

Math 123: Mathematics Applications for Business

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Office Hours: MWF 9:40 – 10:30, or by appointment

Course Web Site

We will be using Blackboard and MyLab for the course homepages. Class notes, HW assignments, and announcements will be posted there (some announcements will also be sent to your WKU e-mail).

Students should obtain notes and assignments from this site prior to class each day.

Description

Mathematical Applications for Business (3 hours) meets five learning objectives as part of the Colonnade Plan education requirement for quantitative reasoning. Math 123 is a course in which graphing and problem solving are integrated throughout the study of algebraic concepts including polynomial, rational, exponential and logarithmic functions. Topics also include mathematics of finance, introduction to probability, and derivatives. This course emphasizes applications in business-related fields.

Learning Outcomes

- Interpret information presented in mathematical and/or statistical forms.
- Illustrate and communicate mathematical and/or statistical information symbolically, visually and/or numerically.
- Determine when computations are needed and execute the appropriate computations.
- Apply an appropriate model to the problem to be solved.
- Make inferences, evaluate assumptions, and assess limitations in estimation modeling and/or statistical analysis.

Textbook or E-Textbook

College Mathematics for Business, Economics, Life Sciences, and Social Sciences 14th edition, Barnett, Ziegler, and Byleen Pearson with MyLab: the textbook is **OPTIONAL**. Access to e-textbook is included with a subscription to MyLab.

Course Material

A subscription to MyLab is required for this course. MyLab access codes are linked with specific Textbooks. This course has DayOne Access. You should receive an access code from WKU bookstore to register for MyLab. You will be charged through your WKU billing account. ISBN: 9780135904060. Your courseID is: `nguyen00836`

Technology

Each student will need a graphing calculator for use in class and for assignments. TI-83 and TI-84 are preferred, and instruction for these models will be given. **PROHIBITED CALCULATORS include: TI-89, TI-92, Casio FX-115 series, Casio FX-991 series, and any calculator with CAS capability. Cell phone calculators are also prohibited!**

Academic Dishonesty

“Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the coursework in which the act is detected or a failing grade in the course without possibility of withdrawal.”

Cell Phones

Cell phones should be turned off or set to silent during class. A cell phone ringing during class is considered disruptive behavior, and punitive action may be taken against students who fail to comply with this request. Cell phones should also remain closed during class. If you are seen using your phone during class (for text messaging or otherwise), you will be asked to leave for the remainder of the class period.

Attendance

Class meeting will be done through Zoom. You will need internet access on your computers or smart phones to join Zoom meeting. I will post a link to join Zoom meeting on Blackboard. There will be only one Meeting ID for all class meetings. The ID is 947 1325 7882. Attendance will be recorded each day, and regular attendance is expected. Attendance is used to help determine "borderline grades" at the end of the semester. For this class, absence from more than 4 classes (whether excused or unexcused) will be considered excessive, and a borderline grade will **NEVER** be bumped up. The instructor will note students who arrive excessively late or leave excessively early; such instances will be counted as an absence.

Student Accessibility Resource Center

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Graded Work

- **Homework** (10%) Homework will be assigned daily with specific deadlines for completion. Most homework will be done online via the MyLab system. This homework is your responsibility to complete on time. It will not be reopened once it is closed. Most homework online will be open for 48 hours only for full credit...no exceptions. After the 48 hour period, homework will remain open until the unit exam for a 5% per day reduction in grade. Unit homework will be turned off permanently once the exam is completed.
Reviews A review for each exam must be completed, AND will be included in the homework assignments grade. A grade of 85% will be necessary on the review for the module unit exam; online learning aides will be accessible with this review. Organizing and keeping completed homework and notes will be beneficial in preparing for exams. I do not include the grade you receive on the final review in your grade.
- **Quizzes** (10%) There will be online quizzes using MyLab, for these quizzes you will take them during the open window only and NO partial credit is given...so be very careful to enter the answers as asked. You will have 2 attempts. Online quizzes will have a deadline for completion. For quizzes, no partial credit given....no matter how small the error.
- **Exams** (80%, 4 exams worth 20% each) Exams will be administered using MyLab, which algorithmically generates different versions of each test. Exams may also contain a non-computer written portion (show all work). All exams will be scheduled in advance and will be proctored through Zoom. Students will work their exams on paper and enter the answers into the computer. For all testing, the instructor will review the written answers, awarding partial credit when deemed appropriate and making any necessary grade adjustments.
!!!! Students will be required to complete each review for an exam before taking the exam. Exam 1 is a crucial exam, if you do not earn a grade of at least 70% or better...You will be strongly advised to drop the class by the drop date!!!!

Grading Scale

90% - 100% A

80% - 89% B

70% - 79% C

60% - 69% D

0% - 59% F

Important Dates

June 10: Last day to drop without a grade

June 30: Last day to withdraw with a W, last day to change a class from credit to audit

How to submit work for tests

For the test, please show your work on papers. Use PEN, not pencil. Make sure that you clearly mark the question number (e.g: 1a, 2b, etc...) on the paper.

At the end of test period, please take pictures of your work. If there are multiple pages, combine them into a single pdf file. One apps you can use is:

<https://combinepdf.com>

On iphone, you can use Adobe scan or Note to take pictures and combine multiple pages into a single pdf file.

Then you can email the file to me.