Course Objectives

This course is designed to prepare you to interpret and analyze financial statements effectively. This course explores in greater depth financial reporting topics introduced in the core course in financial accounting and also examines additional topics not covered in that course. The viewpoint is that of the user of financial statements. However, we develop sufficient understanding of the concepts and recording procedures to enable you to interpret various disclosures in an informed manner. We discuss each financial reporting issue in terms of its effect on assessments of a firm’s profitability and risk. We then apply the analytical tools and concepts in competitor analysis, credit decisions, bankruptcy prediction, and valuation. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

Course Materials

The readings, problems, and cases for the course come from Financial Reporting and Statement Analysis: A Strategic Perspective, 5th edition, by Stickney, Brown, and Wahlen. (FSA)

Three Internet addresses may prove useful to you at some point in the course:

3. Pronouncement of the International Accounting Standards Committee: http://www.iasc.org.uk/. We will also be discussing current articles on the subject.

Assignments

Readings, cases and/or problems are assigned for each class. You should come to class prepared to discuss your analysis of the cases and problems. Regular class participation is important to the learning process for you and your classmates. Absences from class will only be excused for emergency reasons. Let me know if you expect to miss a class.

Assignments are due at the end of the class assigned. No late assignments will be accepted nor or emailed or faxed assignments.
All assignments should be prepared using word processing software with type size no smaller than 12 point. During class discussions, please feel free to make changes to your solutions, but do so in a way that clearly indicates that they are the result of class discussion (e.g., using a different color of ink).

You may work in groups to discuss homework assignments. However, each person should prepare his/her own individual homework solutions to be submitted. Ideally you should work through each day’s assignment on your own before discussing it with anyone. You can then make changes to your solution based on your learning in any discussion. Interpretations of the analysis should be in your own words.

Optional problems are listed for most classes. These problems generally involve similar accounting issues and analyses as the assigned cases or problems. If you have difficulty preparing the assigned cases or problems, you may wish to study the optional problems and their solutions. Alternatively, you can use the optional problems to cement your understanding of a topic once we have covered it in class.

**Financial Statement Analysis Package**

A financial statement analysis package (FSAP) is available to ease the calculation of financial ratios and perform other analysis. Access FSAP and the user manual at

http://www.swlearning.com (see page 1 of Preface)

**Group Project**

Groups may be 3 to 4 people. Each group will choose a manufacturing or merchandising (retailing) firm to analyze, and compare it to a secondary company. The analysis should cover the relevant topics discussed during the course and will be handing in (typed) and presented toward the end of the term. You are to summarize the economics and current conditions in the industry, describe the strategies each of the firms pursue, perform a profitability and risk analysis, and assess the reasonableness of the current market price. More details will be given as the semester progresses.

**Examinations**

There will be a final examination on Monday, June 21st and a group presentation on Tuesday, June 22nd. There will be a midterm on June 3rd for 1 hour and 15 minutes.

**Grading**

Grades will be based on the following weights:
Midterm 20%
Final Examination & Group Project 55% June 24th & 26th
Case 1.1 5% Due May 20th
Case 3.1 & Problems 3.1 – 3.4 5% Due May 27th
Gap & Limited Case 4.2 5% Due June 2nd
Revenue Recognition Problem 7.1 5% Due June 10th
Liability Recognition Problem 8.1 5% Due June 17th

May 18th

Topic: Introduction to Course and Financial Statement Analysis
Learning Objectives:

1. Overview of financial reporting and financial statement analysis.
2. Understand most effective means of mastering course and financial statement analysis.

May 18th – 20th

Topic: Financial Reporting Highlights
Learning Objectives:

1. Review the purpose, underlying concepts, and accounting principles related to the balance sheet, the income statement, and the statement of cash flows.
2. Use common size statements to make preliminary interpretations of the profitability and risk of a firm.
3. Review key principles that drive the preparation of financial reports.
4. Understand the environment in which financial reporting principles are determined, as well as the limitations presented when analyzing a firm using financial reports.

