

**22<sup>ND</sup> ANNUAL SOUTHWESTERN BUSINESS ADMINISTRATION TEACHING CONFERENCE**

October 30-31, 2014

**TOUCHING STUDENTS' LIVES**

# Program



TEXAS SOUTHERN UNIVERSITY



## THURSDAY, OCTOBER 30, 2014

8:00 to 8:50 am	Breakfast – JHJ 128
8:00 am to 4:00 pm	Registration – JHJ Foyer (moved to JHJ 128 at 10:30 am)
9:00 to 9:15 am	Welcome by <b>Ronald A. Johnson</b> , Dean, JHJ School of Business  Announcements by <b>S. Srinivasan</b> Conference Chair
9:15 to 10:15 am	<b>Keynote Address by G. B. Cazes</b> Vice President, Cyber Innovation Center Bossier City, Louisiana
10:15 to 10:30 am	<b>Break</b>
10:30 am to Noon	<b>Session A1 – JHJ 113</b>
	Session Chair: Dr. Rahim Quazi, Prairie View A&M University, Prairie View, TX
	<i>The Business of Hybrid Instruction: Strategic Hybrid Instruction to Enhance Business Leadership Skills</i> <b>Kelley Bailey &amp; Annette Jackson</b> Florida A&M University, Tallahassee, FL
	<i>Teaching Undergraduates Business Decision Making: Theory-Practice Hybridization</i> <b>Lucy Ojode &amp; Mammo Woldie</b> Texas Southern University, Houston, TX
	<i>Teaching through ‘Transforming Learning’ – An Integrative Model for Business Education</i> <b>Kevin Glasper &amp; Cam Caldwell</b> Bowie State University, Baltimore, MD

10:30 am to Noon	<b>Session A2 – JHJ 238</b>
	Session Chair: Dr. Charles Briggs, Southern University of New Orleans, New Orleans, LA
	<i>An Examination of the Online versus F2F Academic Performance of First Generation, Non-Traditional Undergraduate Business School Students</i> <b>Rochelle Parks-Yancy &amp; Delonia Cooley</b> Texas Southern University, Houston, TX
	<i>Online Education, Active Learning, Blended Course design, Flipping the class, Gamification of the classroom, and Online assessment: Perspectives and Practices</i> <b>Balaji Janamanchi</b> Texas A&M International University, Laredo, TX
	<i>Using Software for Problem Solving in On-Line Courses</i> <b>K.V. Ramaswamy</b> Texas Southern University, Houston, TX
10:30 am to Noon	<b>Session A3 – JHJ 239</b>
	Session Chair: Dr. Karma Sherif, Texas Southern University, Houston, TX
	<i>Preparing for the First One Hundred Days</i> <b>David Hansen</b> Texas Southern University, Houston, TX
	<i>Student Loans: A Damocles Sword for Higher Education?</i> <b>Charles Hawkins, Frank Cavaliere, Kip Glasscock</b> Lamar University, Beaumont, TX
	<i>YOU GET WHAT YOU PAY FOR: Exploration Into Trends Toward The Buyer/Seller Mindset Of Higher Education</i> <b>Ladelle Hyman, Felix Ayadi</b> Texas Southern University, Houston, TX <b>Kimberly Cade</b> Houston Community College, Houston, TX

Noon to 1:00 pm	<b>Lunch – JHJ 128 Overflow in JHJ 310</b>
1:15 to 2:45 pm	<b>Session B1 – JHJ 113</b>
	Session Chair: Dr. Jifu Wang, University of Houston-Victoria, Victoria, TX
	<i>McGraw-Hill Publisher’s Presentation</i> <b>Linda Nelson</b> Houston, TX
	<i>A Summary of Paths: The True Meaning and Long-term Consequences of Student Loans</i> <b>Carlton Perkins &amp; Ladelle Hyman</b> Texas Southern University, Houston, TX <b>Germaine Samuels</b> The Mosaic Group, Pearland, TX
1:15 to 2:45 pm	<b>Session B2 – JHJ 238</b>
	Session Chair: Dr. David Hansen, Texas Southern University, Houston, TX
	<i>Getting Off the Couch: Connecting Entrepreneurship Students to Inter- and Intra-Communities of Practice</i> <b>Dorothy Kirkman</b> University of Houston-Clear Lake, Clear Lake, TX
	<i>Theory to Practice: Chances for Progress</i> <b>Chynette Nealy</b> University of Houston-Downtown, Houston, TX <i>An Holistic Approach to Bridging the Expert-Novice Gap in Teaching Quantitative Methods</i> <b>Granville Sawyer</b> Bowie State University, Bowie, MD

