



TEXAS SOUTHERN UNIVERSITY

**21st Annual Southwestern Business Administration
Teaching Conference**

Conference Program

October 31 – November 1, 2013





TEXAS SOUTHERN UNIVERSITY

21st Annual Southwestern Business Administration Teaching Conference

Jesse H. Jones School of Business

Conference Program

October 31, 2013 Thursday

7:45 a.m.	A van will depart from DoubleTree Hotel for TSU. If you need transportation please meet in the hotel lobby around 7:30 a.m. Driver is Ms. Rosalyn Wilson.
8:00 to 9:00 a.m.	Breakfast: Room 128
8:00 to 10:30 a.m.	Registration: JHJ School of Business Foyer
9:00 to 10 :15 a.m.	<p style="text-align: center;">Opening Session, JHJ Auditorium – Room 113</p> <p><u>Welcome:</u> Dr. Ronald A. Johnson, Dean, JHJ School of Business, TSU</p> <p><u>Announcements:</u> Dr. S. Srinivasan, Conference Chair</p> <p><u>Keynote address:</u> “Impossible to Change? Finding a Spark” Dr. Sharon Kerrick Associate Director, Forcht Center for Entrepreneurship University of Louisville, Louisville, KY</p>

10:15 to 10:30 a.m.	Break
10:30 a.m. to 5:00 p.m.	Registration Desk will be moved to Room 128
10:30 a.m. to 12:00 p.m.	<p style="text-align: center;">Session A1 – Room 113</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Bruce Berger, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Integrated Experiential Learning in a Global Environment” Lucy Ojode, School of Business, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Blue Bison Biz RPG Viral Business Trend Simulation” Lloyd Derek, Sabnis Gajanan, Ann-Marie Waterman* School of Business, Howard University, Washington D.C.</p> <p><u>Presentation 3:</u> “Business Visualization Instruction: A Tool to Reach and Teach the Millennial Generation” Ann-Marie Waterman*, Lloyd Derek School of Business, Howard University, Washington D.C.</p>
10:30 a.m. to 12:00 p.m.	<p style="text-align: center;">Session A2 – Room 238</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Antoinette Mulvaney, School of Business, Lamar University, Beaumont, TX</p> <p><u>Presentation 1:</u> “Education to Employment: A Strategic Framework for Student Preparedness at JHJ School of Business” Mayur Desai*, Ronald Johnson, School of Business, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Communication Flexibility and Quality in Student Teams” David Hansen, School of Business, TSU, Houston, TX</p> <p><u>Presentation 3:</u> “Outsourcing and its Effects on Managerial Perceptions” Lucinda Parmer, University of Houston-Downtown, Houston, TX</p>

<p>10:30 a.m. to 12:00 p.m.</p>	<p style="text-align: center;">Session A3 – Room 239</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Balaji Janamanchi, A. R. Sanchez Jr. School of Business, Texas A&M International University, Laredo, TX</p> <p><u>Presentation 1:</u> “HyFlex Classes: A Flexible Modality” Tracy Hurley, School of Business, TAMU-SA, San Antonio, TX</p> <p><u>Presentation 2:</u> “Increasing Student Learning via a Modified Khan Academy Model” Ladelle Hyman*, Bettye Desselle, S. Srinivasan, School of Business, TSU, Houston, TX</p> <p><u>Presentation 3:</u> “Incorporating Data Analysis and Academic Papers in Teaching Undergraduates and MBAs” Anand Jha, Siddharth Shankar, A. R. Sanchez Jr. School of Business, Texas A&M International University, Laredo, TX</p>
<p>12:00 to 1:00 p.m.</p>	<p style="text-align: center;">Lunch: Room 128</p>
<p>1:15 to 2:45 p.m.</p>	<p style="text-align: center;">Session B1 – Room 113</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Rochelle Parks-Yancy, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Using Interactive Online Resources to Implement Student Controlled Mastery Learning Techniques in 1st Intermediate Accounting Course” Richard Green, School of Business, TAMU-SA, San Antonio, TX</p> <p><u>Presentation 2:</u> “Preparing Graduate Students for CPA Examinations: Integrated Curriculum Approach” Sewon O, Kun Wang, School of Business, TSU, Houston, TX</p> <p><u>Presentation 3:</u> “Implementing Forensic Accounting Curriculum to Prepare Students for Certification as Fraud Examiners” Kamala Raghavan, Carlton Perkins, School of Business, TSU, Houston, TX</p>

