

The Thomas J. Hindelang  
BUSINESS  
PROFESSOR  
TEACHING  
SUMMIT  
2014



Philadelphia, PA  
May 15, 2014

THE THOMAS J. HINDELANG  
BUSINESS PROFESSOR TEACHING SUMMIT



DREXEL UNIVERSITY

LeBow

College of Business

*Center for Teaching Excellence*



## Welcome!

Welcome to the Thomas J. Hindelang Business Professor Teaching Summit and to Drexel's LeBow College of Business.

This is our fourth annual teaching summit but the first named for our late vice dean, Tom Hindelang, who spearheaded the formation of this conference. Tom spent almost four decades at Drexel and became legendary for having taught thousands of students, including a handful of our current faculty members. Tom established our Center for Teaching Excellence in 2002 and was the driving force behind the creation of this conference eight years later.

Here, we still refer to him simply as "The Professor."

As you share ideas about improving the educational experiences for students, especially during a time when higher education is being challenged to prove its return on investment, I encourage you to renew your devotion to helping students grow, learn and succeed.

Tom would have wanted it no other way.



Thomas J. Hindelang

Frank Linnehan, PhD

Dean

R. John Chapel Jr. Chair in Leadership



## Thank you

*to the following people  
for their significant  
contributions and support.*

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If I may be as bold as to speak for your current and future students, thank you. Thank you for your dedication to improving student learning. Thank you for recognizing the importance of merging theory and practice in delivering a high-quality education. And thank you for being active participants in this our fourth annual Business Professor Teaching Summit.

Thomas J. Hindelang, for whom this summit is now named, served as an inspirational mentor and motivator for all us of at Drexel LeBow, as well as for many scholars around the country. Tom inducted me as a fellow of our Center for Teaching Excellence, and he was instrumental in helping me understand how research and teaching complement one another.

I am proud to succeed Tom as director of our center, and I pledge to continue his emphasis on continuous improvement when it comes to teaching and student learning.

Welcome. Learn much, contribute even more, and form the professional relationships that will help all of us improve as educators.

Teresa D. Harrison, PhD  
Associate Dean for Academic Affairs  
Director, Center for Teaching Excellence



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LeBow College of Business established the Center for Teaching Excellence in 2002 to enable the College to pursue its mission and achieve the vision of becoming one of the premier institutions in educating management professionals. A most important core value of LeBow is its dedication to teaching excellence as part of the strategic imperative to raise and continually improve the level of teaching excellence and the quality of the students experience in all of the College’s academic programs.





### John Zubizarreta

John Zubizarreta is Professor of English, Director of Honors and Faculty Development and former Dean of Undergraduate Studies at Columbia College. He is a Carnegie Foundation/CASE U.S. Professor of the Year, a recipient of the South Carolina Independent Colleges and Universities Award for Excellence in Teaching and the 1994 CASE Professor for South Carolina. Winner of several other national and international teaching and scholarly awards, he is the author of *The Learning Portfolio: Reflective Practice for Improving Student Learning* (Jossey-Bass, 2009; Anker, 2004) and co-author of *Inspiring Exemplary Teaching and Learning: Perspectives on Teaching Academically Talented College Students* (NCHC, 2008), *Revisiting "Northern Exposure": Critical Studies in Television. Vol. 1* (Manchester UP, 2006), and *The Robert Frost Encyclopedia* (Greenwood, 2001). In addition to numerous journal and book chapter publications on American and comparative literatures, faculty and administrative evaluation, pedagogy, and honors education, John has mentored faculty, academic leaders, and students nationwide and abroad in developing portfolios to enhance and document teaching and administrative performance and to improve student learning. He has led faculty development workshops and has delivered keynote addresses worldwide.

