

## Applied Managerial Accounting (ACCT 300, Section 1, #2097)

SYNCHRONOUS ONLINE on ZOOM  
Fall 2024

E. "Daniel" Shim, Ph.D.  
CPA, CMA (inactive)  
Associate Professor of Accounting  
MVS School of Business & Economics



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Teaching & Learning: Canvas and Zoom



- Teaching:
- **Face-to-face, On Zoom**
- Meetings Zoom:
- **Tuesdays & Thursdays, 4:30-5:45 pm**
- Learning:
- **Synchronous, Flipped Learning!!!**

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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 and 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 careers in accounting and the professional exams such as CPA, CMA and CIA.
- To apply financial statement analysis and to discuss accounting and reporting issues
- To introduce and discuss Modern Cost Management Systems and 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-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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- **Prerequisite(s):** For Business majors: [BUS 309/ECON 309](#) and [BUS 310](#) and [MGT 326](#) with grades of C- or better and Junior Standing; for all other majors: [ACCT 220](#) and Junior Standing.

#### • Contact Information:

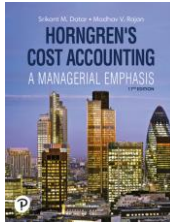
- Email: [daniel.shim@csuci.edu](mailto:daniel.shim@csuci.edu), Phone: (805) 437-2756
- **Office Hours:** In-person or On ZOOM
  - In-person or on-Zoom, Tuesdays; 1:00-2:00 pm, Thursdays; 9:20-10:20
  - Other Dates & Times; By appointment (In person or on Zoom)
  - Office hours are held for your benefits!!!
  - 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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### TEXTBOOK & Supplementary Materials:

- **Main Text: 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, 17<sup>th</sup> Edition (2020) or later Edition, One Copy **Library on Reserve**
  - 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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### 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 Goedel, CPA (inactive), PhD
  - <https://ucincinnati.pressbooks.pub/principlesaccounting/>
  - <https://www.coursehero.com/study-guides/finaccounting/>
- Problem Book:
  - [https://biz.libretexts.org/Bookshelves/Accounting/Book%3A\\_Managerial\\_Accounting](https://biz.libretexts.org/Bookshelves/Accounting/Book%3A_Managerial_Accounting)

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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?

B6 | Tuesday, August 18, 2015

CFO JOURNAL.

**What the Bean Counters Brought Home**  
The Top 10 Highest-Paid Financial Chiefs in the S&P 500 for the most recent fiscal year as of May 29.

| COMPANY                | CFO (or equivalent)  | COMPENSATION, IN MILLIONS | SALARY | BONUS | STOCK & OPTION AWARDS | OTHER  |
|------------------------|----------------------|---------------------------|--------|-------|-----------------------|--------|
| Google                 | Patrick Pichette     | \$48.0                    |        |       |                       | \$48.0 |
| Oracle                 | Safra Catz           | \$12.7                    |        |       |                       | \$12.7 |
| CBS                    | Joseph Ianniello     | \$13.4                    |        |       |                       | \$13.4 |
| Goldman Sachs          | Harvey Schwartz      | \$24.5                    | \$2.7  |       | \$21.2                |        |
| Comcast                | Michael J. Angelakis | \$14.3                    | \$1.8  |       | \$10.3                |        |
| General Electric       | Jeffrey Borenstein   | \$16.3                    |        |       |                       | \$16.3 |
| Walt Disney            | Jay Rasden           | \$16.2                    |        |       |                       | \$16.2 |
| Exxon-Mobil            | Andrew Selinger      | \$16.1                    |        |       |                       | \$16.1 |
| Vertex Pharmaceuticals | Ian F. Smith         | \$8.5                     |        |       |                       | \$8.5  |
| Morgan Stanley         | Ruth Porat           | \$14.8                    |        |       |                       | \$14.8 |

\*Based: "How CFOs at Google Hit Top 10" Source: S&P Capital IQ

Aug 18, 2015

THE WALL STREET JOURNAL.

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### Big 4 in Accounting



Revenue of the **BIG FOUR** Accounting Firms

- Deloitte: \$65.1B
- EY: \$49.4B
- PwC: \$53.1B
- KPMG: \$36.4B

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### EY to invest \$1B!

(June 2024)

EY US to invest \$1 billion to enhance opportunities for early career accounting professionals



