



INSTEP-WFU London

INTRODUCTION TO MANAGERIAL ACCOUNTING  
ACC 221

**Overview**

In ACC 111, students learn to construct, read, interpret and analyze the four general-purpose financial statements (balance sheet, income statement, statement of retained earnings, and statement of cash flows) used by current and potential investors and lenders to understand and evaluate a business. The focus of ACC 111 is on preparing and interpreting information primarily for users that are external to the business.

In ACC 221, students will build a tool kit of skills enabling them to identify, analyze and improve the revenue, cost and profit drivers within a business. Fundamental accounting mechanics covered in ACC 111 will be applied and utilized. However, the emphasis is on learning and applying various tools used to provide information to the internal decision makers in a business. In summary, ACC 221 will focus on information needed by company management to operate and improve the business.

**Course Objectives**

- To build a foundation of ethics-based managerial decision making.
- To learn and apply a variety of managerial tools for planning, operating, controlling and improving a business.
- To understand the flow of costs in a company and the mechanics of assigning costs to products or services. This includes understanding the characteristics of costs (e.g., manufacturing vs. non-manufacturing; fixed vs. variable).
- To understand the basic flow of data and information in data analytics processes, including hands-on experience with an example ETL (extract, transform and load) tool and data visualization tool.
- Ultimately, to apply these skills and techniques to differential analysis of business situations.

**Methodology/Class Format**

**Prior to attending class**, students will read assigned textbook materials and listen to online Voice Thread and/or other assigned materials. Prior to the dates assigned for the Data Analytics Tool Sampler (DATS) project, students will read assigned materials and download assigned (free) software.

Additionally, before class students will work assigned homework exercises and problems.

A portion of class time will be devoted to interactive discussion about assigned topics. Additionally, class time will be devoted to reviewing selected homework exercises and problems. Class time also will be devoted to solving newly assigned exercises and problems, and to analyzing and discussing cases.

**Textbook and Other Materials**

Textbook: *Managerial Accounting*, Garrison, Noreen and Brewer, 16<sup>th</sup> Edition.

Other resource materials will be posted to Sakai Resources.

Students will download and use assigned data analytics software tools.

**Use of Laptops and Cell Phones**

Students are permitted to use their laptops during class only for purposes of following lecture content and reviewing and working assigned problems. Students are required to bring their laptops, with downloaded data analytics software, during the DATS project.

Students are not permitted to check email, browse internet websites, send or receive instant messages or make or receive phone calls via cell phones during class. Further, students should set their cell phones to silent or vibrate mode during class to avoid class disruptions.

Finally, please note that accounting department calculators will be provided for exams, and students will not be permitted to use their own calculator. This is in accordance with the policy for other accounting courses.

**Assessment of Learning/Grading/Course Assignments**

Your course grade will be calculated as follows:

MidTerm Exam 1	20%
MidTerm Exam 2	20%
Final Exam (cumulative; DATE; 7-10pm) Alternate date with prior written approval: DATE; 7-10pm)	40%
Data Analytics Tool Sampler (DATS) project	20%
	100%

This is an estimation of the final grading scale that will be used in this course. However, this scale is subject to the distribution of grades at the end of the course. At my discretion, the course may use a +/- grading scale for final grades.

A	92-100	Exceptionally High Achievement
B	84-91	Superior
C	76-83	Satisfactory
D	68-75	Passing but Unsatisfactory
F	67 and Below	Failure

### **Data Analytics Tool Sampler (DATS) project**

During the semester, students will complete a project on using data analytics to ask, answer and communicate managerial accounting and business questions and analyses. The project will expose students to the overall data analytics process. Students will work both individually and in assigned teams to complete project requirements using example software. Students will receive more information about this project prior to beginning work.

### **Class Participation & Professionalism**

Participation is a critical element of business. In business, you come prepared every day or your business suffers. Your contributions to class discussions and team assignments are an essential part of this course and contribute significantly to your overall learning and performance.

Students are expected to attend class and to come prepared. This means students should have read the applicable chapter, listened to online Voice Thread materials, and completed or attempted the assigned homework problems *before class*. Those students who have done this will be well suited to learn and participate in class and will score better on exams and perform better on the job. Students are expected to contribute to class discussions.

Students are also expected to arrive for class on time and stay for the entire class period. Coming to class late or leaving early interferes with the class and disturbs the other students in the class. If students know they will arrive late or leave early, they are required to notify the instructor before class starts. If students must miss class, they are still responsible for all assigned material plus everything covered in class.