepts, mathematical methods, and mathematical reasoning within an analytic framework; and/or
- Conceptualize and utilize formal mathematical and formal logical reasoning; and/or
- Conceptualize and utilize algorithms and formal mathematical structures.

Expected Course Outcomes and Topics:

An introduction to algebraic modeling, with an emphasis on applications in business and the social sciences. Topics include: using algebraic models to describe the relationship between variables, using graphs to visualize models, and choosing and interpreting various models. Calculus is introduced and is used as a tool for studying the structure of algebraic models.

Academic Honesty:

As you know, copying is plagiarism, and that is an offense that the university takes seriously. It is your responsibility that all sources are cited correctly. I will be looking at your work carefully. Please make sure that all resources are cited correctly. Also, please list anyone whom you received help from. I will pursue any case of plagiarism that I find, and I will follow all procedures laid out in the University's course bulletin. For example, elements of this syllabus were borrowed by Prof. Marcus Jaiclin.

Students with Disabilities:

Special accommodations can be made for students with disabilities. If you need any kind of accommodation please contact me. If you have not already done so, I also encourage you to document this with Disability Services office in the Banacos Academic Center in Parenzo Hall. You can reach them at banacos@westfield.ma.edu

July 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 Start Section 1, 2, 3 Released	6	7	8	9
10	11 Section 4, 5, 6 Released	12	13 Section 1, 2, 3 Due	14	15	16
17	18 Section 7 (Midterm) Released	19	20 Section 4, 5, 6 Due	21	22	23
24	25 Section 8, 9, Project Released	26	27 Section 7 (Midterm) Due	28	29	30
31						

August 2016

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Section 10, 11, 12 Released	2	3 Section 8 and 9 Due	4	5	6
7	8 Section 10, 11, 12 Due Section 13 Released	9	10	11	12	13
14	15 Section 13 Due	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				