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### Top 20 companies (Time, Jan. '24)

| Rank | Company Name                    | Revenue (\$B) | Headquarters Location  |
|------|---------------------------------|---------------|------------------------|
| 1    | McKinsey & Co.                  | 100           | New York City          |
| 2    | General Electric                | 97            | Boston                 |
| 3    | IBM                             | 95            | Armonk, N.Y.           |
| 4    | Procter & Gamble                | 95            | Cincinnati             |
| 5    | Intercontinental Exchange (ICE) | 95            | New York City          |
| 6    | Accenture                       | 94            | New York City          |
| 7    | Goldman Sachs                   | 94            | New York City          |
| 8    | Intel                           | 94            | New York City          |
| 9    | Bank of America                 | 94            | Charlotte, N.C.        |
| 10   | Amgen                           | 93            | New York City          |
| 11   | KPMG                            | 93            | New York City          |
| 12   | Oracle                          | 93            | Redwood Shores, Calif. |
| 13   | PepsiCo                         | 93            | Parsippany, N.J.       |
| 14   | HP                              | 93            | Folsom, Calif.         |
| 15   | Johnson & Johnson               | 93            | New Brunswick, N.J.    |
| 16   | Home Depot                      | 93            | Charlotte, N.C.        |
| 17   | JPMorgan Chase                  | 93            | New York City          |
| 18   | Boston Consulting Group         | 93            | Boston                 |
| 19   | Citigroup                       | 92            | New York City          |
| 20   | Eastman                         | 92            | Irvine, Texas          |

*Time Jan. 2024*

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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 (Weekly or Bi-weekly dependent upon coverage of topics)                                      | 15%  |
| • Mid-term Exam  | 20%  |
| • Final Exam   | 25%  |
| • Real-Life Company Team Project Presentation & Report (PowerPoint Slides, or Video and Business Memo) | 20%  |
| • Homework (Assignment and Due date will be announced in class in advance after the coverage of topic) | 10%  |
| • Participations, Attendance, etc.   | 10%  |
| <hr/>  |      |
| • TOTAL  | 100% |

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### CSUCI Grading Policy

| Grade                                       | Average Score |
|---|---------------|
| A+ Outstanding (can be given by instructor) | 95~100        |
| 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         |
| D-  | 60~63         |
| F/UW/IC                                     | Below 60      |

\* Students must obtain a grade of C- or better in each of business courses to apply them to lower division and upper division business major requirement.

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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 make-up 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).
- Changes to syllabus: 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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**Disability Statement:** If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of need. You can apply for DASS services online. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

**Change to syllabus:** The syllabus may change due to unforeseen events & flexibility during the semester. Changes will usually be announced in class as well as updated on the course site in Canvas.

**Academic honesty:** By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>).

Please ask about my expectations regarding academic dishonesty in this course if they are unclear. If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course and a disciplinary referral will be made and submitted to the Dean of Students office. Students are expected to familiarize themselves with the University Student Conduct Code at the following link: <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>.

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## Teaching & Learning: Canvas and Zoom

- **Teaching: Face-to-face, On Zoom**
- **Meetings: Tuesdays & Thursdays, 4:30-5:45 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.

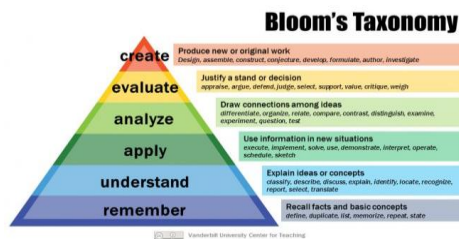
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## What's Flipped Learning?

- 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

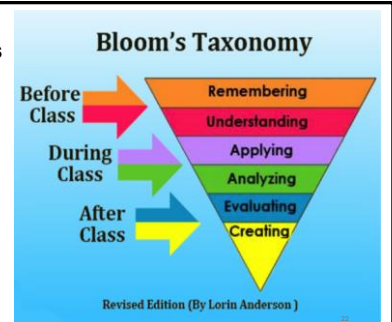
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## Bloom's Taxonomy



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## Flipping Bloom's Taxonomy!

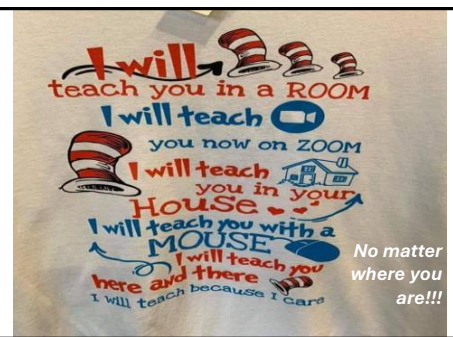


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## Teaching & Learning: via Zoom & Canvas

- **Class Sessions: Face-to-face Meetings via Zoom**
- **Meeting Times: Tuesdays and Thursdays, 4:30-5:45 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 weekly PowerModule and Do the thorough readings
  - Step 4) **Go over Home Run Practice Problem and assignments**, if assigned, to reinforce the understanding of the learned concepts, methods and theories from each Module.

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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's 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>



- Born in June 28, 1971 (age 53 years), Pretoria, South Africa
- In 1997, Earned bachelor's degrees in physics and economics from University of Pennsylvania, Philadelphia, in 1997
- Enrolled in graduate school in physics at Stanford University in California, but he left after only two days...
- In 1999, Founded an online financial services company, X.com, which later became PayPal, which specialized in transferring money online. Sold PayPal to EBay for \$1.5 billion in 2002.
- In 2004, started Tesla, SpaceX and Neuralink and et. al.,.
- In 2023, the Richest Person in the World, Net worth, \$230B.
- In May 2024, net worth of \$231B. The second richest person in the world.

