

SCHOOL OF BUSINESS
Francis Marion University
MBA 700 – Accounting Analysis
Course Syllabus
Fall 2016

Class Info: Section 6897—Online, with on-campus meetings on 8/27, 10/8, and 12/3
Faculty: Dr. Kay M. Poston
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Office & Phone: FH 247; 843-661-1476
Office Hours: 10:00 – 11:00 T and 2:15 – 3:30 TH in office; 2:00 PM – 3:30 PM Sunday (subject to change)
online; and by appointment

The preferred mode of contact is via email. Unless indicated otherwise, you can expect a response within 24 hours to all emails. If you have not received a response within that timeframe, please re-send the email after double-checking that there are no errors in the email address.

SCHOOL OF BUSINESS, STATEMENT OF MISSION

Accredited at both the graduate and undergraduate levels, the School of Business at Francis Marion University has a mission of teaching, research, and service. Nearly all our faculty holds a doctorate in the area in which they teach. Our small classroom environment promotes interaction among students and faculty. We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and be guided by high ethical standards. Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions.

MBA PROGRAM GOALS

- MBA graduates will demonstrate knowledge of the core concepts in business and the application of these concepts for executive decision making.
- MBA graduates will demonstrate skills in identifying, analyzing and solving of executive issues.
- MBA graduates will demonstrate the ability to effectively communicate to appropriate audiences.
- MBA graduates will demonstrate innovation in the application of the executive decision making process.
- MBA graduates will demonstrate awareness of ethical issues and incorporate ethical perspectives within executive managerial decision making.
- MBA graduates will demonstrate comprehension of global influence upon executive managerial business decisions.

COURSE DESCRIPTION

An integrated approach to the use of accounting information to support external and internal users' decision-making activities. Topics include financial statement format and content, the effects of operating, financing, and investing activities on a firm's income, financial position, and cash flows, and the use of accounting information for planning, control, and evaluation purposes. The focus is on understanding the differences between the needs of external and internal decision makers and determining what accounting information is appropriate in particular decision contexts.

COURSE OBJECTIVES

Upon successful completion of this course, students will be able to:

1. Describe the major components, format, and limitations of general purpose financial statements.
2. Distinguish between the needs of external and internal decision makers and explain why general purpose financial statements are insufficient and, in many cases, inappropriate for managerial decisions.
3. Explain how the impact of a firm's operating, investing, and financing activities is captured and reflected in a firm's financial statements.
4. Demonstrate their ability to read, interpret, and analyze actual financial statements and the accompanying notes.
5. Apply their understanding of cost behavior to support a variety of organizational decisions.

6. Demonstrate their understanding of and sensitivity to how individuals react to information contained in accounting reports and be able to propose suitable solutions to the types of ethical challenges faced by managers (and often created by organizations', or other outside bodies', rewards systems).

REQUIRED TEXT:

Ainsworth, P., & Deines, D. (2011). *Introduction to Accounting: An Integrated Approach* (6th ed.). New York: McGraw-Hill. ISBN: 978-0-07-813660-3.

COURSE REQUIREMENTS:

Final course grades will be assigned according to the following scale:

Letter Grade	Average	Letter Grade	Average
A	90 - 100	C+	76 - 79.99
B+	86 - 89.99	C	70 - 75.99
B	80 - 85.99	F	Below 70

The major components of the course grades include:

Exams (2 @ 20% each)	40%
Weekly Chapter-Related Discussions	15%
End-of Chapter Homework-Related Assignments	15%
Individual Chapter Assessment Quizzes	8%
Ethics Forums (2 @ 5%)	8%
Annual Report Quiz	5%
First Meeting Ethics Discussion and Assignment	5%
Pre-Course Activities	4%

The two, two-hour exams will be administered in class on the second and third pre-designated Saturdays for in-class meetings. Students who miss either exam may be permitted to take a separately-scheduled, three-hour, comprehensive final exam in lieu of the missed exam. (Note, however, that there will be a grade penalty associated with this exam since the MBA program requires some fraction of the grade to be attributable to attendance at the mandatory meetings.) In order to be eligible to take this special comprehensive final, students must present satisfactory evidence that the regular exam was missed due to valid scheduling conflicts or other circumstances **clearly beyond the students' reasonable control**. Students anticipating difficulties with being present for either of the scheduled exams should not assume that the comprehensive makeup exam will be administered without having **first** consulted with the professor to determine whether that is the case.

More detailed requirements and expectations for the remaining components of the course grade are outlined in separate documents posted on Blackboard (Bb) in the "Syllabus & Course Requirements" area. Students are encouraged to ask questions regarding any items needing clarification. (Note: The course Bb page can be accessed at <https://blackboard.fmarion.edu>. The student's user name is the prefix of the fmarion.edu email account; instructions for creating a password can be found at <http://www.fmarion.edu/campustechnology/blackboardhelp>.)

