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**TEACHING SOFTWARE PROJECT MANAGEMENT;
UTILIZING MULTIPLE CLASS SECTIONS AND LEVELS**

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ABSTRACT

“Real world” software development involving personnel from diverse background was simulated in a Software Project Management course where student teams were formed from enrollments in multiple class sections, from a variety of levels. Emphasis was placed upon the development of the student’s communication skills plus providing the opportunity to be involved in a complete software development cycle of a “real-world” project. Introductory level programming students were responsible for the coding of the application user-interface, and intermediate programming students served as designers for the interface. Graduate students in the software project management course served as the project managers.



**TEACHER AS RESEARCHER – EXAMPLES OF THE
SCHOLARSHIP OF TEACHING AND LEARNING (SoTL)**

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ABSTRACT

Studying and changing your own teaching approach, more formally known as the “scholarship of teaching and learning” (SoTL), is a promising new idea. We will define and illustrate it to show how easy, practical, and beneficial such research can be. This is intended to encourage faculty to start up their own SoTL projects. The scholarly study of one’s own pedagogical assumptions promises a double payoff: better teaching and more publications. This paper introduces the main idea and the purposes of SoTL, and presents an easy-to-follow example of a SoTL research project that grew out of efforts to solve a practical pedagogical problem. This is intended to give readers a feel for how to get started with a research project based on their own teaching practices. We conclude by placing SoTL in a larger context of academic policy-making.



**GUIDELINES FOR DEVELOPING A MARKETING PLAN IN A
NOT-FOR-PROFIT ORGANIZATION**

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ABSTRACT

The business model for developing a strategic marketing plan is widely utilized in the corporate world. While acknowledged as a vital planning instrument for smaller, not-for-profit, organizations, guidelines, as well as resources for application of the model are lacking. A low-cost, manageable model is presented in this paper. Using the case of a counseling organization as an example, the preliminary stages of a planning process are presented. These include methodologies for assessing the planning environment, producing critical planning information, and establishing the planning premises. With the existence of these planning elements, the authors utilize case analysis to highlight a process that can be implemented in smaller, not-for-profits to develop a marketing plan.



**PEDAGOGICAL CONSIDERATIONS IN BRIDGING THE
THEORY-PRACTICE GAP IN THE TEACHING OF
MARKETING IN A TYPICAL SUB SAHARAN AFRICAN
CONTEXT**

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ABSTRACT

The role of marketing in the development of economically challenged economies has long been established. Paradoxically, quality of life in the SSA continues to experience high incidence of backwardness despite evidence of long history of marketing activity and thought. In view of this, this paper examines the question of marketing pedagogy in the region particularly as it concerns factors that drive existence of theory-practice gap. A number of factors are identified, which ranges from public policy to students that serve as basic input into the educational system. A stakeholders approach is recommended in the paper as a viable option for bridging this gap.



**USING SECTION 404 OF SARBANES-OXLEY TO TEACH
MORAL REASONING**

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ABSTRACT

This article outlines a pedagogical approach designed to foster moral reasoning among undergraduate accounting students. This approach challenges students to identify the limits of the newly enacted Section 404 of the Sarbanes-Oxley Act of 2002, as well as to develop appropriate internal controls to prevent employees from “gaming” the Act’s limitations.

