

Financial Education Association (FEA)

Academy of Business Education (ABE)

20th Annual Conference

The DeSoto Savannah Hotel

September 19-21, 2019

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Financial Education Association 2019 Annual Conference

September 19 – 21, Savannah, Georgia

Thursday, September 19

Location / Time	Cumberland	Ossaba	Sapelo	Lafayette
Session 1 8:30 – 10:00	Panel 1: Student Preparedness & Student-Centered Learning	Educational Research 1	Finance Pedagogy 1	Workshop 1: Preparing Business and Stem Students for the 21st Century Workforce: The National Science Foundation-Funded Environmental Project Management Academy
Session 2 10:30 - Noon	Panel 2: Closing The Loop: A Multi-Echelon Approach to ETS MFT Assessment	Pedagogy in Accounting, Finance, and Business 1	Finance Pedagogy 2	Workshop 2: Leveraging Professional Associations in Curriculum Development: A 5-Step Guide to Ensure Industry Validity
Session 3 1:30 – 3:30	Cases 1	Educational Research 2	Pedagogy in Accounting, Finance, and Business 2	Workshop 3: Exploring Interdisciplinary Teaching between Finance and Computer Science

Friday, September 20

Note: ABE Board meeting Friday, 8:30 - 10:00 a.m. - Location: Pulaski Room

Note: FEA Board meeting Friday, 10:30 - Noon - Location: Pulaski Room

Location / Time	Cumberland	Ossaba	Sapelo	Lafayette
Session 4 8:30 – 10:00	Cases 2	Educational Research 3	Finance Pedagogy 3	Educational Research 4
Session 5 10:30 - Noon	Exhibitor: StockTrak	Educational Research 5	Pedagogy in Accounting, Finance, and Business 3	Workshop 4: The Growing Dominance of Female Graduate & Undergraduate Students

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Session 6 1:30 – 3:30		Educational Research 6	Panel 4: Aiding Student Success in Online Classes: Chunking, Motivation, Attitude, and Knowledge Preparedness	Workshop 5: The Case Method of Teaching
Session 7 4:00 - 5:30	Panel 5: Discussion on Student Managed Funds		Finance Pedagogy 4	Meet the Editors

Saturday, September 21

Location / Time	Cumberland	Ossaba	Sapelo	Lafayette
Session 8 9:00 – 11:00	Panel 6: Online Teaching And Course Development	Educational Research 7	Educational Research 8	Workshop 6: Teaching Management in the Digital Age: Large Classes, Distracted Students, and Shifting Expectations

Thursday

Breakfast: 8:00 – 8:30 in **Ballroom Foyer**

Session 1: Thursday, September 19 8:30 – 10:00

S1: Panel 1– **Location: Cumberland**

Student Preparedness and Student-Centered Learning → Panelists: Tim Michael, Steve Pilloff

S1: Educational Research 1 – **Location: Ossaba**

Session Chair: Joann Fredrickson

1. Applying Prospect Theory to Student Outcomes: Framing Costs using Student Perceptions of Teaching Effectiveness → Author(s): Joann Fredrickson
2. The Sustainable Finance Movement: Are Introductory Finance Courses Keeping Up? → Author(s): Erin Oldford, Sarah Barry
3. New Accounting Standards for Leasing and Revenue Recognition – Impact on Financial Statement Analysis → Author(s): Barbara Tarasovich, Bridget Lyons, Michael Gorman

S1: Finance Pedagogy 1 – Location: Sapelo

Session Chair: Amira Annabi

1. Integrating Bloomberg Terminals in Teaching Derivatives at an Undergraduate Class → Author(s): Amira Annabi
2. Using VBA and Excel to Create Valuation Functions → Author(s): Ronald Crowe, Kathryn Winney
3. A Brief Synthesis of Capital Structure Literature → Author(s): Atul Saxena

S1: Workshop 1 – Location: Lafayette

Preparing Business and Stem Students for the 21st Century Workforce: The National Science Foundation-Funded Environmental Project Management Academy → Leader(s): Brian Petrus, Helen Boylan, Alison DuBois

Break: 10:00 – 10:30 in **Ballroom Foyer**

Session 2: Thursday, September 19 10:30 – Noon

S2: Panel 2 – Location: Cumberland

Closing the Loop: A Multi-Echelon Approach to ETS MFT Assessment → Panelists: John Mortimer, Gregory Krippel, Darlene Booth-Bell, Phillip Njoroge

S2: Pedagogy in Accounting, Finance and Business 1 – Location: Ossaba

Session Chair: Howard Keen

1. Relatable Concepts as Aids to Learning Finance → Author(s): Howard Keen
2. The Sweet Spot: Introductory Finance Problems That Are Not Too Hard and Not Too Easy → Author(s): Steven Pilloff
3. Understanding Distractors in a Business Technology Classroom → Author(s): Lisa Schwartz, Michael Geier, Kristin Stowe