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### Homework:

- Please write less than two-page reflection paper on "Elon Musk 10 Rules of Success" by discussing 3 key takeaways from the video.
- Due Date: 11:59 PM on Thursday, September 5th
- No late submission will be accepted, ABSOLUTELY POSITIVELY!!!

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Shim's Motto This Semester!

- Cool, Fun-Learning Experience!!!



  
Channel Islands  
CALIFORNIA STATE UNIVERSITY

© CI Spring 04


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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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**PERFORMANCE EVALUATIONS**

|   |             |
|---|-------------|
| • <b>Quizzes</b> (Weekly or Bi-weekly dependent upon coverage of topics)  | <b>15%</b>  |
| • <b>Mid-term Exam</b>  | <b>20%</b>  |
| • <b>Final Exam</b>   | <b>25%</b>  |
| • <b>Real-Life Company Team Project Presentation &amp; Report</b> (PowerPoint Slides, or Video and Business Memo) | <b>20%</b>  |
| • <b>Homework</b> (Assignment and Due date will be announced in class in advance after the coverage of topic)     | <b>10%</b>  |
| • <b>Participations, Attendance, etc.</b>   | <b>10%</b>  |
| <hr style="border-top: 1px dashed black;"/>   |             |
| • <b>TOTAL</b>  | <b>100%</b> |

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**Real-life Company Team Project (20%):**  
**(1) Presentation (10%, Peer evaluation)**  
**(2) Report: PPTs and/or Video (10%, Instructor evaluation)**

- Presentation (10%, In-person or Video): Evaluated by your Peers.
- PPTS and/or Video (10%) Evaluated by the instructor.
- **PRESENTATION (10%):**
- 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.
- **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**
- **CVP/Breakeven Analysis**
- **Product Costing Method; Job order Costing, Process costing, Activity Based Costing, Operation Costing**
- **Cost and Pricing Determination: Methods & Issues**

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**Real-life Company Team Project Suggested Guidelines for Presentation**

- **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 Earning and Stockholder's Equity)
- **IV. Assumptions and Methods: Explain of your selected topic or method (2-3 slides)**
- **V. Application and Analysis: How your company use your selected topic or method (3-5 slides)**
- **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 Earning 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 earn maximum available points (15 points) for presentation grade.

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## COURSE SCHEDULE

### Session 1: August 27, 29

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

### Session 2: September 3, 5, 10

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

### Session 3: September 12, 17

--- Read & Prepare to discuss PowerModule 3: Managerial Accounting and Control and Cost Classification and Analysis  
--- **September 12, Quiz I: PowerModule 1 and 2**

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## COURSE SHCHEDULE

### Session 4: September 19, 24, 26

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

--- **September 19, Quiz II: PowerModule 3**

### Session 5: October 1, 3, 8

--- Read & Prepare to discuss PowerModule 5: Product/Service Costing: Activity based costing (ABC)  
--- Guest Speaker (?)

--- **October 3, Quiz III: PowerModule 4**

### Session 6: October 10

--- **Mid-term Exam (Module 1-5)**

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## COURSE SCHEDULE

### Session 7: October 15, 17

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

--- **October 17: Discuss on Real-Life Company Team Project, Organize Team and submit team project proposal**

### Session 8: October 22, 24

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

--- **October 24, Quiz IV: PowerModule 6**

### Session 9: October 29, 31, November 5

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

--- **October 31, Discuss and finalize real-life company team project proposal**

--- **October 31, Quiz V: PowerModule 7**

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## COURSE SCHEDULE

### Session 10: November 7, 12, 14

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

--- **November 7, Quiz VI: PowerModule 8**

### Session 11, 12: November 19, 21, 26

--- **Present Real-life Company Team Project**

--- **November 28: Thanksgiving Break (No Class)**

### Session 13: December 3, 5

--- **Present Real-life Company Team Project**

--- **Preview and Practice for the final exam**

--- **Session 14: Final Exam Period, December 9-14, No Classes**

--- **\*\*\* Final Exam, December 10, 4-6 PM**

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## Let's Get-to-Know, YOU! Introduce Yourself!!!

Please also post your introduction in the Discussion section of the Canvas by Thursday, September 5th.



- **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 2024-25?**
- **One fun-fact about you** (Sport, Hobby, Award, Contributions, 'Secret (?)', etc.)

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## I THINK EDUCATION IS THE HIGHEST PRIORITY! 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 WAS ONE OF THE POOREST COUNTRIES IN THE WORLD
  - BY 2023, \$50,070 (#13 IN THE WORLD)
- **WHY?**
  - **Most Educated:** 69.8% of Koreans earn higher education degree (age 24-34): as compared to US, 51.1%
  - **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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Elon Musk (\$230B)vs. Mark Zuckerberg (\$132B?)  
 (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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Elon vs. Mark Rap Battle (1:04)



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**When Is a California College Degree Worth the Cost? A New Study Has Answers**

- The data, all from the federal government, show that the time it takes to recoup the net costs of earning a degree at Cal State San Bernardino is less than three months.
- (Further information, Please read article posted in the Canvas!)

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