

**ACCOUNTING 5304 – EXECUTIVE MBA  
ACCOUNTING ANALYSIS FOR MBAS  
COLLEGE OF BUSINESS ADMINISTRATION  
UNIVERSITY OF TEXAS AT EL PASO  
FALL 2022**

**Instructor Contact Information**

Instructor: Dr. David Folsom, Ph.D., Assistant Professor of Accounting  
 Office: 254 Business Administration Building (Main Campus)  
 Telephone: (915) 747-7759  
 Email (best): [dmfolsom@utep.edu](mailto:dmfolsom@utep.edu) (Please note that Pr. Folsom does not check email on Sundays.)  
 Office Hours (Virtual): Mondays and Wednesdays 11:00 am to 1:00 pm on Zoom. Pr. Folsom is also available by appointment for online or in-person meetings. The best option to log into Zoom is through Blackboard using your UTEP account.

Office Hours [Zoom Link](#)  
 Office Hours Meeting ID: 850 7287 2214  
 Office Hours Passcode: Debit2022

**Required Course Materials**

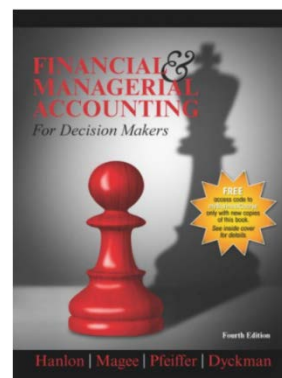
**Textbook:** Hanlon, Magee, Pfeiffer & Dyckman. *Financial & Managerial Accounting for Decision Makers*, 4e. Cambridge Business Publishers. 2021.

\*\*Students must have access to *myBusinessCourse* which includes an electronic version of the textbook.

**Cases:** Harvard Business Cases available on Blackboard for Executive MBA students.

**Websites:**

- (1) Blackboard Webpage (please check weekly).
- (2) Fundamentals of Financial Accounting Tutorial, Cambridge Business Publishers accessed via [myBusinessCourse](#) – See Blackboard for sign-up instructions.
- (3) [myBusinessCourse](#) – See Blackboard for sign-up instructions.

**Course Description**

A foundation in the fundamentals of financial and managerial accounting designed for the planning, assessment, and control of business entities. Emphasizes the use of accounting information for making informed business decisions.

**Course Learning Objectives**

After completing this course, students will:

1. Exhibit an increased understanding of the importance of accounting in business decision-making.
2. Have a basic understanding of how to record assets, liabilities, and owner's equity (including revenues and expenses) in a double-entry accounting system.
3. Understand how the income statement, balance sheet, and statement of cash flows interrelate.
4. Be able to perform basic financial statement analyses to make business and investment decisions.
5. Understand how to use basic managerial accounting techniques to make operational decisions.
6. Be able to calculate and interpret basic variance analyses.

**Course Design**

This course is designed around our class meetings every two weeks. Students will have assignments to complete before every class and items to prepare for our class meetings. The course webpage on Blackboard is designed to assist students to complete the necessary work to be successful in each two-week module.

**Grades**

Final letter grades will be based on the following items (weighted as follows):

**Major Individual Assessments**

Fundamentals of Financial Accounting Tutorial	<b><u>Due Dates</u></b> Friday, September 9 <sup>th</sup>	200 points
LLJ Case	Sunday, October 16 <sup>th</sup>	300 points

**Quizzes (to be completed individually)**

Balance Sheet and Income Statement Quiz	Saturday, September 3 <sup>rd</sup>	50 points
Cash Flow and Revenue Recognition Quiz	Saturday, September 17 <sup>th</sup>	50 points
Budgeting and Variance Quiz	Saturday, October 1 <sup>st</sup>	50 points
CVP and Business Decisions Quiz	Sunday, October 16 <sup>th</sup>	50 points