# AGENDA

<b>8 A.M.</b>	Registration, Continental Breakfast & Roundtable Discussions .....	GHall Room 220
<b>8:45 A.M.</b>	Opening Remarks: Teresa Harrison, PhD Keynote Speaker: John Zubizaretta .....	GHall Room 220
<b>9:50 A.M.</b>	CONCURRENT SESSIONS I	
<b>10:30 A.M.</b>	CONCURRENT SESSIONS II	
<b>11:10 A.M.</b>	CONCURRENT SESSIONS III	
<b>11:45 A.M.</b>	LUNCH & KEYNOTE .....	GHall Room 220
<b>1:40 P.M.</b>	CONCURRENT SESSIONS IV	
<b>2:20 P.M.</b>	CONCURRENT SESSIONS V	
<b>3 P.M.</b>	CONCURRENT SESSIONS VI	
<b>3:30 P.M.</b>	RECEPTION AND NETWORKING .....	GHall Room 220

## Registration Desk

Information about the conference is available at the registration desk located outside Room 220 in Gerri C. LeBow Hall (GHall). In addition, the LeBow College of Business staff are available to provide assistance throughout the day.

## Attending Sessions

We do our best to schedule topics, rooms and presenters in ways to maximize conference space. There may be times when sessions will draw more participants than expected. In those instances, please understand our space limitations and consider another concurrent session.

## Abstracts

All session abstracts are available on the BPTS Web page: [lebow.drexel.edu/bpts](http://lebow.drexel.edu/bpts)

## Wireless Internet

Service is available through Drexel University's Dragonfly access. Log on as "Drexel guest."

## Restrooms

Restrooms are located on every floor but the first one of GHall.

## Evaluations

Please remember to complete the session evaluations in your BPTS folder. They will be collected by the presenters at the conclusion of each session.

## CPE

Drexel University's LeBow College of Business is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).



## CONCURRENT SESSIONS I | 9:50 to 10:20 A.M.

Track	Paper Title, Presenter, Institution	Room
Assessment of Student Learning	<p><i>Much Ado About Zero</i>                      Kathryn Yeaton kyeaton@ramapo.edu                      James Woodley jwoodley@ramapo.edu                      Teresa Hutchins thutchins@ramapo.edu                      Ramapo College of New Jersey</p>	Pearlstein 308
Best Practices in Business Education	<p><i>Going from Basic Math to Excel Formula to Conceptual Learning: the Time Value of Money and the Power of Interest Earned</i>                      Cathleen McQuillen cmcquillen@georgian.edu                      Georgian Court University</p>	GHall 219
Experiential and Collaborative Education	<p><i>Student Teams: Best Practices for Creating and Managing Effective Teams</i>                      Virginia Rich vrich@caldwell.edu Caldwell College</p>	Pearlstein 207
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<p><i>Critical Thinking: Connecting General with Discipline-Specific Skills</i>                      Don Goeltz dgoeltz@holyfamiy.edu,                      Melissa Fender mfender@holyfamiy.edu,                      Jan Buzydlowski jbuzydlowski@holyfamiy.edu                      Holy Family University</p>	GHall 106
Student Communication and Writing	<p><i>An In-store Mobile Commerce During the 2012 Holiday Shopping Season Project</i>                      Manuel Pontes pontes@rowan.edu                      Daniel Folkinshteyn folkinshteyn@rowan.edu                      Rowan University</p>	Pearlstein 307
Student Engagement in the Teaching and Learning Process	<p><i>Crowd Learning in the Classroom</i>                      Michelle Masterfano mkm55@drexel.edu                      Murugan Anandarajan ma33@drexel.edu                      Drexel University</p>	Pearlstein 404
Technology and Distance Education	<p><i>Using Imagery to Enable Student Comprehension of Business Concepts in Class Presentations</i>                      Richard Schott rschott@alb.edu, Albright College</p>	Pearlstein 206

