Instructor: Cassandra Bowell  
Office: El Centro College Main Building A309  
Email: cbowell@dcccd.edu

On-line office hours (web conferences): Per calendar or by student request; held via Bb Collab.

COURSE TITLE: Calculus for Business and Social Sciences  
SEMESTER DATES: 3/23/17 – 5/11/17  
Drop Date: 4/12/2017

Course Number: MATH 1325  
Prerequisite: “C” or better in MATH 1314/1414 or MATH 1324/1424

COURSE DESCRIPTION:
This course is the basic study of limits and continuity, derivatives, graphing and optimization, exponential and logarithmic functions, antiderivatives, integration, applications to management, economics, and business. This course is not a substitute for MATH 2413, Calculus I.

DCCCD/State of Texas LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

1. Apply calculus to solve business, economics, and social sciences problems.  
2. Apply appropriate differentiation techniques to obtain derivatives of various functions, including logarithmic and exponential functions. 
3. Solve application problems involving implicit differentiation and related rates. 
4. Solve optimization problems with emphasis on business and social sciences applications. 
5. Determine appropriate technique(s) of integration. 
6. Integrate functions using the method of integration by parts or substitution, as appropriate. 
7. Solve business, economics, and social sciences applications problems using integration techniques.

Required Textbook

Mathematics with Applications, 11/E + MyMathLab  
Margaret L. Lial, American River College  
Thomas W. Hungerford, Saint Louis University  
John Holcomb, Cleveland State University  
Bernadette Mullins, Birmingham-Southern College

MyMathLab with on-line text: ISBN-10: 0321925513  
On-line purchase price: $103.95 (priced on 8/22/2016, prices subject to increase)  
Because the full e-text is included, students are NOT required to buy the hardback textbook.
Attendance Policy:
Attendance for students in the on-line class will be tallied on a weekly basis.
You are attending if: 1.) you’ve accessed eCampus during the week
-and-
2.) you’ve submitted a MyMathLab HW/Qz

If you do not “attend” during the week, I will mark you absent for that week on the blue permanent roll for this class. “X” = “non-attending and non-participating” If an on-line student does not contact the instructor or “attend”, as described above, by the “cert. date” (Spring 2017 cert. date is 3/29/2017) that student will be reported as being “non-attending” when the roll for MATH 1325.53400 is certified. This may have serious financial aid implications.

Calculator Policy:
Students should acquire access to a graphing calculator (not necessarily buy one). The Learning Center in A350 has TI-83+ calculators for students to borrow while in the center. You can also download a graphing calculator program like “wabbitemu” for your mobile device. For proctored exams, the ECC assessment center will provide the student with a TI – 83+ to use while testing. Students will not be allowed to use their own graphing calculator nor a cell phone while testing. No TI-89s or Inspires or Casio CA capable calculators are allowed to be used for any work in the course.

Deadline Policy for MML and eCampus written work:
The deadline dates for MyMathLab and the eCampus activities are set according to the course calendar. I certainly understand situations that cause students to miss deadlines. However, I have found that students will perform better when held responsible for meeting deadlines. Therefore, I will allow two “deadline extension requests” per student. Once a student has “redeemed” his/her deadline extension requests, no others will be issued and zeros for unfinished assignments will be entered.

Deadline Policy for Exams:
The deadline dates for exams 1, 2, 3 and the final exam are absolute deadlines and ARE NOT eligible for the deadline extension requests. The dates will be posted with the unit calendars.

Essential Supplies and Technical Requirements
In addition to the My Math Lab on-line course access (which includes the etext), students must have:
- Graph paper (you can print from the internet if desired)
- Access to a TI-83/84 graphing calculator (you can use one at the El Centro Learning Center, A350 or you can download a graphing calculator app for your mobile device.
- Access to scanner which produces pdf files (download the app “CamScanner” to your mobile device or use the scanner in the El Centro Library)

A basic level of technical competence and equipment is necessary for participating in this online class. You should already be able to perform the following tasks:
- Send/receive email and attach document files to e-mail.
- Browse for files and save/retrieve files on the computer.
- Scan hand-written work to a pdf file and upload to eCampus.
- Use a web browser like Internet Explorer or Firefox and search engines like Google; manage pop-ups