**Assignments and Discussions**

Introduction Video Assignment	Saturday, August 20 <sup>th</sup>	20 points
Nichols and Whalen Discussion Board Initial Post	Saturday, August 20 <sup>th</sup>	15 points
Nichols and Whalen Discussion Board Response	Friday, August 26 <sup>th</sup>	10 points
Elements of Fin. Reporting Disc. Board Initial Post	Saturday, September 3 <sup>rd</sup>	15 points
Elements of Fin. Reporting Disc. Board Response	Friday, September 9 <sup>th</sup>	10 points
Identify the Industry Discussion Board	Friday, September 9 <sup>th</sup>	25 points
Salesforce.com Case	Friday, September 23 <sup>rd</sup>	100 points
Budgeting Assignment	Friday, September 23 <sup>rd</sup>	35 points
Basketball Variance Case	Friday, September 23 <sup>rd</sup>	35 points
CVP and Business Decisions Assignment	Friday, October 7 <sup>th</sup>	35 points

**Total Possible Points **1,000 points****

Grades are assigned using the following scale:

<b>Grade Level</b>	<b>Achievement</b>	<b>Percentage of Points</b>
A	Excellent	90.0 to 100.0%
B	Good	80.0 to 89.9%
C	Average	70.0 to 79.9%
D	Below Average but Passing	60.0 to 60.9%
F	Failure	< 60%

Please note that Pr. Folsom reserves the right to relax (but not increase) these cut-off points depending upon class performance.

**Extra Credit:** No extra credit will be offered to any student, for any reason.

**Academic Standing Rules (from UTEP Graduate Catalog)**

Students admitted into graduate programs must remove all admissions conditions within one semester. Failure to meet conditions within one semester can result in dismissal from the Graduate School. Students admitted into a graduate program must maintain a 3.0 or better cumulative grade point average in all coursework including undergraduate courses approved for graduate credit.

A student admitted into a graduate program and whose cumulative grade point average drops below 3.0 will be placed on academic probation. The student must return the cumulative grade point average to a 3.0 by the next nine (9) hours of study. Failure to meet the 3.0 grade point average requirement during the probationary period will result in dismissal from the Graduate School.

**Assessment Descriptions, Requirements, and Expectations*****Fundamentals of Financial Accounting Tutorial (200 points)***

This tutorial is an online review of materials found in the textbook chapters one through five. Module six in the online review introduces basic time value of money concepts that will be helpful to students for future courses in the MBA program. Please begin these modules ASAP – the publisher of this tutorial estimates students will require 15 to 25 hours to complete the modules, on average. Students with little accounting or business experience may require significantly more time.

To receive full credit, students must complete all homework assignments and all quizzes for modules one through five, and the comprehensive post-test in the online tutorial. Completion of the online homework assignments in the tutorial will be worth 100 points, the quizzes will be worth 60 points (i.e., 15 points each), and the post-test 40 points. Additional practice problems are not required, but students may complete any additional problems provided in the tutorial for extra practice.

***LLJ Case (300 points)***

This case write-up must be done individually and will be given in place of a final exam. Students must submit a case write-up as a Microsoft Word file on Blackboard. Please note that the case write-up will be submitted to UTEP's anti-plagiarism tool "Turn-It-In." The write-up will be graded on the quality of the analysis and the professionalism of the written document (including, but not limited to, grammar, organization, spelling, readability, conciseness, etc.). The case write-up should be written in a memo format with associated tables, charts, or other exhibits clearly listed.

***Quizzes (200 Points)***

Timed, online quizzes will be given on myBusinessCourse. Quizzes should reflect students' individual efforts. If needed, quizzes may be administered using the Lockdown browser approved by UTEP, including being monitored using a web camera. If a student does not have access to a computer with a web camera, contact Pr. Folsom as soon as possible so alternate arrangements can be made.

***Salesforce.com Case (100 points)***

Students will be asked to submit a formal case write-up for this case. Please note that the case write-up will be submitted to UTEP's anti-plagiarism tool "Turn-It-In." The write-up will be graded on the quality of analysis and the professionalism of the written document (including, but not limited to, grammar, organization, spelling, readability, conciseness, etc.). The case write-up should be written in a memo format with associated tables, charts, or other exhibits clearly listed. Students are encouraged, but not required, to work in groups for this case. Groups can be no larger than four students. If working in a group, the case write-ups should reflect the collaborative efforts of all group members and should be written coherently (e.g., the reader should not be able to discern if different group members wrote different sections or pieces of the report).