1:15 to 2:45 pm	<b>Session B3 – JHJ 239</b>
	Session Chair: Dr. Balaji Janamanchi, Texas A&M International University, Laredo, TX
	<i>AACSB Accreditation – Bang or Bust: A study of student outcomes in relationship to institutional resources</i> <b>Phyllis Keys &amp; Pamela Queen</b> Morgan State University, Baltimore, MD <b>Wanda Owens</b> Clark Atlanta University, Atlanta, GA
	<i>Incorporating Critical Thinking, Integration and Technology into the Managerial Accounting Course</i> <b>Joseph Boyd</b> Texas Southern University, Houston, TX
	<i>Context, Content and Collaboration: Facilitating Pedagogy Using Hybrid Learning Multi-Touch Tablet Technology</i> <b>C. B. Claiborne</b> Texas Southern University, Houston, TX
2:45 to 3:10 pm	<b>Break</b>
3:15 to 4:05 pm	<b>Session C1 – JHJ 113</b>
	Session Chair: Dr. Dorothy Kirkman, University of Houston-Clear Lake, Clear Lake, TX
	<i>Creating Learning Activities, Assignments, and Exercises that Touch Student Lives</i> <b>Dale Rude</b> University of Houston, Houston, TX <i>Effective Teacher Creates an Atmosphere for Student’s Achievement</i> <b>Charles Briggs</b> Southern University of New Orleans, New Orleans, LA

3:15 to 4:05 pm	<b>Session C2 – JHJ 238</b>
	Session Chair: Dr. Beverly Rowe, University of Houston-Downtown, Houston, TX
	<i>Predictors of Academic Performance in Introductory Accounting Courses among Students at an Urban Four-year University</i> <b>Chu Nguyen &amp; Danya Corkin</b> University of Houston-Downtown, Houston, TX
	<i>The Use of Mobile Technology to Increase Student Engagement &amp; Improve Learning Outcomes in HBCUs</i> <b>Karma Sherif</b> Texas Southern University, Houston, TX
3:15 to 4:05 pm	<b>Session C3 – JHJ 239</b>
	Session Chair: Dr. Chynette Nealy, University of Houston-Downtown, Houston, TX
	<i>What I wish I knew before I started teaching</i> <b>Zahir Latheef, Phillip Jolly, Codou Samba, Ksenia Krylova</b> University of Houston, Houston, TX
	<i>On Empowering Student Learners! Integrating Logic in the Teaching-Learning-Assessment Cycle</i> <b>Vera King</b> Prairie View A&M University, Prairie View, TX <b>Ladelle Hyman</b> Texas Southern University, Houston, TX
4:15 to 5:05 pm	<b>Session D1 – JHJ 113</b>
	Session Chair: Dr. Ladelle Hyman, Texas Southern University, Houston, TX
	<i>An Active Learning Approach to Teaching the Fundamentals of XBRL Usage for Accountants</i> <b>Richard Green</b> Texas A&M University-San Antonio, San Antonio, TX
	<i>Integrating SAP into the Accounting Curriculum: A Comparative Study of the AIS Course</i> <b>Betty Desselle</b> Texas Southern University, Houston, TX

4:15 to 5:05 pm	<b>Session D2 – JHJ 238</b>
	Session Chair: Dr. Trimbak Shastri, University of Louisville, Louisville, KY
	<i>A New Approach to Teach Accrual Accounting and Adjusting Entries</i> <b>Kun Wang &amp; Sewon O</b> Texas Southern University, Houston, TX
	<i>Adopting a Mastery Goal Orientation for Introductory Accounting</i> <b>Susan Muzorewa</b> Delaware State University, Dover, DE
4:15 to 5:05 pm	<b>Session D3 – JHJ 239</b>
	Session Chair: Dr. Chu Nguyen, University of Houston-Downtown, Houston, TX
	<i>The Role of Computer Self-efficacy in Mathematics Achievement</i> <b>Sulakshana Sen</b> Bethune Cookman University, Daytona Beach, FL
	<i>Impacting College of Business Students through Improving Writing Skills</i> <b>Isiah Brown &amp; Beverly Rowe</b> University of Houston-Downtown, Houston, TX
5:15 to 5:40 pm	<b>Take shuttle to Student Center for Reception</b>
5:30 to 8:00 pm	<b>Reception</b>  Sterling Student Center, President's Lounge, TSU Take elevator to 4 <sup>th</sup> floor (left rear of the building)

