

TEACHING MODELING TO UNDERGRADUATE BUSINESS MAJORS

David Czerwinski, College of Business, San Jose State University, One Washington Square, San Jose, CA 95192, 408-924-3528, david.czerwinski@sjsu.edu

ABSTRACT

In this presentation we will report on an effort to teach modeling to undergraduate business majors at San José State University. Mathematical modeling, by its nature, poses a challenge to students. It does not succumb to rote memorization or cookie-cutter solutions. Over the course of the semester, students were presented with a series of real-world problems – messy and unstructured. We will discuss our pedagogy and share examples of student work. The work illustrates some of the challenges involved in teaching modeling at the undergraduate level and some of the promise.