**Assignments (200 points)**

Various online assignments will be required throughout the course, including online problems and various discussion forums. Details for these assignments will be given on Blackboard.

**Class Meeting Expectations**

The course will have five in-person meetings. One of the greatest benefits of an MBA education is the opportunity to interact and network with student peers. These meetings will help facilitate these connections. Students are expected to attend all class meetings. However, unforeseen commitments may cause a student to miss a meeting. If this occurs, the student should communicate these issues with Professor Folsom as quickly as possible (email will be sufficient). If a student has more than one unexplained absence, his or her grade will be marked down at least one letter grade.

Students are expected to interact in class meetings. Questions and comments are expected and welcome. Please have access to paper, pencils, and a computer with word processing and spreadsheet programs ready to use if possible.

**Plagiarism and Cheating**

Students are encouraged to discuss homework assignments with other classmates. However, copying work from any source, including classmates, homework files, the Internet, etc. is NOT acceptable. *Submitting material that has been copied constitutes plagiarism and will be treated as cheating.* All students are expected to complete their own work and to abide by the Handbook of Operating Procedures available in the Office of the Dean of Students. Additional information can be found at <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html>. ***Any suspected cheating will be reported to the Office of Student Conduct and Conflict Resolution.***

Two technologies may be used to ensure the integrity of student-submitted work. For uploaded assignments, the coursework will be submitted to Turn-It-In, a plagiarism-detecting software. Turn-It-In is used to review assignment submissions for originality to ensure sources are properly attributed rather than paraphrased. Quizzes will either be administered via myBusinessCourse or using Respondus Lockdown Browser and Respondus Monitor, a UTEP-approved test proctoring software. If the Respondus online tools are used, students will need a reliable internet connection and a web camera to take quizzes.

**Technology Requirements**

Course content is delivered via the Internet through the Blackboard learning management system and via [myBusinessCourse](#) online content associated with the textbook. Virtual office hour meetings will be held via Zoom. Students need to ensure their UTEP e-mail accounts are working and that they have access to the Web using a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard and [myBusinessCourse](#); other browsers may cause complications. When having technical difficulties, students should first update their browsers, clear the browser cache, or try switching to another browser.

Students will need to have access to a computer/laptop, scanner, webcam, and microphone. Students will need access to various computer software including (but not limited to) Microsoft Word, Microsoft Excel, Adobe Acrobat Reader, and Windows Media Player (or another audio/video player). Students can download Microsoft Office for free via UTEP's [Microsoft Office Portal](#). Click the following link for more information about Microsoft Office 365 and follow the instructions.

**IMPORTANT:** For technical difficulties, please contact the [UTEP Help Desk](#) as these workers are trained specifically in assisting with the technological needs of students. In general, the Help Desk is much better equipped than Professor Folsom to assist students!

**Online Etiquette**

We will be using various online tools in Blackboard for course content and interactions. Sometimes communication online can be challenging. Sometimes one may miscommunicate what is meant or one may misunderstand what others mean given the lack of body language and immediate feedback. Therefore, please keep these netiquette (network etiquette) guidelines in mind. Failure to observe them may result in disciplinary action.

- Always consider the audience. This is a Master's-level educational forum and all communication should reflect polite consideration of others' ideas.
- Respect and courtesy must be provided to classmates and the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a face-to-face situation.
- Blackboard and Zoom meetings are not public internet venues; all postings and communication should be considered private and confidential. Whatever is posted in these online spaces is intended for classmates and the professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

**COVID-19 Precautions**

Please **STAY HOME** if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let Pr. Folsom know as soon as possible, so appropriate accommodations can be made. If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can support you and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area. For more information about the current rates, testing, and vaccinations, please visit [www.epstrong.org](http://www.epstrong.org).

