



**American
Accounting
Association**
Management
Accounting



The Association of
Accountants and
Financial Professionals
in Business

AAA Management Accounting Section/ IMA Case Conference September 23-24, 2016

**The Emily Morgan Hotel, San Antonio, TX
Registration: \$90**

Friday Afternoon

Optional roundtable discussion will focus on work-in-process cases. Here is the opportunity to share your case and get feedback from other case-writers. Also you will benefit from publishing tips from the associate editors of the IMA Education Case Journal

Session Leaders: Tom Klammer and Paul Juras.

Morning Plenary Session

Know Your Audience: Demonstrating Case Teaching in Undergraduate, Graduate, and Executive Classrooms

Description: This session will provide specific cases as examples of how to modify assignments and discussions across diverse audiences to include Undergraduate, Graduate, and Executive students.

Session leaders: Paul Juras, Babson College; Monte Swain, Brigham Young University

Morning Case Session

Bentley Consulting Company: Addressing Bias in Performance Evaluations
Margaret Shackell, Cornell University

Huskie Motor Corporation: Visualizing the Present and Predicting the Future
Ann Dzurainin, Northern Illinois University

Afternoon Case Session

Chicken and Egg: Hatching a New and Innovative Product's Introduction
Marty Steubs, Baylor University; Robert Rankin, Texas A&M University

Can Accounting Information Help Aid Associations Make Tough Choices in Haiti?
Kip Krumwiede, IMA

Afternoon Plenary Session

"Stocking the Pantry": An Executive Summary of Managerial Accounting Cases That Can Work for You

Description: This session will provide an executive summary of numerous case studies covering a breadth of topics that can work in your classroom. Some of these cases will be "tried and true" in the sense that the presenter has used them successfully in his classroom, whereas others will be promising cases that he has identified for future use. Attendees will leave the session with an understanding how the presenter locates promising cases and then develops and executes teaching strategies for them. They will also leave with ready access to a shortlist of cases that can work for their students.

Session leader: Pete Brewer, Wake Forest University