Document Date: March 1, 2017
Checklist of Required Hardware Software

<table>
<thead>
<tr>
<th>Hardware/Software Required</th>
<th>if using a PC</th>
<th>if using a Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating System/Ram/FreeDisk</td>
<td>Windows 7 --- at least 2GB Ram Chrome recommended</td>
<td>OSX 10.5 or later (OSX 10.6 use Safari 5.0 or Firefox) At least 2 GB</td>
</tr>
<tr>
<td>Internet Speed <em>(must be reliable)</em></td>
<td>DSL/Fios/Hi-Speed Cable</td>
<td>same</td>
</tr>
<tr>
<td>Imaging Equipment</td>
<td>Screen display set to 1024x768 or higher; sound card and speakers Headphones and microphone (the microphone is super helpful for the web conferences) Scanner -- or -- the CAMSCANNER App on a mobile device with a camera; <em>all uploaded files must be pdf</em></td>
<td>same</td>
</tr>
<tr>
<td>Audio/Visual Equipment</td>
<td>Current and up-to-date: Java, Adobe Flash Player, Adobe Shockwave, Adobe Reader</td>
<td></td>
</tr>
<tr>
<td>Plugins/Players/Readers</td>
<td>Some tablets do NOT support the Bb collaborate plug-in needed for web conferencing. Contact <a href="mailto:helpdesk@dcccd.edu">helpdesk@dcccd.edu</a> if you have a tablet and need assistance.</td>
<td></td>
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</tbody>
</table>

If you **only have a smartphone or tablet**, you **don't have appropriate equipment** for all course requirements. The web conferencing software & some videos may not work on macs/ipads/tablets

**Technical Help/Support:** Always include your name, student ID, course number and section in any request for help.

eCampus | Videos | My Math Lab
--|---|---
helpdesk@dcccd.edu | support@5distance.elcentrocollege.edu | http://www.mymathlab.com/contactus_stu.html
972-669-6402 | 1-844-292-7015

**Course Design and Graded Work**

**INET Community:**
Since this course does not require any face-to-face meetings, I designed purposeful activities to improve the engagement of students with each other and with the instructor. Your grade will include points for a student information survey submission, a syllabus quiz and at least two web conferences. Web conferences will be held via Blackboard Collaborate and most students have an easy time logging in to them. More information will be posted to the home page of the eCampus site.

**On-line course content instruction:**
As part of the design of this course, I have made recordings of many of the topics. The videos show all parts of the presentation, have audio & flow just a class session. The recordings will be on eCampus and accessible to you 24/7. **The class recordings are fundamental to the instruction plan I have designed for this course.** Think carefully about your schedule and dedicate time now to “attend virtual class”. Overwhelmingly, successful students cite the class recordings as the most important factor for their learning.

Units A, B and C are divided into lessons and each lesson requires you to:

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Time Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WATCH</strong></td>
<td>Video Instruction</td>
<td>(20 – 30 minutes per video; 4 – 6 videos per lesson)</td>
</tr>
<tr>
<td><strong>WORK</strong></td>
<td>BCQs &amp; MyMathLab Hw &amp; Mastery Quizzes</td>
<td>(~1 hour for MML hw; ~2 hours for MasteryQuizzes)</td>
</tr>
<tr>
<td><strong>WRITE</strong></td>
<td>Do selected problems from text and upload</td>
<td>(10–15 minutes/problem; 4 problems per assignment)</td>
</tr>
</tbody>
</table>

*Document Date: March 1, 2017*
Course Evaluation:

Videos:
In eCampus be sure to mark each video you watch as “reviewed”. The number of videos you mark as reviewed will be multiplied by ½ point (up to a max of 15 points) and will be posted at the end of the semester in the eCampus grade book.

MyMathLab Assignments:
MyMathLab is the platform for the on-line work in this course. MML also includes a fully accessible e-text for the course. If you’ve used MyMathLab before, be sure to ask the instructor about your options before purchasing.

The course calendar lists due dates for the lessons in each unit. Do your absolute best to complete the MML work by the lesson’s due date. While the assignment is active, you may redo any MML HW/Qz as many times as you like. After the lesson’s due date, the MML assignment will be marked “Past Due”. After that you may redeem one of your “deadline extension requests” to extend the deadline to the end of the unit. Otherwise, the lesson’s MyMathLab assignments close and you cannot work on them anymore. It is important to note that you can review completed MML Hw/Qz anytime. When in MML, click on “Gradebook” and double click on the assignment title to review it.