Please consider wearing face coverings in class and when in the Graduate Business Center.

**Campus Carry**

Because the Graduate Business Center is leased and not owned by UTEP, the Graduate Business Center is an exclusion zone for UTEP's campus carry policies. Therefore, no weapons are allowed at the Graduate Business Center facility at any time as per the lease agreement.

**Accommodations for Students with Disabilities**

If you have or suspect a disability and need accommodations, you should contact the Center for Accommodations and Support Services (CASS) at 747-5148. You may also email the office at [cass@utep.edu](mailto:cass@utep.edu) or visit the office in the Union Building East, Room 106. For additional information, please visit the CASS website at <http://sa.utep.edu/cass/>.

### Course Calendar

A preliminary course calendar with a class-by-class description of activities is below. Be aware that predicting the precise flow of the course is impossible and these dates may have to be adjusted slightly from time to time. Modifications to the schedule and changes in course requirements will be announced during class meetings AND/OR through Blackboard.

Pr. Folsom reserves the right to change any assignment if circumstances dictate. Students will be notified of such changes through an announcement in a class meeting AND/OR via Blackboard. Students have the responsibility to be aware of such changes by checking Blackboard regularly and attending meetings.

Virtual Class Meetings	Textbook Chapters	Goals & Objectives	Discussion Preparation Activities (complete before the class meeting)	Assignments to Be Completed Before Class Meeting
Saturday, August 13 <sup>th</sup> 8:00 am to 12:00 pm	1 & 2	<ul style="list-style-type: none"> <li>• Introduce course focus and expectations.</li> <li>• Understand why financial reporting is important in capital markets (LO 1).</li> <li>• Understand why double-entry accounting is important (LO 1 and LO 2).</li> <li>• Introduce double-entry accounting (LO 2).</li> </ul>	<ul style="list-style-type: none"> <li>• Become familiar with Blackboard.</li> <li>• Read textbook chapters 1 &amp; 2.</li> <li>• Read Nichols &amp; Whalen (2004).</li> <li>• Listen to NPR Podcast “<i>Planet Money Summer School Lesson 1: The Stock Market &amp; Penelope the Cow.</i>”</li> <li>• <i>Optional:</i> Listen to NPR Podcast “<i>A Mathematician, the Last Supper, and the Birth of Accounting.</i>”</li> </ul>	<ul style="list-style-type: none"> <li>• Register for Online Tutorial and Online Textbook Materials on <a href="http://myBusinessCourse.com">myBusinessCourse.com</a>.</li> <li>• Begin <i>Fundamentals of Financial Accounting Online Tutorial</i> (due Friday, September 9<sup>th</sup> at midnight).</li> </ul>
Saturday, August 27 <sup>th</sup> 8:00 am to 12:00 pm	3 & 4	<ul style="list-style-type: none"> <li>• Record simple transactions in a double-entry system (LO 2).</li> <li>• Understand basic definitions of balance sheet and income statement items (LO 2).</li> <li>• Create simple cash flow statements from associated balance sheets and income statements (LO 3).</li> </ul>	<ul style="list-style-type: none"> <li>• Read textbook chapters 3 &amp; 4.</li> <li>• Read Ch. 4 of FASB Conceptual Statement No. 8 (2021).</li> </ul>	<ul style="list-style-type: none"> <li>• Complete <i>Introduction Video Assignment</i> (due Saturday, August 20<sup>th</sup> at midnight).</li> <li>• Complete <i>Nichols and Whalen Discussion Board</i> (initial posts due Saturday, August 20<sup>th</sup> at midnight; responses due Friday, August 26<sup>th</sup> at midnight).</li> <li>• Continue working on <i>Fundamentals of Financial Accounting Online Tutorial</i> (due Friday, September 9<sup>th</sup> at midnight).</li> </ul>

