

# 2<sup>nd</sup> Annual Conference on Teaching and Learning in Accounting (CTLA)



**August 1-2, 2009 – NYC**

<http://aaahq.org/AM2009/CTLAinfo.cfm>

## **If you are:**

- Interested in the art of teaching accounting
- New or experienced in teaching
- A practitioner who'd like to become a faculty member
- A person who would like to earn 16+ hours of CPE

## **Plan to attend the 2<sup>nd</sup> Annual Conference on Teaching and Learning in Accounting (CTLA)!**

### **Saturday, August 1**

- Registration and Continental Breakfast
- Morning Workshops for New or Experienced Faculty
- Luncheon Speaker
- Afternoon Craft of Teaching Accounting sessions
- CTLA Reception

### **Sunday, August 2**

Attendees can choose *either* both half-day CTLA Continuing Professional Education sessions:

- Teaching with Technology - Morning CPE
- Preparing for Class - Afternoon CPE

*Or*, one CTLA CPE and one half-day AAA CPE for the other half day - choosing from those listed online at [http://aaahq.org/AM2009/program\\_CPE.cfm](http://aaahq.org/AM2009/program_CPE.cfm) (or p. 6 in the meeting brochure).

### **Monday-Wednesday August 3-5\***

- Use your *Insiders' Guide* to find sessions on teaching and curriculum-related topics throughout the Annual Meeting program
- Wednesday's "What's Next?" session provides a chance for reflection on learning across the meeting, and making recommendations for future Conferences on Teaching and Learning in Accounting.

**CTLA is part hands-on teaching clinic, part mentoring by master teachers, and part staying current on emerging topics in accounting!**

***Register early, space is limited.***

\*If you cannot stay through Wednesday, a Saturday-Sunday CTLA-only registration option is available.

# CTLA Program Outline

## Saturday, August 1 (Morning)

**7:00am -7:45am** Continental Breakfast & Registration

**8:00am-12:00pm** Choice of two workshops:

### 1.) The Master Class Workshop for Experienced Faculty

**8:00am-9:45am** *Teaching Students How to Make Informed Judgments* - G. Peter Wilson, Boston College  
Considering the ever increasing prominence of fair-value measures and the widespread demand for more principle-based standards, it is essential that we teach students about the accounting judgments behind reported numbers. At the very least, they need to know how to identify situations where objective experts would reasonably disagree about accounting policies or reported measures, and how to qualitatively gauge the extent of this disagreement. This session illustrates a very simple interactive exercise I use the first day of an introductory undergraduate financial reporting course to begin developing a framework for understanding accounting judgments. I also use a variation on this exercise with MBAs and finance managers in executive training courses, where I extend the discussion to fair value levels under SFAS 157. This approach also sets the stage for discussing in simple terms situations where moral hazard, adverse selection, and the demand for authoritative guidance arise.

**10:15am -12:00pm** *Rejuvenating your Courses with Technology* - David Cottrell, Brigham Young University  
Do you want to become a hero with your students? Give them what they need in a format that they like to study. In this session we will demonstrate how to use technology to develop tools that help students both learn better and learn faster. We will not just discuss these tools, in this session we will actually demonstrate these tools live and use technology to create learning aids for students all within the time of our session. Participants will then be able to then do this on their own with no additional training required.

### 2.) The Workshop for New Teaching Faculty and Practitioners Interested in Teaching

**8:00am - 10:00am** *Life in Academia, Faculty Career Options, Accreditation, and Future Trends* - Cathleen Burns, University of Colorado, Boulder  
Gain an overview of academics, academic life, teaching responsibilities, the role of faculty citizenship, business research and academic research, money and the academy, tenure and the tenure process. Learn about accreditation, when business and accounting disciplinary accreditation matter, how at some institutions faculty positions may be called either PQ (Professionally Qualified) or AQ (Academically Qualified) , keeping active status as a faculty member, and future trends in education.

**10:15am - 12:00pm** *Panel Discussion—Experiences, Insights, and Advice of AQ and PQ faculty*  
The panel session will provide career paths and insights about becoming successful faculty members from current profession-centered faculty.

## **Saturday, August 1 (Afternoon)**

**12:00pm - 1:20pm** *Luncheon and Effective Teaching Practices Forum* - Master faculty discuss how they teach their accounting courses.

**1:20pm - 5:30pm** *Craft of Teaching Accounting sessions*  
Over 20 sessions featuring how-to-teach tips and techniques for on campus, online, and hybrid courses, as well as accounting and technology hot topics.

**5:30pm - 7:00pm** *Reception and Effective Teaching Practices Forum*

## **Sunday, August 2**

You may register for either *both* half-day CTLA CPEs or one CTLA CPE and one half-day Annual Meeting CPE (p. 6 in AEN).

### **8:00am - 12:00pm Teaching with Technology Morning CPE**

Four 100 minute concurrent sessions provide a hands-on primer for CTLA participants to effectively blend web-based and electronic-based resources with paper-based resources to create a robust and meaningful course. Topics include creating audio and video podcasts; using Camtasia, WIMBA, and tablet computers to teach; and using student preferred technologies like iPhones, Twitter, and YouTube to make the teaching/learning connection.

### **1:00pm - 4:30pm Preparing for Class Afternoon CPE**

A small-group working session where CTLA participants will develop their own course materials, i.e., syllabus, course calendar, assignments, and exams. Cohort groups will be formed by course, i.e., financial accounting, managerial accounting, intermediate accounting, advanced accounting, audit, tax, AIS, or international accounting courses. Session will provide a review of best course practices and mentoring opportunities by experienced faculty. Participants are encouraged to bring their USB drives, laptops, course description, textbook, old course materials, and school calendar.

## **Annual Meeting Activities**

### **Monday - Wednesday, August 3-5**

Use your *Insiders' Guide* to find sessions specific to your teaching interests in the Annual Meeting program.

**Wednesday:** *Honing the Craft of Teaching: Reflections on the CTLA and Future Plans* - At the close of the meeting we will have new perspectives. What should next year's CTLA be like? What else would support and inspire this community?

## Goals of the Conference on Teaching and Learning in Accounting include:

- Supporting and involving the community of accounting educators interested in sharing teaching ideas and resources;
- Building AAACommons teaching community and resources;
- Providing 16+ hours of CPE for faculty interested in teaching & learning in accounting;
- Creating networking opportunities for those with shared interests;
- Exploring ideas, issues, and solutions for supporting teachers and students of accounting.

## What did last year's participants think of the first annual CTLA?

Here is what participants said they liked best about the inaugural CTLA held in 2008:

- Creating a community of people excited about teaching
- Getting ideas for classes on a down-to-earth basis
- Learning about new teaching related technologies
- Being able to learn and exchange ideas with all different levels of faculty
- Gaining insight into life in a university business school
- It is helpful to learn best practices in specific areas from the experts!
- Collaboration...great group!
- Thank you AAA. We really need this. Wonderful job!

## Cost:

CTLA and AAA Annual Meeting with 40+ CPE credits and AAA membership (August 1 - 5).....\$740

CTLA only with 16+ CPE credits and AAA Membership (August 1 - 2).....\$360

*Register online and receive a \$30 discount!*

We do hope you and your colleagues will plan to attend this Second Annual Conference on Teaching and Learning in Accounting. Space for this popular conference will be limited. For questions about the conference and for registration information, go to <http://aaahq.org/AM2009/menu.htm> or contact Deirdre Harris at [Deirdre@aaahq.org](mailto:Deirdre@aaahq.org).

Hope to see you at CTLA,

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