How MML Hw points are computed:
- UNIT A MML points (max: 30 pts) = (% average of all UA MML) times 30
- UNIT B MML points (max: 30 pts) = (% average of all UB MML) times 30
- UNIT C MML points (max: 30 pts) = (% average of all UC MML) times 30

How MML Mastery Quiz points are computed: Average of all MML Mastery Quizzes times 40

Written work from the text:
There will be about 60 points for textbook written work this semester. The assigned problems will be listed on the unit calendars received in class. Sometimes you will need graph paper to complete the work. Be sure to buy a small package of graph paper. Remember that your MyMathLab access includes a complete eText. You will be able to look up the questions from the textbook that way. (# of points you earn above 60 = extra credit towards your point total)

BCQs
There will also be Respondus Quizzes posted within the modules on eCampus. They are called BCQs (Bowell’s Custom Quizzes) These contain custom questions created by Ms. Bowell and provide some instant feedback when graded by the computer. You’ll be able to view and answer these questions right within eCampus. The point value for each activity is listed along with the activity. There will be at least 20 points to earn for the BCQs (# of points you earn above 20 = extra credit towards your point total)

Exams:
There will be two unit exams given this semester.

Exam #1 is unproctored and will be deployed via the MyMathLab software. It is an exam that must be taken in one sitting with no opportunity for repeat.
EXAM #1 opens on MML on Tuesday, April 4, 2017 and closes at 11:59 pm Thursday, April 6, 2017
Exam #2 must be taken under proctored supervision. It is preferred that students take these two tests at the El Centro College Testing Center. Students may choose to take the exams at the El Centro College West Campus Testing Center where there is free parking, but shorter hours of operation.

[Click for the Main Campus Downtown Testing Center](URL: http://www.elcentrocollege.edu/downtown-testing-center)
[Click for the West Campus Testing Center](URL: http://www.elcentrocollege.edu/west-campus/west-campus-testing-center)

EXAM #2 will be available Wednesday, April 26, 2017 through closing time on Saturday, April 29, 2017

Proctored Comprehensive Final***:
The comprehensive final exam will be held at the testing center at El Centro College. Students must report to the El Centro Testing Center during operating hours between Friday May 5, 2017 and Thursday, May 11, 2017

The final exam is worth 200 points which is 31% of the total points available in the course.

***Restrictions on the final exam…any student who submits a final exam without organized work to substantiate letter choices will receive a 0 for the final exam and may be disciplined for academic dishonesty.

Evaluation Procedures

The following table summarizes all of the graded activities of the course.

<table>
<thead>
<tr>
<th>Type of Evaluated Class Activity</th>
<th># of points possible</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>INET Community Graded Work</td>
<td>25 pts</td>
<td>25/650 (4%)</td>
</tr>
<tr>
<td>*Complete student info survey (5pts) *Complete syllabus quiz(5pts) *Write your self-intro on eCampus (5pts) *Attend a minimum of two web conferences (5pts each)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXAM #1 and EXAM #1 Written work** (not proctored; deployed via MML)</td>
<td>100 pts</td>
<td>100/650 (15%)</td>
</tr>
<tr>
<td>EXAM #2 must be proctored (90 points from Exam2)</td>
<td>90 pts</td>
<td>90/650 (14%)</td>
</tr>
<tr>
<td>QEP Signature Assignment</td>
<td>10 pts</td>
<td>10/650 (2%)</td>
</tr>
<tr>
<td>MyMathLab Homework</td>
<td>90 pts</td>
<td>90/650 (14%)</td>
</tr>
<tr>
<td>Unit A (30pts) Unit B (30pts) Unit C (30pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MML Mastery Quiz</td>
<td>40 pts</td>
<td>40/650 (6%)</td>
</tr>
<tr>
<td>Videos</td>
<td>15 pts</td>
<td>15/650 (2%)</td>
</tr>
<tr>
<td>Assigned Written Work from the text uploaded to eCampus</td>
<td>60 pts</td>
<td>60/650 (9%)</td>
</tr>
<tr>
<td>BCQs (Bowell’s Custom Quizzes in eCampus)</td>
<td>20 pts</td>
<td>20/650 (3%)</td>
</tr>
<tr>
<td>Comprehensive Final Exam*** must be proctored</td>
<td>200 pts</td>
<td>200/650 (31%)</td>
</tr>
</tbody>
</table>

