## MATH 1003 Calculus and Linear Algebra

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## Example

If $\$ 100$ is invested at $6 \%$, what amount will be in the account after
2 years with various compounding frequencies?

| Compounding Frequency | $n$ | $A=100\left(1+\frac{0.06}{n}\right)^{2 n}$ |
| :---: | :---: | :---: |
| Annually | 1 | 112.3600 |
| Semiannually | 2 | 112.5509 |
| Quarterly | 4 | 112.6493 |
| Monthly | 12 | 112.7160 |
| Weekly | 52 | 112.7419 |
| Daily | 360 | 112.7486 |
| Hourly | 8640 | 112.7496 |

## The Constant $e$

Definition
The number $e$ is defined by

$$
e=\lim _{n \rightarrow \infty}\left(1+\frac{1}{n}\right)^{n}=\lim _{s \rightarrow 0}(1+s)^{\frac{1}{s}} \approx 2.7182818284590 \ldots \ldots
$$

If $P$ is invested at an annual rate $r$, compounded $n$ times per year, then after $t$ years, the amount is given by

$$
A=P\left(1+\frac{r}{n}\right)^{n t} .
$$

Now we let $n$ go to infinity, we find that ( $s=\frac{n}{r}$, so $n=r$ )

$$
\lim _{n \rightarrow \infty} P\left(1+\frac{r}{n}\right)^{n t}=P \lim _{n \rightarrow \infty}\left(1+\frac{r}{n}\right)^{(n / r) r t}=P\left[\lim _{s \rightarrow 0}(1+s)^{1 / s}\right]^{r t}=P e^{r t}
$$

The above formula is called the continuous compound interest formula.
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## Example

How long will it take to double an investment if it is invested at $5 \%$ compounded continuously?

## Solution

Let $P$ be the principal. Then we have

$$
\begin{aligned}
& 2 P=P e^{0.05 t} \\
\Rightarrow t= & \frac{\ln 2}{0.05}=13.86 \text { years. }
\end{aligned}
$$

## Definition

$f(x)=e^{x}$ is called the exponential function with base $e$. More generally, $f(x)=a^{x}$, where $a>0$, is called the exponential
function with base a. Exponential functions are defined for any real number $x$.

## Outlook

## Remarks

- When $a>1, f(x)$ increases as $x$ increases
- When $a=1, f(x)=1$.
- When $0<a<1, f(x)$ decreases as $x$ increases.



## Logarithmic Function

Theorem
Let $y=f(x)=e^{x}$, then $\frac{d y}{d x}=f^{\prime}(x)=e^{x}$.
Observation
If $f(x)=e^{x}$, then $f^{\prime}(x)=f(x)$.
Example
Find $f^{\prime}(x)$ for each of the following functions:
(a) $f(x)=x^{2}-2 e^{x}$
(b) $f(x)=3 x^{e}-6 e^{x}+e^{4}$

Solutions
(a) $f^{\prime}(x)=2 x-2 e^{x}$
(b) $f^{\prime}(x)=3 e x^{e-1}-6 e^{x}$

## Definition

$g(x)=\ln x$ is called the (natural) logarithmic function with base $e$. It is only defined for $x>0$. More generally, $g(x)=\log _{a} x$, where $a>0$, is called the logarithmic function with base $a$.

## Remarks

- When $a>1, g(x)$ increases as $x$ increases.
- When $a=1, g(x)$ is not a well-defined function.
- When $0<a<1, g(x)$ decreases as $x$ increases


## Outlook



## Remarks

- Logarithmic functions are the inverse of the corresponding exponential functions:

$$
y=e^{x} \Longleftrightarrow x=\ln y
$$

$$
y=a^{x} \Longleftrightarrow x=\log _{a} y
$$

- $e^{0}=1, \ln 1=0$.
- $a^{0}=1, \log _{a} 1=0$, for any $a>0$.
- $\ln a+\ln b=\ln (a b), \quad e^{a+b}=e^{a} \cdot e^{b}$.
- $\ln \left(a^{r}\right)=r \ln a, \quad e^{a b}=\left(e^{a}\right)^{b}$.
- $\ln \frac{1}{a}=\ln a^{-1}=-\ln a$.
- $3>e \approx 2.718 \ldots>2$.


## Derivatives of Other Exponential and Logarithmic <br> Functions

To differentiate a general exponential or logarithmic function, we need the following theorem:

Theorem
Let $f(x)=a^{x}$ and $g(x)=\log _{a} x$. Then

$$
f^{\prime}(x)=a^{x} \ln a \quad \text { and } \quad g^{\prime}(x)=\frac{1}{x \ln a}
$$

## Example

Find $f^{\prime}(x)$ for each of the following functions:
(a) $f(x)=3 \log _{4} x-5 x^{3}$
(b) $f(x)=4 \cdot 3^{x}-2 \log _{4} 3$

Theorem
Let $y=g(x)=\ln x$, then $\frac{d y}{d x}=g^{\prime}(x)=\frac{1}{x}$.
Example
Find $f^{\prime}(x)$ for each of the following functions:
(a) $f(x)=5 \ln x+4 x^{3}$
(b) $f(x)=\ln 2-4 \ln \left(x^{2}\right)+3$

Solutions
(a) $f^{\prime}(x)=\frac{5}{x}+12 x^{2}$.
(b) $f^{\prime}(x)=(-8 \ln (x))^{\prime}=-\frac{8}{x}$.

## An Application

Solutions
(a) $f^{\prime}(x)=\frac{3}{x \ln 4}-15 x^{2}$.
(b) $f^{\prime}(x)=4 \cdot 3^{x} \ln 3$.

## Example

An Internet store sells blankets made of Iceland wool. If the store sells $x$ blankets at a price of $p$ per blanket, then the price-demand equation is $p(x)=320(0.998)^{x}$. Find the rate of change of price with respect to demand when the demand is 800 blankets.

Solutions

$$
\begin{gathered}
p^{\prime}(x)=320(0.998)^{x} \ln (0.998) \\
\Rightarrow p^{\prime}(800)=-0.129
\end{gathered}
$$

Theorem

- $f(x)=e^{x}, \quad f^{\prime}(x)=e^{x}$.
- $f(x)=\ln x, \quad f^{\prime}(x)=\frac{1}{x}$.
- $f(x)=a^{x}, \quad f^{\prime}(x)=a^{x} \ln a$.
- $f(x)=\log _{a} x, \quad f^{\prime}(x)=\frac{1}{x \ln a}$.

