Calculus for Business and Social Sciences was redesigned at University of Denver, following feedback from students and from other departments. Real life projects were introduced. For example, students are expected to conduct surveys and to construct their own demand function for a product, based on the results of their surveys. This brings a rather abstract notion to life and helps our students have a more meaningful experience in the course. They seem to appreciate how mathematics and calculus in particular can be relevant to them. This and other projects shall be discussed along with some other lessons learned along the way. (Received September 16, 2019)