Unless otherwise stated, all assignments within each major category are equally weighted and graded on a 100-point scale. Each assignment must be completed on a timely basis and submitted according to prescribed timelines. Except under the most unusual of circumstances, **no late submissions will be awarded full credit** for any reason, **including individual computer issues, isolated system outages, or a student's failure to formally "submit" the assignment**. (This is the case even though assignments may remain available online and may be completed after the due date.) Students who, for whatever reason (**including** technical difficulties), fail to submit an assignment by the due date and time will receive grade penalties as described in the separately-posted requirements for the assignment. As a benefit to the student who misses (or performs poorly on) an individual assignment, the lowest **single** grade on the weekly discussions, chapter homework, and chapter assessment quizzes will be dropped.

CLASS STRUCTURE AND PREPARATION

MBA 700 is structured as a blended online course with just three required on-campus meetings. Be mindful that even though the course is delivered online, it is NOT a self-paced course. There are distinct units of coverage each week, with all assignments for each unit due at specified times within the week. Completing all assigned activities on a timely basis requires a high degree of self-motivation and self-discipline, coupled with strong time management skills. Because learning is taking place in an online community, students must be prepared to take ownership of their

learning experiences and be prepared to demonstrate their engagement through full and regular participation in the online classroom. The typical student should allot a minimum of 12 – 16 hours per week in order to successfully complete all required activities. (Some students may be able to complete the activities in less time, while others may require substantially more time.)

The weekly time allotment should always include the assigned reading in the required text. Reading is a required activity (rather than an optional activity). While lectures and/or other assigned materials for each chapter are posted on Bb, they are intended to be used as a supplement **to**, rather than as a substitute for, actual reading. Unless otherwise stated, reading assignments include **all** parts of the chapter, including insets, exhibits, and chapter appendices. All topics included in the reading and homework assignments (**regardless** of whether they have been separately discussed in class/online) and/or any additional topics introduced in class/online are fair game for the exams. Any exceptions to this rule will be specifically announced on Bb and/or via email. As part of their preparation for exams, students are encouraged to work additional end-of-chapter problems. (The solutions manual for each chapter will always be posted on Bb after the chapter has been covered with the caveat that selected solutions may be omitted if they are part of a later date's assigned material or an intended test item.)

STUDENT AND INSTRUCTOR EXPECTATIONS

Attendance at the three on-campus class meetings is expected, as is full, ongoing, timely participation in online activities. Specifically, students are expected to:

1. Complete the pre-course activities by the end of the first week of classes (see the schedule of classes for the exact date).
2. Read (or view online) all assigned material prior to completing the other required activities for each week.
3. Participate actively in the required discussion forums in accordance with the specified time posting deadlines.
4. Complete and submit all other required assignments on a timely basis in accordance with the specified due dates.
5. Check their FMU email and Bb daily for important messages and/or announcements from the professor. (Failure to do so does **not** excuse the student from being aware of the content being communicated via these vehicles of delivery.)
6. Communicate any areas of concern or uncertainties with the professor.

In turn, the professor pledges the following:

1. To check email frequently and respond promptly to students' inquiries and questions. (Unless indicated otherwise, you can expect a response within 24 hours to all emails. If you have not received a response within that timeframe, please re-send the email after double-checking that there are no errors in the email address.)
2. To hold weekly weekend office hours in a synchronous online setting using Bb Collaborate. (If no students are in attendance 30 minutes after the session begins, it will be cancelled. If there is ever a need to re-schedule the established office hours for a given week, students will be notified in advance of the change.)
3. To provide summary responses to each week's chapter discussions within one week (unless otherwise indicated) after the final posting due date.
4. To provide grades and related feedback on other written assignments and exams within two weeks (unless otherwise indicated) of the assigned due date.

All classroom participants (including the professor) are expected to exercise professionalism and practice good etiquette in the online classroom. Cell phone usage of any type (including text messaging) is not acceptable in the on-campus classroom and should be avoided. Students may not leave the on-campus classroom for any reason during an exam, nor may textbooks, notes, scratch paper, translators, cell phones, or any electronic devices with text storage capabilities and/or internet access be used during an exam unless specifically allowed by the professor.

TECHNICAL SUPPORT

Students should contact the FMU Help Desk in the event of technical difficulties. The Help Desk is located in the Stanton Academic Computing Center; it is staffed from 8:00 AM – 5:00 PM Monday through Friday and can be reached via phone at 843-661-1111. (Students are reminded that, under normal circumstances, technical difficulties are not a sufficient basis for submitting an assignment late.)

