Adjusting Math Courses for Business and Building a Dialog in the Spirit of CRAFTY.

At Saint Louis University, the students taking the one semester survey of calculus course are almost all business students. Inspired by a presentation that seems to have arisen from the original CRAFTY discussions we started making adjustments to the course by incorporating the spreadsheet Excel as the main computational technology for the course. The change in technology led to adjustments to content, with greater emphasis on application, modeling, and shifts in terminology to better support students’ knowledge transfer from a math to business setting.

The text is available at http://math.slu.edu/~may/ExcelCalculus.

The business school is very happy with the shift in the course. This led to a more discussion with a happy client discipline and recreating some of the CRAFTY math/business discussions on a local scale. We are currently looking at developing a college algebra for business and in making adjustments in the courses of both disciplines to make connections clearer to students. (Received September 17, 2017)