

Applied Managerial Accounting (ACCT 300, Section 2) (In-person, On-ground Face-to-face Course!)



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I SUPPORT CFA BUT, I THINK EDUCATION SHOULD BE THE PRIORITY, ABOVE ALL! A Case for Korea?

- SOUTH KOREA HAS MADE ONE OF THE MOST IMPRESSIVE ECONOMIC AND CULTURAL LEAPS IN MODERN HISTORY!
- MANY NUMBER ONES IN THE WORLD:
 - smartphones, DRAM, organic light-emitting diode (OLED) panels, NAND flash memory chips, ultra-thin TVs, and shipbuilding
 - K-POP, K-FILM, SAMSUNG, HYUNDAI, LG
- BELIEVE IT OR NOT,
 - AFTER THE KOREAN WAR IN 1950, KOREA'S GDP \$94 (ONE OF THE POOREST COUNTRIES IN THE WORLD)
 - BY 2023, \$50,070 (#13 IN THE WORLD)
- WHY?
 - **EDUCATION IS THE HIGHEST PRIORITY! EDUCATION, EDUCATION, EDUCATION!!!**
 - **Most Educated:** 69.8% of Koreans earn higher education degree (age 24-34): as compared to US, 51.3%
 - **Most Innovative (No. 1 in the World)**
 - **Best Internet Connection (89.5%, No. 1)**
 - **Most Smartphones (88%)**
 - **Most Mobile Banking Usage (47%)**
 - **Largest Church (480,000 congregations)**
 - **Most Depressed**
 - K-POP, K-FILM, SAMSUNG, HYUNDAI, LG

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Course Description



- To provide accurate, ‘relevant and useful’ product and service cost information;
- To learn how to manage and control both multinational and domestic corporations
- To apply them to real-life company.
- Written assignments, real-life problem-solving and team project comprise much of the classroom learning.

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COURSE OBJECTIVES:

- To introduce accounting profession and the professional exams such as CPA and CMA.
- To apply financial statement analysis and to discuss accounting and reporting issues
- To introduce and discuss modern cost management systems and cost behavior analysis
- To analyze and apply Cost-Volume-Profit Analysis
- To understand and evaluate cost accounting systems and contemporary cost management practices (Job Order Costing, Process Costing and Activity-Based Costing)
- To discuss and apply performance management systems

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COURSE OBJECTIVES:

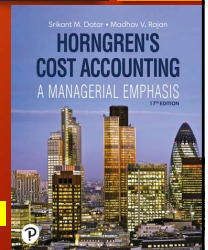
- To develop, solve and present real-life company case by working with a team.
- To enhance oral and written communication skills, presentation skills, analytic abilities and problem-solving skills.
- To enhance critical thinking skill by peer evaluations of the team cases presentations (Empowerment of grade).

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TEXTBOOK & Supplementary Materials:

- **Dr. Shim's Modules and Relevant Articles**
 - Dr. Shim's Modules posted in the Canvas
 - Relevant articles and videos.
- **Strongly recommended (almost Required!) textbook**
 - Horngren's Cost Accounting, Pearson, 17th Edition (2020) or later Edition,
 - Study relevant Modules and Chapters from above textbooks for this course.

Purchasing your textbook is your INVESTMENT for your future NOT an expense!!!



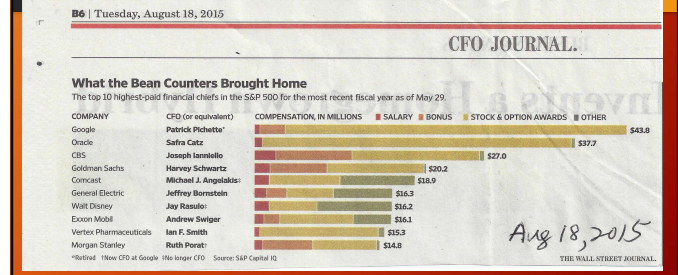
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List of The 7 Highest Paid CFO In The World (2022)