## CONCURRENT SESSIONS II | 10:30 to 11 A.M.

Track	Paper Title, Presenter, Institution	Room
Assessment of Student Learning	<i>Essential Learning Outcomes: Creating Outcomes Assessment Across the Disciplines</i> Marilyn Vito mev@stockton.edu Diane Holtzman diane.holtzman@stockton.edu Richard Stockton College of New Jersey	Pearlstein 308
Best Practices in Business Education	<i>A Practical Liberal Arts Undergraduate Management Management Curriculum</i> Jennifer Kohn jkohn@drew.edu, Drew University	GHall 219
Experiential and Collaborative Education	<i>Sales Roleplays: Getting It Right the First Time With Wireless Technology</i> Dave Jones jonesd@lasalle.edu, La Salle University	Pearlstein 207
Leadership and Ethics	<i>Teaching Ethics in the Business School Milieu: Beyond Corporate Social Responsibility</i> Gwendolyn Yvonne Alexis galexis@monmouth.edu Monmouth University	Pearlstein 307
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<i>Education to Employment: Aligning Pedagogy, Microlearning and New Media for Student Success</i> Carl Moore carl.moore@temple.edu, Steven Pysersnpysers@temple.edu, Temple University	GHall 106
Student Engagement in the Teaching and Learning Process	<i>Moving Pictures: Crafting the First-Year Seminar "Serious Comedy and Social Justice"</i> Ken Weidner weidner@sju.edu, Saint Joseph's University	Pearlstein 404
Technology and Distance Education	<i>Virtually Effective Student Presentations</i> Edward Nelling en26@drexel.edu, Drexel University	Pearlstein 206





## CONCURRENT SESSIONS III | 11:10 to 11:40 A.M.

Track	Paper Title, Presenter, Institution	Room
Best Practices in Business Education	<p><i>Integrative Teaching Approaches: Innovative Techniques in the Business Classroom</i>                      Rita Dynan dynan@lasalle.edu,                      MarySheila McDonald, Esq. mcdonaldms@lasalle.edu,                      Kathleen McNicol mcnichol@lasalle.edu, La Salle University</p>	GHall 137
Experiential and Collaborative Education	<p><i>Collaborative Industry Partnerships: Learning International Business Through Practical Experience</i>                      Hossein Varamini varaminih@etown.edu,                      Elizabethtown College                      Martin Brill brill@kutztown.edu, Kutztown University</p>	Pearlstein 202
Leadership and Ethics	<p><i>Intermediate Accounting in its Social, Economic and Ethical Context Through the Use of Online Video and Discussion</i>                      Dov Fischer dovfischer@yahoo.com, Brooklyn College (SUNY)                      Sarah Hertz sarah.hertz@esc.edu, SUNY Empire State College</p>	GHall 219
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<p><i>So How Well Do Undergraduate Students in Pennsylvania, New England and Germany Really Know Themselves?</i>                      David Rudd rudd@lvc.edu, Lebanon Valley College</p>	GHall 106
Student Communication and Writing	<p><i>Integrating Writing Into an Investments Course</i>                      Amy Lipton alipton@sju.edu, Saint Joseph's University</p>	GHall 1139
Student Engagement in the Teaching and Learning Process	<p><i>Real Life in the Classroom: Getting Our Students to Engage and Think Critically with Experiential Learning</i>                      Christine Lombardo-Zaun clomzaun@cedarcrest.edu                      Cedar Crest College</p>	Pearlstein 404
Technology and Distance Education	<p><i>Incorporating Different Communication Channels Within a Hybrid Course Space</i>                      Jan Buzydlowski jbuzydlowski@holysfamily.edu                      Holy Family University</p>	Pearlstein 206