S2: Finance Pedagogy 2 – Location: Sapelo

Session Chair: Colleen Asaad

1. Learning Finance: Educators as a Memory Enhancer → Author(s): Colleen Asaad
2. Designing Principal Protected Notes as a Method to Teach Options and OTC Product Development → Author(s): Terrance Grieb
3. Multiple Methods for Computing Beta: An Excel Assignment for Students and More (But, Is It Useful?) → Author(s): Brian Porter

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4. Comparison of a “Dedicated Course” Approach Vs. a “Self-Directed” Approach to Spreadsheet Skill Acquisition → Author(s): Karl Borden

S2: Workshop 2 – Location: Lafayette

Leveraging Professional Associations in Curriculum Development: A 5 Step Guide to Ensure Industry Validity → Leaders(s): Eric Sartell

Lunch: Noon – 1:30 in **Ballroom Foyer**

Session 3: Thursday, September 19 1:30 – 3:30

S3: Cases 1 – Location: Cumberland

Session Chair: Robert Stretcher

1. Jackpot! A Behavioral Analysis → Author(s): Colleen Asaad
2. Creative Approach, Inc. → Author(s): Francisco J. López Lubián
3. Calhoun Supply → Author(s): Steve Johnson, Robert Stretcher

S3: Educational Research 2 – Location: Ossaba

Session Chair: Terrance Grieb

1. CFA Curriculum Assessment and Development → Author(s): Terrance Grieb, Magdy Noguera, Carlos Omar Trejo-Pech
2. Lower Cost Models for Independent Colleges Consortium: A Joint Certified Financial Planning Program → Author(s): Christopher Kubik
3. Does Expected Punishment Act as a Deterrent to Intention to Cheat → Author(s): Lisa Schwartz, Stuart Michelson

S3: Pedagogy in Accounting, Finance, and Business 2 – Location: Sapelo

Session Chair: Richard Haskell

1. The University Valuation Group – A Student-Led Valuation Consultancy → Author(s): Richard Haskell
2. Solving Quantitative Problems in Finance: A Tool for Unlimited Practice → Author(s): Howard Keen
3. A Proactive Approach to Increasing Gender Diversity at the Investment Management Course Level → Author(s): Jody Murphy
4. Lessons Learned: What Works and What Doesn't → Author(s): Steven Pilloff

S3: Workshop 3 – Location: Lafayette

Exploring Interdisciplinary Teaching between Finance and Computer Science →
Leader(s): Kelly Nyhoff, Jeffrey Nyhoff

[Note: Participants should bring a laptop with Excel so they can open the files for this workshop, or email the presenters directly beforehand to request a copy of the material. Or they can download the materials directly here: <http://kellyjeff.org/fea>]

Break: 3:30 in **Ballroom Foyer**

Reception: 5:00 – 6:00 – **Location: Harborview**

Friday

Breakfast: 8:00 – 8:30 in **Ballroom Foyer**

**** ABE Board meeting Friday, 8:30 - 10:00 a.m. - Location: Pulaski Room**

**** FEA Board meeting Friday, 10:30 - Noon - Location: Pulaski Room**

Session 4: Friday, September 20 8:30 – 10:00

S4: Cases 2 – Location: Cumberland

Session Chair: Randy Beavers

1. Using The University Budget as a Business Case → Author(s): Randy Beavers
2. Greenlane Holdings, Inc.: The Initial Public Offering → Author(s): James Murtagh
3. Vanholland Construction Company → Author(s): Kelly Nyhoff

S4: Educational Research 3 – Location: Ossaba

Session Chair: Christina Zhang

1. Dividend Discount Versus Total Payout Valuation: Learning Activities for the Finance Curriculum → Author(s): Leslie Boni, Mary Anne Majadillas, Christina Zhang
2. Study Away/Abroad and Experiential Learning: Real and Perceived Benefits → Author(s): Allissa Lee, Axel Grossmann, Joseph Ruhland
3. IRR and the Reinvestment Rate: Why Are We Still Discussing This? → Author(s): Kudret Topyan

S4: Finance Pedagogy 3 – **Location: Sapelo**

Session Chair: Elven Riley

1. Financial Literacy for College Students: What They Want to Learn → Author(s): Elven Riley
2. Designing Student Projects In Finance: Structure, Technology, and Assessment → Author(s): Jack Trifts, Laura Kohl
3. Excel in Upper Level Finance Courses: An Instructor and Student Perspective → Author(s): Robert Stretcher, Mary Funck, Yulia Pervakova

S4: Educational Research 4 – **Location: Lafayette**

Session Chair: Amelie Cambron-Premont

1. Construct and Validate A Questionnaire On the Interest of Teaching Financial Education → Author(s): Amelie Cambron-Premont, David LeFrancois, Sebastien Beland
2. Student Experience With OER Adoptions: Survey-Based Evidence from an Introductory Finance Course → Author(s): Fang Lin, Kevin Bracker, Jennifer Pursley
3. Does Signing an Honor Code Reduce Cheating? An Empirical Study → Author(s): Michael Yates, Richard Fendler, Jonathan Godbey