- 1. Patrick Pichette, CFO of Google,**
 - \$16.5 million in 2023. This includes a base salary of \$2.7 million and stock awards worth \$11.2 million.
- 2. Anthony Noto, SoFi (a FinTech)**
 - \$15.8 million in 2023. This includes a base salary of \$500,000, stock awards worth \$9.2 million, and a cash bonus of \$6 million
- 3. Ms. Safra Ada Catz, Oracle Corporation**
 - \$12.7 million. This includes-- a base salary of \$950,000, stock awards worth \$9.4 million, and a cash bonus of \$2.3 million
- 4. Joseph R. Ianniello, CBS Corporation**
 - \$13.4 million in 2023, including a base salary of \$3 million and stock awards worth \$9 million.
- 5. Harvey M. Schwartz, Goldman Sachs**
 - \$24.5 million in 2023, including a base salary of \$2.7 million and stock awards worth \$21.2 million.
- 6. Michael J. Angelakis, Comcast Corp.**
 - \$14.3 million in 2023, including a base salary of \$1.8 million and stock awards worth \$10.3 million.
- 7. Howard Schiller, Coria Laboratories**
 - \$8.5 million in 2023. This total pay includes a base salary of \$1.5 million and stock awards worth \$5.9 million restricted stock awards.

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What the Bean Counters Brought Home?



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Top 20 companies (Time, Jan. '24)

TOP 20 BEST COMPANIES FOR FUTURE LEADERS

RANK	COMPANY	LEADERSHIP SCORE	LOCATION
1	McKinsey & Co.	100	New York City
2	General Electric	93	Boston
3	IBM	90	Armonk, N.Y.
4	Procter & Gamble	85	Cincinnati
5	Pfizer	85	New York City
6	Accenture	84	New York City
7	Goldman Sachs	84	New York City
8	Deloitte	84	New York City
9	Bank of America	84	Charlotte, N.C.
10	Amazon	83	New York City
11	KPMG	83	New York City
12	Oracle	83	Redwood Shores, Calif.
13	PepsiCo	83	Purchase, N.Y.
14	HP	83	Folsom, Calif.
15	Johnson & Johnson	83	New Brunswick, N.J.
16	Honeywell	83	Charlotte, N.C.
17	JPMorgan Chase	83	New York City
18	Boston Consulting Group	82	Seattle
19	Citigroup	82	New York City
20	Equinix	82	Irvine, Calif.

Time Jan. 2024

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Big 4 in Accounting



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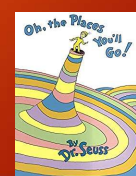
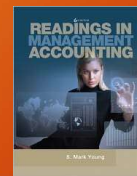
TEXTBOOK & Supplementary Materials:

- Open Education Resources (OER): FREE**
- MERLOT:** Multimedia Educational Resource for Learning and Online Teaching. — MERLOT is a program of the California State University, partnering with educational institutions, professional societies, and industry.
 - <https://merlot.org/merlot/materials.htm?keywords=accounting&sort.property=relevance>
- OER Textbook: Managerial Accounting**
- Principles of Managerial Accounting**, Patricia Goedl, CPA (inactive), PhD
 - <https://ucinnatipress.pressbooks.pub/principlesaccounting/>
 - <https://www.coursehero.com/study-guides/finaccounting/>
- Problem Book:**
 - https://biz.libretexts.org/Bookshelves/Accounting/Book%3A_Manual_Accounting

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STRONGLY SUGGESTED READINGS

- For Management Accounting & Control:**
 - Young, Mark, Readings in Management Accounting, Latest Edition, Prentice Hall
- For English Writing:**
 - Strunk Jr., W. and White, E.B., *The Elements of Style*, latest edition, Allyn and Beacon,
- For Life Lessons:**
 - Dr. Seuss, *Oh, the Places You'll Go!*, Random House, New York



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PERFORMANCE EVALUATIONS	
• Quizzes	20%
• Mid-term Exam	20%
• Final Exam	25%
• Real Life Company Project Presentation & Report (PowerPoint Slides)	25%
• Participations, Attendance, Homework, etc.	10%
• -----	
• TOTAL	100%

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	Grade	Average Score
CSUCI Grading Policy	A	93-100
	A-	90-93
	B+	87-89
	B	84-86
	B-	80-83
	C+	77-79
	C	74-76
	C-	70-73
	D+	67-69
	D	64-66
* For business majors, you must earn C or better to pass a business course.	D-	60-63
	F/UW/IC	Below 60
	*A+, Outstanding (*can be given by instructor)	95-100

