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Reducing anxiety and increasing interest in business calculus.

Business calculus has been a historically difficult course, generating high numbers of withdrawals and failures. At the beginning of the semester, many students in the course identify themselves as being poor mathematics students or disliking the subject, or both. This talk will reveal approaches taken to change these opinions and to make the class a more successful, enjoyable, and valuable experience for the students involved. Topics discussed will include group work, competition, supplemental instruction, and expectations with respect to homework and student use of the textbook. Results of student surveys, as well as suggestions for improvement in future semesters, will be provided. (Received September 22, 2011)