Virtual Class Meetings	Textbook Chapters	Goals & Objectives	Discussion Preparation Activities (complete before the class meeting)	Assignments to Be Completed Before Class Meeting
Saturday, Sept. 10 <sup>th</sup> 8:00 am to 12:00 pm	5 & 6	<ul style="list-style-type: none"> <li>• Perform basic financial statement analyses to make business and investment decisions (LO 1 and LO 4).</li> <li>• Understand basic revenue recognition principles (LO 2).</li> </ul>	<ul style="list-style-type: none"> <li>• Read textbook chapters 5 &amp; 6.</li> <li>• Be prepared to discuss your solution to <i>Identify the Industry</i> case.</li> <li>• Be prepared to discuss how (and more importantly when) revenue is recognized for accounting purposes at your current place of employment (choose at least one type of sales transaction).</li> </ul>	<ul style="list-style-type: none"> <li>• Complete <i>Balance Sheet and Income Statement Quiz</i> (due Saturday, September 3<sup>rd</sup> at midnight).</li> <li>• Complete <i>Elements of Financial Reporting Discussion Board</i> (initial posts due Saturday, September 3<sup>rd</sup> at midnight; responses due Friday, September 9<sup>th</sup> at midnight).</li> <li>• Complete <i>Fundamentals of Financial Accounting Online Tutorial</i> (due Friday, September 9<sup>th</sup> at midnight).</li> <li>• Read <i>Identify the Industry</i> case and complete the required analysis (due Friday, September 9<sup>th</sup> at midnight).</li> </ul>
Saturday, Sept. 24 <sup>th</sup> 8:00 am to 12:00 pm	13, 21, & 22	<ul style="list-style-type: none"> <li>• Understand the differences between managerial and financial accounting (LO 1).</li> <li>• Create a simple business budgeting system (LO 1 and LO 5).</li> <li>• Calculate and interpret basic variance analyses (LO 6).</li> </ul>	<ul style="list-style-type: none"> <li>• Read textbook chapters 13, 21, &amp; 22.</li> <li>• Read <i>Budgeting Revisited</i> (2021).</li> <li>• Be prepared to discuss your solution to <i>Basketball Variances</i> case.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete <i>Cash Flow and Revenue Recognition Quiz</i> (due Saturday, September 17<sup>th</sup> at midnight).</li> <li>• Complete <i>Salesforce.com</i> case (due Friday, September 23<sup>rd</sup> at midnight).</li> <li>• Complete <i>Budgeting Assignment</i> (due Friday, September 23<sup>rd</sup> at midnight).</li> <li>• Read <i>Basketball Variances</i> case and complete the required analysis (due Friday, September 23<sup>rd</sup> at midnight).</li> </ul>

Virtual Class Meetings	Textbook Chapters	Goals & Objectives	Discussion Preparation Activities (complete before the class meeting)	Assignments to Be Completed Before Class Meeting
Saturday, October 8 <sup>th</sup> 8:00 am to 12:00 pm	14, 15, & 16	<ul style="list-style-type: none"> <li>• Understand basic cost behavior and estimation (LO 1 and LO 5).</li> <li>• Complete simple Cost-Volume-Profit (CVP) analyses (LO 1 and LO 5).</li> <li>• Use managerial accounting tools to identify relevant costs and benefits to make operational decisions (LO 1 and LO 5).</li> </ul>	<ul style="list-style-type: none"> <li>• Read textbook chapters 14, 15, &amp; 16.</li> <li>• Be prepared to discuss a previous business decision from your experience that would benefit from an analysis of relevant costs and revenues.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete <i>Budgeting and Variances Quiz</i> (due Saturday, October 1<sup>st</sup> at midnight).</li> <li>• Complete <i>CVP and Business Decisions Assignment</i> (due Friday, October 7<sup>th</sup> at midnight).</li> <li>• Complete <i>CVP and Business Decisions Quiz</i> (due Sunday, October 16<sup>th</sup> at midnight).</li> </ul>
LLJ CASE DUE OCTOBER 16 <sup>th</sup> AT MIDNIGHT				<ul style="list-style-type: none"> <li>• Complete <i>LLJ case</i> (due Sunday, October 16<sup>th</sup> at midnight).</li> </ul>