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SPECIAL NOTICES:
- You are expected to complete the assigned readings, Quiz and homework every week. - No late submission of Quiz or Homework will be accepted, Absolutely, Positively!!! - No makeup Quiz or Exam will be given unless the instructor approves PRIOR to the appropriate test date. Failure to properly notify the instructor of your absence will result in a failing grade for that test. - A make-up class or a missing class due to an unexpected circumstance, the class may be held on an online format (synchronous or asynchronous). - This syllabus and course outline is subject to change by the instructor throughout the semester. Changes may be necessary because of student's specific interest(s), the class progression and emerging topics of interest.

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Teaching & Learning: Canvas and Zoom
• Teaching: Face-to-face • Meetings: • Tuesdays & Thursdays, 10:30-11:45 pm • Methods: Synchronous, Flipped Learning!!! • Teaching Platforms: • Canvas and Zoom • All Teaching Materials will be posted in the Canvas. • Dr. Shim's PowerModules, and Supplementary materials including Articles, Videos and others.

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What's Flipped Learning?

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- is a “pedagogical approach in which direct instruction moves from the group learning space to the individual learning space, and the resulting group space is transformed into a dynamic, interactive learning environment where the educator guides students as they apply concepts and engage creatively in the subject matter”
- Engaged active learning, Applying and Analyzing learning experiences

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Bloom's Taxonomy

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Bloom's Taxonomy

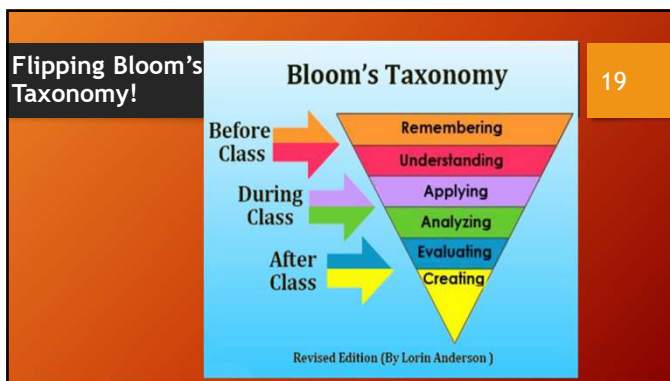
The diagram is a pyramid divided into six horizontal sections, each representing a level of Bloom's Taxonomy. The levels are ordered from top to bottom: create, evaluate, analyze, apply, understand, and remember. Each level is associated with a set of cognitive verbs.

Level	Associated Verbs
create	Produce new or original work <i>Design, assemble, construct, conjecture, develop, formulate, author, investigate</i>
evaluate	Justify a stand or decision <i>Appraise, argue, defend, judge, select, support, value, critique, weigh</i>
analyze	Draw connections among ideas <i>Differentiate, organize, relate, compare, contrast, distinguish, examine, experiment, question, test</i>
apply	Use information in new situations <i>Execute, implement, solve, use, demonstrate, interpret, operate, schedule, sketch</i>
understand	Explain ideas or concepts <i>Classify, describe, discuss, explain, identify, locate, recognize, report, select, translate</i>
remember	Recall facts and basic concepts <i>Define, duplicate, list, memorize, repeat, state</i>

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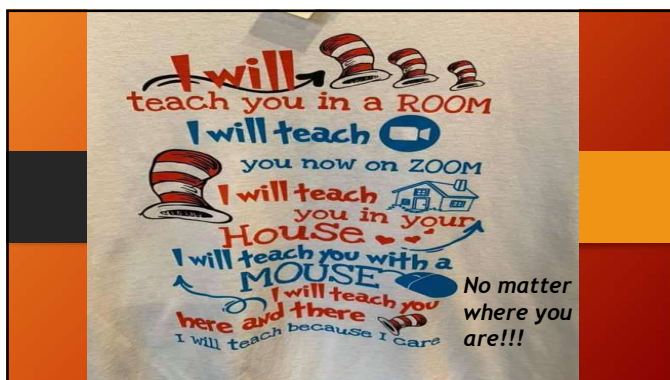