ACADEMIC INTEGRITY

It is contemplated that students will adhere to University policy as outlined in the *Student Handbook*. Unless otherwise stated, students are encouraged to discuss their work with peers and consult authorized outside sources to the extent that such consultation is intended to enhance, rather than bypass, the learning process. That being said, students should ultimately make their own decisions with regard to all work, and **all assignments submitted for grading should be the end product of each individual student's work**. For examinations, the work is to be solely that of the individual student without collaboration or reliance upon unauthorized outside sources. Any case of academic dishonesty will result in either a grade of -0- on the item in question or an F in the course (depending upon the severity of the violation), will be reported to the MBA Director and the Dean, and is subject to being reported to the Provost's Office in accordance with University policy. For these reasons, students should always consult the professor with any questions about the distinction between authorized and unauthorized behaviors before engaging in potentially unacceptable activities.

DISABILITY ACCOMMODATIONS

Students with learning or other disabilities seeking accommodation in this course should provide a letter of verification from the Office of Counseling and Testing and then discuss the necessary arrangements with the professor as soon as possible.

**MBA 700 – Accounting Analysis
Fall 2016
Tentative Weekly Schedule—Subject to Change**

<i>Week</i>	<i>Topic for Class</i>	<i>Assignments</i>
One: 8/22 – 8/28 (On-campus meeting, 8/27)	Class Orientation Case: Academic Integrity and Personal Ethics	Attend class on campus, August 27 (9:25 – 10:40 AM, Room TBA). Preferably prior to the on-campus meeting, but no later than, the posted deadlines complete all Week One pre-course preparation activities posted on Bb.
Two: 8/29 – 9/4	Accounting and Business Company Performance: Profitability	Read Chapters 1 and 17 (except for the sections from the bottom two-thirds of p. 486 to the change of section on p. 492). Review the online lecture and/ or other posted materials. Post initial response to weekly discussion forum by 11:59 PM Wednesday and subsequent responses by 11:59 PM Sunday. Complete Chapters 1 and 17 assessment quizzes and homework by 11:59 PM Sunday.
Three: 9/5 – 9/11	Company Performance: Owners' Equity and Financial Position	Read Chapter 18. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.

<i>Week</i>	<i>Topic for Class</i>	<i>Assignments</i>
Four: 9/12 – 9/18	Company Performance: Cash Flows	Read Chapter 19. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Five: 9/19 – 9/25	Company Performance: Comprehensive Evaluation	Read Chapter 20. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Six: 9/26 – 10/2	Planning Equity Financing	Read Chapter 13 (except for the sections on partnership equity beginning on p. 375 and ending on p. 380). Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Seven: 10/3 – 10/9 (On-campus meeting, 10/8)	Exam I (10:15 AM – 12:15 PM, 10/08, FH 250B) Ethics in Accounting	Prepare for in-class exam over all material covered thus far. Post initial response to ethics forum by 11:59 PM Wednesday and subsequent responses by 11:59 PM Sunday.
Eight: 10/10 – 10/16	Time Value of Money Planning Debt Financing	Read Chapters 11 and 14. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Nine: 10/17 – 10/23	Recording and Evaluating Investing Activities	Read Chapter 16 (except for the sections on PPE exchanges beginning on p. 460 and ending on p. 464 and de-emphasizing journal entries throughout the chapter). Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Ten: 10/24 – 10/30	Business Processes and Accounting Information Operating Processes: Planning and Control	Read Chapters 2 (except for the sections on bank reconciliations beginning on p. 49 and ending on p. 52) and 3. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.

<i>Week</i>	<i>Topic for Class</i>	<i>Assignments</i>
Eleven: 10/31 – 11/6	Recording and Evaluating Revenue Process Activities	Read Chapter 10 (de-emphasizing journal entries). Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Twelve: 11/7 – 11/13	Short-Term Decision Making Planning Investments: Capital Budgeting	Read Chapters 4 and 12. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Thirteen: 11/14 – 11/20	Recording and Evaluating Conversion Process Activities	Read Chapter 9 (de-emphasizing journal entries) and the sections (beginning on p. 486 and ending on p. 492) in Chapter 17 that were omitted earlier in the semester. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Fourteen: 11/21 – 11/27	Planning, the Balanced Scorecard, and Budgeting	Read Chapter 6. Review the online lecture and/ or other posted materials. Post to discussion board/s and complete all other weekly assignments in accordance with the prescribed deadlines.
Fifteen: 11/28 – 12/4 (On-campus meeting, 12/3)	Exam II (10:15 AM – 12:15 PM, 12/3, FH 250B) Ethics in Accounting	Prepare for in-class exam over all material covered since Exam I. Post initial response to ethics forum by 11:59 PM Wednesday and subsequent responses by 11:59 PM Sunday.