Break: 10:00 – 10:30 in **Ballroom Foyer**

Session 5: Friday, September 20 10:30 – Noon

S5: Exhibitor 1: StockTrak – **Location: Cumberland**

S5: Educational Research 5 – **Location: Ossaba**

Session Chair: Zhuoming Peng

1. The Financial Risk-Tolerance Revisited: Evidence From An Independent Non-Profit Private University → Author(s): Zhuoming Peng, Krishnan Ramaya
2. Student Self-Efficacy And Performance In A Business Lab Classroom → Author(s): Kristin Stowe, Michael Geier, Lisa Schwartz
3. Transforming Business And Finance Education: Progress Report On Creating A Finance Textbook Consistent With Global Sustainability → Author(s): Frank Werner, James Stoner

S5: Pedagogy in Accounting, Finance, and Business 3– **Location: Sapelo**

Session Chair: James Turner

1. Cash Flow In Finance And Accounting: Overcoming Inconsistent Definitions → Author(s): James Turner
2. Free Cash Flow Valuation: Pedagogical And Practical Implications → Author(s): Frank O’Hara, John Gonzales

S5: Workshop 4 – **Location: Lafayette**

The Growing Dominance of Female Graduate & Undergraduate Students → Leader(s): Jocelyn Evans, Timothy Jones, Phyllis Keys

Annual Membership Luncheon: Noon – 1:30 – **Location: Madison**

Session 6: Friday, September 20 1:30 – 3:30

S6: Educational Research 6 – **Location: Ossaba**

Session Chair: Tim Krause

1. Division III Athletics: Expenditures and Success in Athletics and Academics → Author(s): Tim Krause, Charles Brown
2. Revisit Lease Versus Purchase: Impact on Government Tax Revenue → Author(s): Guan Jun Wang
3. Achieving Engagement Through Co-Curricular Activities → Author(s): John Clinebell, Sharon Clinebell
4. Axesstel: A Revenue Recognition Case → Author(s): Elena Precourt, Charles Cullinan

S6: Panel 4 – **Location: Sapelo**

Aiding Student Success in Online Classes: Chunking, Motivation, Attitude, and Knowledge Preparedness → Leader(s): Nikki Stowell, Patricia Gaukel and Martina Schmidt

S6: Workshop 5 – **Location: Lafayette**

The Case Method of Teaching → Leader(s): George Kester

[Note: This is a “hands on” workshop. Those who plan to attend the workshop are encouraged to read a case, Continental Carriers, Inc., that will be discussed during the first part of the workshop. Please email George (kesterg@wlu.edu) for a copy of the case.]

Break: 3:30 - 4:00 in **Ballroom Foyer**

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Session 7: Friday, September 20 4:00 – 5:30

S7: Panel 5 – Location: Cumberland

Panel Discussion on Student Managed Funds → Panelists: David Nawrocki, John Clinebell, David Sauer

S7: Finance Pedagogy 4 – Location: Sapelo

Session Chair: Mary Funck

1. Using Excel to Enhance Student Learning And Decrease Academic Dishonesty - The Rest of the Story → Author(s): Mary Funck, Ashly Smith
2. Which Markowitz Efficient Frontier? → Author(s): Jerry L. Stevens, Robert Dolan, David North
3. Geography, Demography and Grades: The International Graduate Student in the Finance Classroom → Author(s): J. Edward Graham, Clay Moffett, Joe Farinella

S7: Meet the Editors - Location: Lafayette

Reception: 5:45 – 7:00 – **Location: Harborview**

Saturday

Breakfast: 8:30 – 9:00 in **Ballroom Foyer**

Session 8: Saturday, September 21 9:00 – 11:00

S8: Panel 6 - Location: Cumberland

Online Teaching and Course Development → Panelists: Tim Michael

S8: Educational Research 7 – Location: Ossaba

Session Chair: Molly Burke

1. Assessing Outcomes of a Career Development Program for Undergraduate Business Students → Author(s): Molly Burke, Lisa Amoroso, Jamie Shaw
2. A Finance Curriculum Forecasting Approach → Author(s): Elven Riley
3. Empirical Analysis of Study-Abroad Programs → Author(s): Miland Shrikhande

S8: Educational Research 8 – **Location: Sapelo**

Session Chair: Michael Lynch

1. Financial Literacy: A Millennial Perspective → Author(s): Michael Lynch, Joanne Duncan
2. Gaining Practical Competence in Higher Education: Which Activities Matter Most in the Classroom? → Author(s): Janita Rawls, Stacy Hammons, Andrew Stephenson
3. Experiential Learning using Simulated Trading Platform in Investment Education → Author(s): Yi Zhang

S8: Workshop 6 – **Location: Lafayette**

Teaching Management in the Digital Age: Large Classes, Distracted Students, and Shifting Expectations → Leader(s): Deborah Searcy, David Herst, Joseph Patton

Program Addendum: September 10, 2019

Axesstel: A Revenue Recognition Case → Author(s): Elena Precourt, Charles Cullinan
has been moved to S6: Educational Research 6 – **Location: Ossaba**

2019 FEA Annual Meeting: Index of Participants

Name	Session Name	Session Time	Email
Lisa Amoroso	Educational Research 7	S8	lamoroso@dom.edu
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