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Teaching & Learning: via Zoom & Canvas

- **Class Sessions: Face-to-face Meetings via Zoom**
 - Meeting Times: Wednesdays, 4:30-7:20 pm
 - Each week we'll cover approximately a module.
 - Step 1) Before the class session, Preview, Read and Prepare to Discuss Weekly PowerModule.
 - Write down questions you want to ask in class
 - Step 2) During the Class Session, Face-to-face Discussions & Participations: Q&As and Applying and Analyzing Assigned Module.
 - --- Take weekly Quiz, if assigned
 - Step 3) After the class discussions, Review the Module and Do the thorough readings
 - Step 4) Go over Home Run Practice Problem, if assigned, to reinforce the understanding of the learned concepts, methods and theories from each Module.

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Office Hours: (In person or Zoom)

MVS Hall, Second Floor #2108

- **Office Hours: In-person or On ZOOM**
 - In-person or Zoom, Tuesdays; 1:00-2:00 pm, Thursdays; 9:20-10:20
 - Other Dates & Times; By appointment (In-person or On Zoom)
 - Office hours are held for your benefits!!!
- How to Join Zoom Office Hours:
 - Please email me your preferable time to meet with me. I will email you a Zoom link.

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How to Survive and Succeed Dr. Shim's Class!

Show Up On time!
Listen & Participate!!
Practice, Practice, Practice!!!

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Shim' Favorite Quote!

**Without a Big Dream,
No Need to Do Hard-work;
Without Hard-work,
No Need to Dream.**

(Vision + Perseverance)

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Now Elon Musk Story! 10 Rules for Success,



• <https://www.youtube.com/watch?v=N0bj4UZ3zWg>

• Net worth: \$230 B.
The Richest Person
in the World (Dec.
2023)

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Real-life Company Team Project: Presentation (15%) & Business Memo (10%)

- Presentation (15%, In-person or Video): Evaluated by your Peers.
- Business Memo (10%) Evaluated by the instructor.
- **PRESENTATION (15%):**
 - Step 1) Select a corporate managerial/cost accounting topic or method learned in the course.
 - Step 2) Find a real-life company and explain how they use your team's selected topic/method.
 - The team project should be completed by a group of no more than 3 students.
 - Presentation can be done in-person or a recorded video
 - Expect about 15-20-minute presentation
 - All members should be participated in the presentation.
 - Attire: Business Casual or Business Formal is recommended.

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Real-life Company Team Project Topics -Possible Topics include but not limited

- **Financial Statement Analysis**
 - Trend analysis, Component analysis, Ratio analysis
 - Ex.) Apple vs. Samsung; Boeing vs. Airbus; Costco vs. Sam's Club; United vs. American Air; McDonald vs. In-N-Out, etc.
- **CVP/Breakeven Analysis**
- **Product Costing Method; Job order Costing, Process costing, Activity Based Costing, Operation Costing**
- **Cost and Pricing Determination: Methods & Issues**
- **Corporate Performance Evaluation Systems**
 - ROA, ROE, Balance Scorecard, KPIs
- **Multinational Transfer Pricing Method and Issues**
- **Cost Allocation Methods:**
 - Service Department Cost Allocation
 - Joint Cost Allocation
- **Capital Budgeting Methods & Issues**

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Real-life Company Team Project Suggested Guidelines for Presentation and Business Memo

- **I. Executive Summary: Purpose, Analysis and Methods employed, Findings & Recommendations (1-2 slides)**
- **II. Purposes/Objectives of the paper. (1-2 slides)**
- **III. Introduction: Introduce and understand your chosen Real-life company. (3-5 slides)**
 - Background information, Brief company history, Major product/customer, Major competitors
 - Major financial information and ratios (Sales, Earnings, ROA, ROE, etc.)
 - Discussions on highlight of Comparative Financial Statements (Income Statement, Balance Sheet, Statement of Cashflow, Statement of Retained Earnings and Stockholder's Equity)
- **IV. Assumption, Method and Analysis: Explain of your selected topic or method (2-3 slides)**
- **V. Application: How your company use your selected topic or method**
- **VI. Findings and Recommendations: (2-3 slides)**
- **VIII. References: Tables, Figures or Appendices (As many pages as necessary)**
- **IX. Appendix: Attach Recent Comparative Financial Statements (Income Statement, Balance Sheet, Statement of Cashflow, Statement of Retained Earnings and Stockholder's Equity)**

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Best Presentation Award



- A team that 'earned' the most points from peer evaluations will receive (secret?) prizes.
- This team will also receive maximum available points (15 points) for presentation grade.

