

Applied Managerial Accounting (ACCT 300-01, #1813) In-person, on-ground Spring 2025

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



1

Teaching & Learning: In-person and Canvas

- Teaching:
 - **Face-to-face, On-Ground**
 - **Quiz & Exam:**
 - **In-person, On-Ground!!!**
 - **Meetings**
- **Tuesdays & Thursdays, 10:30-11:45 pm**
- **Location: Bell Tower #2582**

2

Course Description

To understand and evaluate 'relevant and useful' product and service cost methods; to analyze corporate financial statements; to prepare managerial accounting reports for planning and controlling both multinational and domestic corporations; and to apply learned concepts to real-life companies. Written assignments, real-life problem-solving, and team projects comprise much of the learning experience.



3

COURSE OBJECTIVES:

- To introduce careers in accounting and the professional exams such as CPA, CMA and CIA.
- To introduce and discuss modern managerial accounting systems and Behavior Analysis
- To analyze and apply Cost-Volume-Profit Analysis
- To understand and evaluate product costing method (Job Order Costing, Process Costing and Activity-Based Costing)
- To discuss and apply performance management systems

4

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).

5

- **Prerequisite(s): Financial Accounting (ACCT 220)** with grades of C- or better
- **Contact Information:**
 - Email: daniel.shim@csuci.edu, Phone: (805) 437-2756
- **Office Hours:** In-person or On ZOOM
 - In-person (MVS Hall # 2108) or on-Zoom,
 - **Tuesdays; 9:20-10:20 AM, 12:30-1:30 PM, Thursdays; 9:20-10:20 AM**
 - 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. The Zoom office hour links are available in the course canvas.**

6

TEXTBOOK & Supplementary Materials:

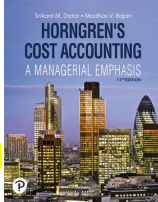
• Main Text: Dr. Shim's Modules and Relevant Articles

- Dr. Shim's Modules posted in the Canvas
- Relevant articles and videos posted in the Canvas

• Strongly recommended (almost Required!) textbook

- Horngren's Cost Accounting, Pearson, 17th 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!!!



7

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.

8

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

9

STRONGLY SUGGESTED READINGS

• For Management Accounting & Control:

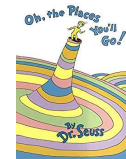
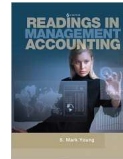
- Young, Mark, Readings In Management Accounting, Latest Edition, Prentice Hall

• 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



10

PERFORMANCE EVALUATIONS

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

11

CSUCI Grading Policy	Grade	Average Score
	A+ Outstanding (*can be given by instructor)	95+ ~ 100
* 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.	A	93~95
	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

12

Our Mission?
Cool, Fun-Learning Experience!!!



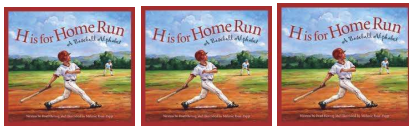
13

Your Mission?
청출어람
靑出於藍
A pupil excels his master!



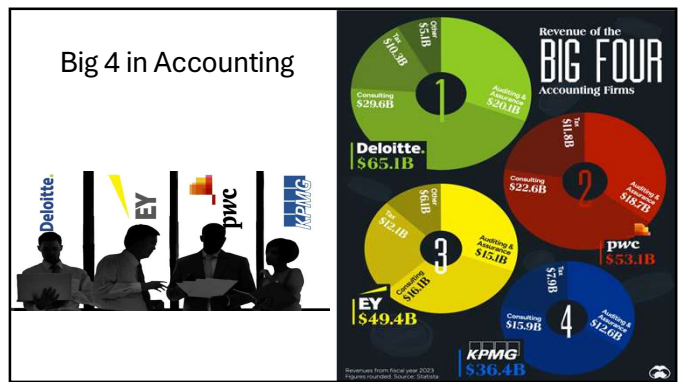
14

How to Accomplish Your Mission?
Show Up On time!
Listen & Participate!!
Practice, Practice, Practice!!!