## CONCURRENT SESSIONS IV | 1:40 to 2:10 P.M.

Track	Paper Title, Presenter, Institution	Room
Assessment of Student Learning	<p><i>Measuring Student Growth as Lifelong Learners in Global Information Systems' Classroom Projects</i>                      Samir Shah sns72@drexel.edu, Drexel University                      Suzanne Shaffer scs15@psu.edu, Penn State University</p>	GHall 220
Best Practices in Business Education	<p><i>The Five Creatures Lesson: Helping Business Students Understand Competition</i>                      Brent Smith bsmith@sju.edu, Saint Joseph's University</p>	GHall 137
Experiential and Collaborative Education	<p><i>Double-Loop Learning with Technology: A Transformational Learning</i>                      Ali Poorani poorani@udel.edu, University of Delaware</p>	GHall 1139
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<p><i>Evolution of Professional Sales as an Academic Discipline in the U.S.</i>                      Sam Basu basus1@wpunj.edu, Rajiv Kashyap kashyapR@wpunj.edu, William Patterson University</p>	GHall 939
Student Engagement in the Teaching and Learning Process	<p><i>Creating An Engaging and Participatory Classroom Culture</i>                      Andrea Farro farro@rowan.edu, Rowan University</p>	GHall 106
Technology and Distance Education	<p><i>The Magic of Thinking Small: How to Easily Create Classroom Videos to Improve Students' Performance</i>                      Michael Scales scalesm@stockton.edu                      Bill Quain bill.quain@stockton.edu                      Cliff Whithem whithemc@stockton.edu                      Richard Stockton College of New Jersey</p>	Pearlstein 207



## CONCURRENT SESSIONS V | 2:20 to 2:50 P.M.

Track	Paper Title, Presenter, Institution	Room
Best Practices in Business Education	<i>The Development of the Reflective Manager: The "I Manager" Assignment</i> Evonne Kruger <a href="mailto:krugere@stockton.edu">krugere@stockton.edu</a> Diane Holtzman <a href="mailto:Diane.holtzman@stockton.edu">Diane.holtzman@stockton.edu</a> Richard Stockton College of New Jersey	GHall 137
Experiential and Collaborative Education Ruben Mendoza	<i>Development and Delivery of a Service-Learning Course: Lessons Learned</i> <a href="mailto:rmendoza@sju.edu">rmendoza@sju.edu</a> , Saint Joseph's University	Pearlstein 307
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<i>Visual Data Representation through the Use of Infographic Tools for Marketing</i> Jayanthi Rajan <a href="mailto:jrajan@alb.edu">jrajan@alb.edu</a> , Albright College	GHall 220
Student Communication and Writing	<i>The Professional Writing Center: Driving the Digital Platform in Business Schools</i> Andrew McCarthy <a href="mailto:mccarthy@wpunj.edu">mccarthy@wpunj.edu</a> William Patterson University	Pearlstein 101
Student Engagement in the Teaching and Learning Process	<i>Make Economics Concrete and Relevant</i> Joanne Ma, <a href="mailto:jma@holyfamily.edu">jma@holyfamily.edu</a> , Holy Family University	Pearlstein 308
Technology and Distance Education	<i>E-Learning for Online Courses and Conventional Classes: Implications for Flipping the Class</i> Bea Chiang <a href="mailto:bchiang@tcnj.edu">bchiang@tcnj.edu</a> The College of New Jersey	Pearlstein 102

## CONCURRENT SESSIONS VI | 3 to 3:30 P.M.

Track	Paper Title, Presenter, Institution	Room
Best Practices in Business Education	<i>Using Live Cases in Teaching Undergraduate Finance Courses</i> Emma Neuhauser neuhausere@etown.edu Elizabethtown College	GHall 137
Pedagogical Research and Intellectual Contribution to Teaching and Learning	<i>Never Mind MOOCs – Will Your Classroom Discussion Go Viral?</i> Ken Weidner weidner@sju.edu, Saint Joseph's University	GHall 106
Student Engagement in the Teaching and Learning Process	<i>Employment of Student Learning Teams in the Legal Environment of Business</i> Edward Schoen schoen@rowan.edu, Rowan University	Pearlstein 308
Technology and Distance Education	<i>Teaching the Quantitative Course Online: Challenges and Opportunities</i> Sally Hamilton sah353@drexel.edu, Drexel University	Pearlstein 102
Leadership and Ethics	<i>Teaching the New Johnson and Johnson</i> Whiton S. Paine whitens@att.net Richard Stockton College of New Jersey	Pearlstein 101

*Abstracts for all sessions can be found online at [lebow.drexel.edu/BPTS](http://lebow.drexel.edu/BPTS)*











Thank you, Tom

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