1:15 to 2:45 p.m.	<p style="text-align: center;">Session B2 – Room 238</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Felix Ayadi, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Electronic Portable Devices for Digital Learning: An Evaluation of a Pilot Program” Syed Harun, Tracy Hurley, School of Business, TAMU-SA, San Antonio, TX</p> <p><u>Presentation 2:</u> “Using Blackboard’s Resources to Communicate with Students” Ladelle Hyman, June Claiborne, TSU, Houston, TX</p> <p><u>Presentation 3:</u> “The Use of Mobile Technology to Improve Minority Student Learning in STEM Fields” Karma Sherif, School of Business, TSU, Houston, TX</p>
1:15 to 2:45 p.m.	<p style="text-align: center;">Session B3 – Room 239</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Mahesh Vanjani, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Inspire, Challenge and Energize: Enhancing the Faculty and Student Experience” Bernnell Peltier-Glaze, School of Education, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Applying Berg and Huang Sustainable Retention Model in Teaching an Online Counseling Lab Class” Candy Ratliff, School of Education, TSU, Houston, TX</p> <p><u>Presentation 3:</u> “Sharing Resources across the Curriculum to Enhance Teaching and Learning and Support SACS and AACSB Accreditation” Kathleen Williamson, University of Houston-Clear Lake, Houston, TX</p>
2:45 to 3:10 p.m.	Break

<p>3:15 to 4:05 p.m.</p>	<p style="text-align: center;">Session C1 – Room 113</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Rahim Quazi, School of Business, Prairie View A&M University, Prairie View, TX</p> <p><u>Presentation 1:</u> “Social Security as an Entitlement” Richard Pitre, School of Business, TSU, Houston , TX</p> <p><u>Presentation 2:</u> “Are MOOCs the solution to the problems in public higher education or the biggest threat to the status quo?” Antoinette Mulvaney*, Frank Cavaliere, Charles Hawkins School of Business, Lamar University, Beaumont, TX</p>
<p>3:15 to 4:05 p.m.</p>	<p style="text-align: center;">Session C2 – Room 238</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Tracy Hurley, School of Business, TAMU-SA, San Antonio, TX</p> <p><u>Presentation 1:</u> “Enhanced Learning in HBCU Business Schools with Social Media Networks” Gwendolyn Catchings, Jackson State University, Jackson, MS</p> <p><u>Presentation 2:</u> “Challenges in Educating College Bound Millennials: Leveraging Technology to Motivate Students” Mahesh Vanjani, School of Business, TSU, Houston, TX</p>

<p>3:15 to 4:05 p.m.</p>	<p style="text-align: center;">Session C3 – Room 239</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Oscar Criner, College of Science & Tech., TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Attitudes and Behavior of Faculty That may have Negative Consequences for Student Engagement and Learning” John Williams, Bettye Desselle, School of Business, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Perceptions of Non-Latino Faculty and Latino Students: Teaching and Learning Cultural Diversity and Ethics in a Hispanic Serving Institution” Djuan Bragg, Leigh Broxton, Texas A&M International University, Laredo, TX</p>
<p>4:15 to 5:05 p.m.</p>	<p style="text-align: center;">Session D1 – Room 113</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Kathleen Williamson, University of Houston-Clear Lake, Houston, TX</p> <p><u>Presentation 1:</u> “Managing the Gap between the Instructors’ Perceptions and True Concept of Critical Thinking” Mayur Desai, Bruce Berger, School of Business, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Can You See What I see? Motivating Students through Experiential Learning” Johnnie Williams, Felix Ayadi, Ladelle Hyman, School of Business, TSU, Houston , TX</p>
<p>4:15 to 5:05 p.m.</p>	<p style="text-align: center;">Session D2 – Room 238</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Haiyan Hu, School of Business, Morgan State Univ., Baltimore, MD</p> <p><u>Presentation 1:</u> “Emerging Trends and Novel Use of Technology in Information Systems Security Education” Sathish Kumar, Coastal Carolina University, Conway, SC</p> <p><u>Presentation 2:</u> “Teaching Big Data Analytics Using Tableau Software” S. Srinivasan, School of Business, TSU, Houston , TX</p>