15

Big 4 in Accounting



16

EY to invest \$1B!
(June 2024)

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

17

Top 20 companies
(Time, Jan. '24)

TOP 20 BEST COMPANIES FOR FUTURE LEADERS			
RANK	COMPANY NAME	LEADERSHIP SCORE	LOCATION
1	McKinsey & Co.	100	New York City
2	General Electric	92	Boston
3	IBM	90	Armonk, N.Y.
4	Pratt & Whitney	86	Cincinnati
5	PriceWaterhouseCoopers (PwC)	85	New York City
6	Accenture	84	New York City
7	Morgan Stanley	84	New York City
8	Boehringer	84	New York City
9	Bank of America	84	Charlotte, N.C.
10	Emet & Fung	83	New York City
11	KPMG	83	New York City
12	Oracle	83	Redwood Shores, Calif.
13	PepsiCo	83	Parsippany, N.J.
14	HP	83	Palo Alto, 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	Boston
19	Citigroup	82	New York City
20	ExxonMobil	82	Irving, Texas

Time Jan. 2024

18

SPECIAL NOTICES:

- You are expected to complete the assigned readings, quizzes, and homework on a timely basis.
- No late submission of homework or assignments **will be accepted unless the instructor approves prior** to the submission date, **Absolutely, Positively!** Failure to properly notify the instructor of your absence will result in no points awarded for the homework or assignment.
- No makeup quizzes or exams will be given unless the instructor approves **prior** to the scheduled date. Failure to notify the instructor of your absence in advance will result in a zero grade for that test.
- In case of a make-up class or a class missed due to unforeseen circumstances, the session may be held in an online format (either synchronous or asynchronous).
- This syllabus and course outline are subject to change at the instructor's discretion throughout the semester. Changes may be made to accommodate students' specific interests, class progression, or emerging topics of relevance.

19

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>.

20

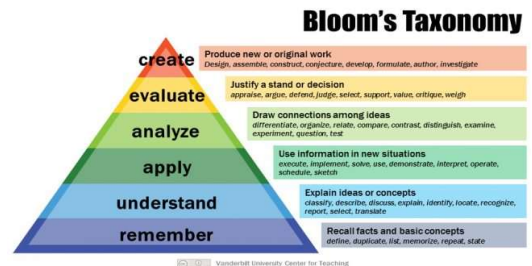
What's Flipped Learning?

- 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

21

21

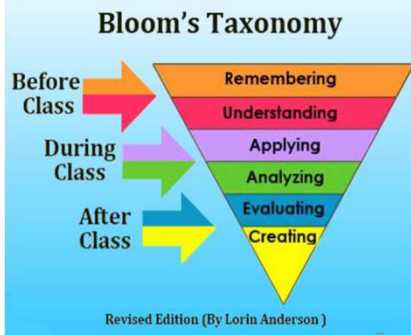
Bloom's Taxonomy



22

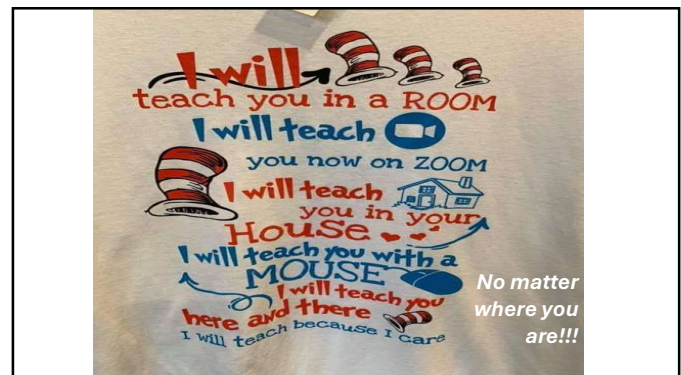
22

Flipping Bloom's Taxonomy!



23

23



24

Shim' Favorite Quote!

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

(Vision + Perseverance)

25

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, February 4th
- No late submission will be accepted, ABSOLUTELY POSITIVELY!!!