FRIDAY, OCTOBER 31, 2014	
8:00 to 8:50 am	Breakfast – JHJ 128
8:00 to 9:30 a.m.	Registration – JHJ Foyer
9:00 to 10:15 am	<b>Session E1 – JHJ 113</b>
	Session Chair: Dr. Reginald Bell, Prairie View A&M
	<i>Making Marketing Connections (MMC) to Enhance Student Learning</i> <b>Gwendolyn Catchings</b> Jackson State University, Jackson, MS
	<i>Coaching for Improved Teaching – A Virtuous Model for Improving Performance and Increasing Commitment</i> <b>Cam Caldwell, Larry Floyd &amp; Ella Carter</b> Bowie State University, Bowie, MD
	<i>Service Learning: Incorporating Real-Life Experience in Everyday Learning</i> <b>Alicen Flosi, Rebecca Boone, Jeff Dyson, Darrell Brown, Rachelle Kaufman, Bethany White</b> Lamar University, Beaumont, TX
9:00 to 10:15 am	<b>Session E2 – JHJ 238</b>
	Session Chair: Dr. Richard Green, Texas A&M University-San Antonio
	<i>Touching Students' Lives in the Age of Globalization: The Importance of Internationalizing Business Education</i> <b>Toni Mulvaney, Frank Cavaliere, Kip Glasscock</b> Lamar University, Beaumont, TX
	<i>Innovative Methodology: Cross-cultural Teaching Approach for US MBAs in China</i> <b>Jifu Wang, Bingxin Wu, Xingsheng Li, Sol Bobst</b> University of Houston-Victoria, Victoria, TX
	<i>Foreign Language for Business Majors</i> <b>Haiqing Sun</b> Texas Southern University, Houston, TX

9:00 to 10:15 am	<b>Session E3 – JHJ 239</b>
	Session Chair: Dr. Marina Sebastijanovic, University of Houston
	<i>Internet Addiction and Community College Students</i> <b>Loretta Beavers, Reginald Bell, Wally Guyot, Robert Meier, Dibyendu Choudhury</b> Prairie View A&M University and others
	<i>Collective Blogging for Wall Street Journal Articles</i> <b>Shuoyang Zhang</b> University of St. Thomas, Houston, TX
10:20 to 11:20 am	<i>Strategic approach to manage business students' perception about critical thinking: An empirical study</i> <b>Mayur Desai, Bruce Berger, Roger Higgs</b> Texas Southern University, Houston, TX
	<b>Session F1 – JHJ 113</b>
	Session Chair: Dr. Vera King, Prairie View A&M
10:20 to 11:20 am	<i>Teaching Undergraduate Marketing Metrics</i> <b>Gopala Ganesh</b> University of North Texas, Denton, TX
	<i>The Challenge of Teaching Large Classes</i> <b>Marina Sebastijanovic</b> University of Houston, Houston, TX
	<b>Session F2 – JHJ 238</b>
10:20 to 11:20 am	Session Chair: Dr. Toni Mulvaney, Lamar University
	<i>Academic Coaching to Develop Students' Critical Thinking Skills</i> <b>Gwendolyn Catchings</b> Jackson State University, Jackson, MS
	<i>The Personal Side of Business: Bio Sketches and Self Branding</i> <b>Clive Muir</b> Stephen F. Austin State University, Nacogdoches, TX
11:30 am to 12:10 pm	Cengage Learning Presentation <b>Erica Rouse &amp; Cybele Beckham</b> <b>JHJ 113</b>
12:15 pm to 12:30 pm	Closing Session – S. Srinivasan <b>JHJ 113</b>

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