	Session D3 – Room 239
4:15 to 5:05 p.m.	<p style="text-align: center;"><u>Session Chair:</u> Dr. David Hansen, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Structural Change in Educational Processes” Oscar Criner, College of Science & Technology, TSU, Houston, TX</p> <p><u>Presentation 2:</u> “Creating the Proficient College Student” Dennis Elam, School of Business, TAMU-SA, San Antonio, TX</p>
5:20 p.m.	Shuttle Leaves for DoubleTree Hotel from JHJ School of Business
6:30 to 9:00 p.m.	Reception in DoubleTree Hotel – Ballrooms D & E on the first floor

November 1, 2013 Friday

7:45 a.m.	A van will depart from DoubleTree Hotel for TSU. If you need transportation please meet in the hotel lobby around 7:30 a.m. Driver is Ms. Rosalyn Wilson.
8:00 to 9:00 a.m.	Breakfast: Room 128
8:00 to 9:30 a.m.	Registration: JHJ School of Business Foyer

<p>9:00 to 10:00 a.m.</p>	<p style="text-align: center;">JHJ Auditorium, Room 113</p> <p><u>Panel Session:</u> “Online Teaching Support from Publishers’ Perspective” Janlyn Reed, McGraw-Hill & Cybele Beckham, Cengage</p> <p><u>Moderator:</u> Dr. S. Srinivasan, Conference Chair</p>
<p>10:00 to 10:20 a.m.</p>	<p style="text-align: center;">Break</p>
<p>10:20 a.m. to 12:00 p.m.</p>	<p style="text-align: center;">Session E1 – Room 113</p> <p style="text-align: center;"><u>Session Chair:</u> Dr. Zahid Iqbal, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Assessment of Online Teaching Effectiveness: conceptualization and measurement” Haiyan Hu, School of Business, Morgan State University, Baltimore, MD</p> <p><u>Presentation 2:</u> “Successful Implementation of New Online Business Programs: The Role of Online Course Facilitation, Technology Training and Peer Mentoring” Kelley Bailey, Annette Jackson, School of Business, Florida A&M University, Tallahassee, FL</p> <p><u>Presentation 3:</u> “Strategies for Teaching Quantitative-Oriented Business Courses” Robert Vinaja, School of Business, TAMU-SA, San Antonio, TX</p>

<p>10:20 a.m. to 12:00 p.m.</p>	<p style="text-align: center;">Session E2 – Room 238</p> <p><u>Session Chair:</u> Dr. Dale Rude, School of Business, University of Houston, Houston, TX</p> <p><u>Presentation 1:</u> “Storytelling in Business Presentations: Clive Muir, School of Business, Stephen F. Austin State University, Nacogdoches, TX</p> <p><u>Presentation 2:</u> “Teaching that Touches Students’ Lives” Dale Rude, Codou Samba, University of Houston, Houston, TX</p> <p><u>Presentation 3:</u> “An Expression of Learning through Digital Storytelling” Marion Smith*, TSU & Caroline Crawford (UH-Clear Lake) Houston, TX</p>
<p>10:20 a.m. to 12:00 p.m.</p>	<p style="text-align: center;">Session E3 – Room 239</p> <p><u>Session Chair:</u> Dr. John Williams, JHJ School of Business, TSU, Houston, TX</p> <p><u>Presentation 1:</u> “Teaching Undergraduate POM Course as an Online Course” Balaji Janamanchi, A. R. Sanchez, Jr. School of Business, Texas A&M International University, Laredo, TX</p> <p><u>Presentation 2:</u> “That Corporate Compliance Officer Jobslot as Student Motivational Device: It’s Ethical and Global Dimensions” George Swan, School of Business, North Carolina A&T State University, Greensboro, NC</p> <p><u>Presentation 3:</u> “Teaching Non-Verbal Communication Skills Online: Business Curriculum Implications” Ndamukong Tangeh, School of Business, UH-Downtown, Houston, TX</p>

12:10 to 12:30 p.m.	<p style="text-align: center;">Closing Session – JHJ Auditorium – Room 113</p> <p style="text-align: center;">Dr. S. Srinivasan, Conference Chair</p> <p style="text-align: center;">Closing Remarks Information about next year’s conference Drop off Conference Evaluation Forms</p>
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*Presenter

Note: Sessions A, B presentations are 30 minutes each

Sessions C, D, E presentations are 25 minutes each

We thank the following organizations for their support of the conference:

HBCU Business Deans' Roundtable

(President: Dr. Igwe Udeh, Southern University, New Orleans
Treasurer: Dr. Tejinder Singh Sara, Tuskegee University, Tuskegee)

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