# TABLE OF CONTENTS

**Editorial:**

Ron Perrin (Chief Editor) – [University of Wollongong, Australia] .................. iii

**Vale:** Emeritus Professor Michael J. R. Gafoth

Ciarstan Smark (University of Wollongong, Australia) ...................... v

**Articles:**

**Business Law in the Accounting Curriculum:**

An exploratory study

Alison McCourt (University of Waikato, New Zealand)
Mary Low (University of Waikato, New Zealand) &
Ella Tappin (University of Waikato, New Zealand) ...................... 1

**Ferengi business practices in Star Trek: Deep Space Nine - to enhance student engagement and teach a wide range of business concepts**

Katherine J. Lopez (St. Edward’s University, USA)
Gary Pletcher (St. Edward’s University, USA)
Craig L. Williams (St. Edward’s University, USA) &
William Bradley Zehner II (St. Edward’s University, USA) ...................... 19

**Content Analysis of Assessment Data in Marketing Education**

Nicole Vowles (Metropolitan State University of Denver, USA)
Alexandra Hutto (Millersville University of Pennsylvania, USA) &
Peter Max M. Miller (University of Phoenix, USA) ...................... 57

**Course convenience, perceived learning, and course satisfaction across course formats**

Douglas Sanford (Towson University, USA)
Douglas Ross (Towson University, USA)
Alfred Rosenbloom (Towson University, USA) &
Daniel Singer (Towson University, USA) .............................. 69
The Financial and Non-financial Aspects of Developing a Data-Driven Decision-Making Mindset in an Undergraduate Business Curriculum
Jeffrey Bohler (Troy University, USA)
Anand Krishnamoorthy (Troy University, USA) &
Benjamin Larson (Troy University, USA) .......................................................... 85

Does Marketing Need Better Marketing? A Creative Approach to Understanding Student Perceptions of the Marketing Major
Cathy J. Cobb-Walgren (Georgia State University, USA)
Bruce K. Pilling (Georgia State University, USA) &
Hiram C. Barksdale, Jr. (Georgia State University, USA) ................................. 97

Investment Portfolio Simulation: An Assessment Task in Finance
Gabrielle Parle (University of the Sunshine Coast, Australia)
Gregory K. Laing (University of the Sunshine Coast, Australia) ....................... 118

Teaching Strategic Thinking on Oligopoly: Classroom Activity and Theoretic Analysis
Yongseung Han (University of North Georgia, USA)
Michael Ryan (University of North Georgia, USA) ............................................. 127