

1106-D5-1784 **Mike May*** (maymk@slu.edu), Department of Math and Computer Science, Saint Louis University, 221 N Grand Blvd, St Louis, MO 63103. *Teaching Business Calculus as a Terminal Course Focused on Business*. Preliminary report.

This project looks at replacing the one semester applied calculus course with a course focused on the needs of business students taking calculus. The traditional business calculus course needs to deal with a pair of issues. Many of the students have seen calculus from high school. Since it is often the last math course taken, the students are also unmotivated and see little connection between this course and the courses in their major. Furthermore, most texts are technology agnostic and are generally written for business and the life sciences, so the problems are not focused on business concerns.

At Saint Louis University, the students taking the one semester survey of calculus course are almost all business students. We have developed a text aimed at those students. The examples and language of the text is consistent with what is used in business course. The main computational technology is Excel. In work, readability is encouraged over efficiency of symbolic manipulation. The shift to a truer business focus makes the material feel new for students who have previously seen calculus and gives a better entry point for students with weaker manipulation skills. (Received September 15, 2014)