26

Now Elon Musk Story! 10 Rules for Success

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



- Born in June 28, 1971, 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.
- By the end of 2024, his net worth of \$442B. The richest person in the world.

27



28

Real-life Company Team Project (20%):

(1) Presentation (10%, Peer evaluation)

(2) Report: PowerPoint Slides and/or Video (10%, Instructor evaluation)

- Presentation (10%, In-person or Video): Evaluated by your Peers.
- PowerPoint Slides 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.

29

Real-life Company Team Project Topics

-Possible Topics include but not limited

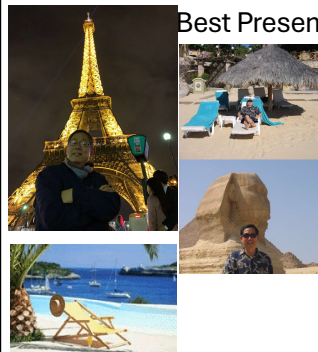
- **Financial Statement Analysis**
 - Trend analysis, Component analysis, Ratio analysis
 - Ex.) Apple vs. Samsung; Boeing vs. Airbus; Costco vs. Sam's Club; United vs. American Air; McDonald vs. In-N-Out, etc.
- **Corporate Performance Evaluation Systems**
 - ROA, ROE, Balance Scorecard, KPIs
- **Multinational 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**
- **Corporate Budgeting Practices: Method and Issues**
- **Cost and Pricing Determination: Methods & Issues**

30

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 (Stock price, 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)

31

Best Presentation Award

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

32

COURSE SCHEDULE**Session 1: January 21, 23**

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

Session 2: January 28, 30

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

Session 3: February 4, 6

--- Read & Prepare to discuss PowerModule 3: Financial Statement Analysis (1)

--- **February 4, Quiz I: Syllabus, PowerModule 1 and 2**

Session 4: February 11, 13

--- Read & Prepare to discuss PowerModule 4: FSA (2) Ratio Analysis

33

COURSE SHCEDULE**Session 5: February 18, 20**

--- Read & Prepare to discuss PowerModule 5: Managerial Accounting and Control and Cost Classification and Analysis

--- **February 18, Quiz II: PowerModule 3, 4**

Session 6: February 25, 27 March 4

--- Read & prepare to discuss PowerModule 6: CVP Analysis and Breakeven Analysis

--- **February 25, Quiz III: PowerModule 5**

Session 7: March 6, 18

--- Read & Prepare to discuss PowerModule 7 : Product/Service Costing: Activity based costing (ABC)

Session 8: March 11, 13: Mid-term Exam (PowerModules 1-6)

Spring Recess: March 17-22 (No Class)

34

COURSE SCHEDULE**Session 9: March 25, 27**

--- Read & Prepare to discuss PowerModule 8: Cost and Pricing Determination: Methods & Issues
 --- March 27: Discuss on Real-Life Company Team Project, Organize Team and submit team project proposal

Session 10: April 1, 3

--- Read & Prepare to discuss PowerModule 9: Performance Management Systems: Part (I), ROA, ROE, RI, EVA

--- **April 3, Quiz IV: PowerModule 7, 8**

Session 11: April 8, 10

--- Read & Prepare to discuss PowerModule 10: Balanced Scorecard, KPIs

--- April 8, Discuss and finalize real-life company team project proposal

35

COURSE SCHEDULE**Session 12: April 15, 17, 22**

--- Read & Prepare to discuss PowerModule 11: Multinational corporations and transfer pricing

--- **April 17, Quiz V: PowerModule 9, 10**

Session 13: April 24, 29

--- Present Real-life Company Team Project

Session 14: May 1, 6

--- Present Real-life Company Team Project

Session 15: May 8

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

May 12-17: Final Exam Period, No Classes

36

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?



37

Elon vs. Mark Rap Battle (1:04)



38

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

Please also post your introduction in the Discussion section of the Canvas by Thursday, January 30th.

- 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 2025?
- One fun-fact about you (Sport, Hobby, Award, Contributions, 'Secret (?)', etc.)



39