Total Possible Points 650 pts

The student's total points at the end of the course are divided by 650 and that is the **average**. The letter grade is issued according to the average as:

- 90% - 100% = A
- 80% - 89% = B
- 70% - 79% = C
- 60% - 69% = D
- 59% or less = F
- “N” if the student fails to attend after the drop date

**Drop Date: 5/1/2017**

Other notes from asterisked marks above:

- **if the Exam #1 written work is not mailed to Ms. Bowell in a timely manner, the exam grade will not be awarded in the eCampus grade center.**
- ***see the final exam information section above for restrictions imposed on the final exam grade***
El Centro College’s QEP – CT3 “Critically Thinking Things Through”

El Centro College’s Quality Enhancement Plan is “CT3: Critically Thinking Things Through”. The Mathematics Department has designed a two stage project to introduce students in MATH 1325 to critical thinking strategies, as well as help students document their thinking when tackling difficult, complex scenarios. You will work one assignment to fulfill the QEP-CT3 requirements of this course. The “Signature” QEP-CT3 assignment will be available during Unit B. The Signature assignment will be a more complex single scenario you will need to analyze and write about; it will count for 10 points towards your Exam 2 total. You must complete and upload a pdf for the Signature assignment no later than Monday, May 8, 2017 at 11:59 pm Central Time.

The El Centro College Mildred Finch Learning Center
Offers free, walk in tutoring for MATH 1325. It is located in A350 of the El Centro College Main Building. There is a branch of the Learning Center at the West Campus and tutors are available there on a limited basis during the week. Please call (214) 860-2133 to inquire about tutoring schedules. You can also use the computers within the learning center, check out the hard-back textbook and/or a TI 83+ calculator for use while in the Learning Center. You will need your El Centro College ID to receive services at the Learning Center.

Student-Instructor Contract:
To create a course environment fostering student responsibility and focused on understanding of the course content and its application:

<table>
<thead>
<tr>
<th>The instructor strives to provide:</th>
<th>In return, the student agrees to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Timely responses to student requests or inquiries</td>
<td>● Devote a reasonable amount of time and energy towards successful completion of the course,</td>
</tr>
<tr>
<td>● Frequent communication through email, Bb web sessions, course announcements</td>
<td>● Meet deadlines</td>
</tr>
<tr>
<td>● Timely grading with feedback.</td>
<td>● Avoid plagiarism and other forms of cheating</td>
</tr>
<tr>
<td></td>
<td>● Communicate frequently and clearly with the instructor, particularly when difficulties arise.</td>
</tr>
</tbody>
</table>

Withdrawing from this class:
STOP BEFORE YOU DROP: For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. Click for policy in student handbook URL: https://www1.dcccd.edu/6drop

*Drop Date for this Spring 2017 flex section is Monday, May 1, 2017.

Institutional Links
Click for Course Related Institutional Policies
URL: http://www.elcentrocollege.edu/admissions/schedule/syllabus/Course-Related-Policies.pdf

Click for El Centro College Institutional Policies
URL: http://www.elcentrocollege.edu/admissions/schedule/syllabus/Institutional-Policies.pdf

Click for the Title IX and Sexual Misconduct Policy
URL: http://www.elcentrocollege.edu/students/title-ix-and-sexual-misconduct

Click for the El Centro College Student Handbook, URL: http://www.elcentrocollege.edu/students/student-handbook

Click for a list of services available to all El Centro College students
URL: https://docs.google.com/document/d/1gBDQUwgfFb2db2LEwzcBNbyGt7WKnjZ2_aaVT03R_bd8/edit
The Realities of Succeeding in an Online Course:

A huge percentage of students decide to take a course online because they think it will be easy. Many times students enroll in more than two online classes a semester. More than two is too many. More than one along with a full time job is too many. The reality is that taking a course online requires tremendous discipline, time and energy, even more so for an online MATH course.

Every single day of the semester, you should:

• Log on to eCampus
• Catch up on the announcements
• Work on some portion of your lesson.

Meet the deadline dates! Don't procrastinate! Ask for help!
Complete all graded work, no matter how large or small!

There are 650 total points to be earned in the course; thus, every 6.5 points is 1% of the final grade.

Disclaimer:
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.