Read: FSA, Chapter 1,
Hand-in: Case 1.1 – (NIKE: Somewhere Between a Swoosh and a Slam Dunk). Questions on Page 62, 64, 69 & 70

May 25th

Topic: Statement of Cash Flows
Learning Objectives:

1. Understand the relation between net income and cash flow from operations for firms in various industries.
2. Understand the relation between cash flows from operating, investing, and financing activities for firms in various stages of their life cycles.
3. Prepare a statement of cash flows from balance sheet and income statement data.
Read:  *FSA*, Chapter 3 General Mills Cash Flow Statement – hand in WT Grant Case 3.1 (May 27th)

Prepare: Problems 3.1, 3.2, 3.3, 3.4, 3.10
May 27th to June 1st

**Topic: Profitability and Risk Analysis**

**Learning Objectives:**

1. Analyze and interpret changes in the operating profitability of a firm using the rate of return on assets and its components, profit margin and total assets turnover.
2. Analyze and interpret changes in the rate of return on common shareholders’ equity including the conditions when a firm uses financial leverage successfully.
3. Understand the importance of effective working capital management and apply analytical tools for assessing short-term liquidity risk.
4. Understand the benefits and risks of financial leverage and apply analytical tools for assessing long-term solvency risk.

**Read:** *FSA*, Chapter 4 & 5  
**Prepare:** Problem 3.12, Case 4.1 Wal-Mart, Page 244, Gap & Limited

June 1st

**Topic: Data Issues in Analyzing Financial Statements**

**Learning Objectives:**

1. Develop an understanding of the concept of “earnings quality,” with emphasis on the sustainability, measurement and manageability of reported earnings.
2. Master the ability for deciding when and how to adjust reported income in order to use it in evaluating performance and in predicting future earnings of a firm.

**Read:** *FSA*, Chapter 4  
**Prepare:** Problem 4.2, General Mills Footnotes 2 & 3  
Hand in Case 3.2, Page 187, Specialty Retailing  
Industry Analysis: The Gap & The Limited

June 3rd

**MIDTERM**

June 8th

**Topics: Income Recognition, LIFO Footnote adjustments, Fixed Assets, Intangibles**

**Income Recognition**

**Learning Objectives:**

1. Observe the effects on the financial statements of recognizing income prior to the time of sale, at the time of sale, and subsequent to the time of sale.
2. Observe the time series pattern of income when firms recognize income prior to
the time of sale, at the time of sale, and subsequent to the time of sale.
3. Review the accounting for inventories and depreciable assets.
4. Examine the impact on assets and net income of capitalizing and amortizing
intangibles development
5. Identify the financial statement effects of alternative ways of organizing research
and development activities and restate the income statement to a format that
enhances analysis of the profitability of a technology-based firm.

Read: *FSA*, Chapter 5 (pages 302 to 327).
Prepare: Problem 5.1, 5.3, 5.4; General Mills Footnotes 1, 5 & 6

June 10th

**Accounting for Income Taxes**

**Learning Objectives:**

1. Understand the need for recognizing deferred income tax expense when book income
differs from taxable income because of temporary differences.
2. Understand the conditions that give rise to deferred tax assets and deferred tax
liabilities.
3. Use disclosures of individual deferred tax assets and deferred tax liabilities to study
amounts recognized for financial and tax reporting.
4. Use disclosures of the effective tax rate to understand why a firm’s average tax rate
differs from the statutory tax rate.
5. Analyze the impact of income taxes on assessments of profitability.

Read: *FSA*, Chapter 2 (pages 84 to 93). General Mills Footnote 16.
Prepare: Problem 2.5, 2.9, & 8.17

June 15th

**Liability Recognition and Valuation**

**Learning Objectives:**

1. Understand and apply the concept of an accounting liability to various transactions
intended to keep debt off of the balance sheet.
2. Observe the importance of identifying the entity bearing the risks and enjoying the
economic return when deciding liability recognition issues.

Read: *FSA*, Chapter 8
Prepare: Problem 8.1
June 17th

Topics: Leases/Pension and Healthcare Benefits

Leases
Learning Objectives:

1. Understand the distinction between the operating lease method and the capital lease method, including the criteria for using each method and their financial statement effects.
2. Convert firms using the operating lease method to the capital lease method.

Read: FSA, Chapter 8

Pension and Healthcare Benefits
Learning Objectives:

1. Distinguish between the amounts that firms report on their financial statements with respect to a pension or healthcare benefit plan and to the amounts that appear on the financial statements of the pension or healthcare benefits fund and understand why the two differ.
2. Use pension and healthcare disclosures to measure the economic status and financial performance of a pension or a healthcare benefits plan.
3. Observe the role of actuarial assumptions in accounting for pensions and healthcare benefits.
4. Understanding reserves in the financial statements

Read: FSA, Chapter 8

Catch Up & Review

June 22nd Group Presentations

June 24th FINAL EXAM