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Real-life Company Team Project Business Memo: (10%) Suggested Guidelines

- Write a Memo to President SHIM regarding to your real-life company team project
- Memo should be no longer than 3 pages and should include the following items:
 - (1) Executive Summary: Purpose, Method and Analysis, Findings & Recommendations
 - (2) Purposes/Objectives
 - (3) Introduction
 - (4) Assumptions, Method and Analysis
 - (5) Application
 - (5) Findings and Recommendations

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COURSE SCHEDULE

Session 1: January 23, 25

--- Thoroughly read Course Syllabus

--- Read & Prepare to discuss: PowerModule 1: What is Accounting and What Accountants Do?

Session 2: January 30, February 1

--- Read & Prepare to discuss PowerModule 2: Financial Accounting and Reporting and Financial Statement Analysis

Session 3: February 6, 8

--- Read & Prepare to discuss PowerModule 3: Managerial Accounting and Control and Cost Classification and Analysis

--- Feb. 8, Quiz I: PowerModule 1, 2

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COURSE SHCEDULE

Session 4: February 13, 15, 20

--- Read & prepare to discuss PowerModule 4: CVP Analysis and Breakeven Analysis

--- Feb. 15, Quiz II: PowerModule 3

Session 5: February 22, 27, 29

--- Read & prepare to discuss PowerModule 5: Product/Service Costing: Activity based costing (ABC)

--- Feb. 22, Quiz III: PowerModule 4

Session 6: March 5, 7, 12

--- Guest Speaker (?)

--- March 7: Mid-term Exam (Module 1-5)

--- March 12: Discussion on Real-Life Company Team Project and Organize Team

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COURSE SCHEDULE

Session 7: March 14, 26

--- Read & prepare to discuss PowerModule 6: Cost and Pricing Determination: Methods & Issues

Spring Break: March 18-22

Session 8: March 28, April 2

--- Read & prepare to discuss PowerModule 7: Performance Management Systems: Part (I), ROA, ROE, RI, EVA

--- March 28, Quiz IV: PowerModule 6

--- April 2, Submit Real-Life Team Project Proposal

Session 9: April 4, 9

--- Read & be prepare to discuss PowerModule 8: Performance Management Systems: Part (II), Balanced Scorecard, KPIs

--- Finalize Real Life Team Project Proposal

--- April 4, Quiz V: PowerModule 7

--- Work on Real-Life Company Project

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COURSE SCHEDULE

Session 10: April 11, 16, 18

--- Read & be prepare to discuss PowerModule 9: Multinational corporations and transfer pricing

--- April 18, Quiz VI: PowerModule 8

--- Work on Real-Life Company Project

Session 11: April 23, 25

--- Present Real-life Company Project

Session 12: April 30, May 2, 7

--- Present Real-life Company Project

April 30, 11:59 pm (Due Date): Submit Real-life Company Project Business Memo

Session 13: May 9

--- Preview and Practice for the final exam

Final Exam: May 13-17

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Elon Musk (\$230 B) vs. Mark Zuckerberg (\$132 B)

(1) [Elon Musk vs Mark Zuckerberg, Epic Rap Battles of History \(youtube.com\)](#)

(2) [Elon Musk VS Mark Zuckerberg RAP BATTLE \(AI\) \(youtube.com\)](#)

See you in Rome?



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Let's Get-to-Know, YOU! Introduce Yourself!!!
Please also post your introduction in the
Discussion section of the Canvas.



- Name: (Last, First and Nick Names)
- Number of accounting courses or total courses taken at CSUCI?
- Work Experience/History? Years?
 - Information about current or past employer (Company Name, Nature of Business, etc.)
 - your position and major responsibilities?
- Expectations from this course?
- One Plan for 2022 or 23?
- One fun-fact about you (Sport, Hobby, Award, Contributions, 'Secret (?)', etc.)