

GYC101FlynnBUS143.doc

I will incorporate sustainability into my Managerial Accounting course (BUS143). For as long as I can remember, I have had students do research on a company and report their finding through a presentation using PowerPoint. Most of the information that the students research comes from the company's annual report. Starting this summer, I will be adding a sustainability component to the requirements of the assignment.

Many companies are now completing a Sustainability Report. The reports that I have seen have been very detailed and cover a wide variety of subjects. The various elements that we have discussed in class (environmental, social, economic, and their hybrids) are covered in these reports. It is important for my business students to be aware of the various types of reporting that companies complete and how the information is used by various decision-makers.

As a side note, my students are not allowed to use note cards and the bullet points on their slides are expected to be very short. In other words, they have to know their stuff! They are expected to do a professional presentation.

Below are the 9 items Michelle requested for the assignment:

1. Greening Your Curriculum 101
2. Joe Flynn, Managerial Accounting, BUS143
3. Group Presentation
4. Apply various techniques for analyzing a company's financial statements. Describe how managerial accounting supports management's ability to make better decisions.
5. Analyze and report on a variety of items contained in a company's annual report.
6. Students will use critical thinking skills throughout the presentation. They will analyze, prioritize, compare, contrast, etc.
7. The great majority of the students doing the presentation will be majoring in a business discipline; therefore, they should understand business reporting. Most will also invest in companies during their lifetime.
8. The actual assignment is shown on the next page.
9. I give a presentation to my students titled, "How to give a presentation using PowerPoint". The students are also given a copy of the grade sheet that I use for the presentation (shown below). I go over the grade sheet several times during the semester and ask them to take additional notes on the grade sheet so that they completely understand the expectations. Part of the grade includes following the rules for giving a professional presentation that are given during my presentation mentioned above. A portion of the presentation grade will come from reporting several topics that are found in a company's sustainability report (shown below).

Company & Group:

Once a group selects a company, you must sign up. A company cannot be duplicated in a class. Groups will contain three people. If a class does not divide evenly by three, one or two groups of two will be allowed.

Title Slide (1):

The first slide must have your company name, group member's names, year of the annual report, and a graphic, such as a picture or logo.

Products/Services Provided/History/Background (10):

Hopefully, this is self-explanatory. Take about 2 minutes to cover this information.

Letter to Shareholders (10):

Tell your audience who wrote the letter and what it said. If the company does not produce a letter, the next section will need to contain more information and be worth 30 points or I will give you something else to replace this section. You must tell your audience if a Letter to Shareholders was unavailable. **You must also inform me about this as soon as possible!**

Management's Analysis/Discussion (15):

Pick out some details from this section to explain. This section of your presentation should last for 2-3 minutes. Go into detail with your analysis! Show me that you learned something!

Financial Analysis (14):

Calculate the following for the last two years along with comments on the trends:

1. Working Capital
2. Current Ratio
3. Profit Margin
4. Asset Turnover
5. Return on Assets
6. Return on Equity
7. Debt to Equity

Tell your audience what these ratios mean. You may **NOT** put the calculation or meaning of the ratios on the slide! Show me that you learned these!

Additional information found in the annual report (10):

Explain what other things you found in the annual report. Give us an overview. This should contain a fair amount of information! It is not necessary to go into a lot of detail, though.

Sustainability Reporting (15)

Explain five different topics that the company reported on in the area of sustainability, "green" measures, ethical responsibility, or social responsibility. This section should contain a fair amount of detail and explanation.

Recent News (5)

Tell us about 2 recent events.

Web Page Information (5)

Describe the company's web site. Give us an overview of what we will find on the site.

Professionalism/Use of PowerPoint (copy of the slides turned in, too – 6 slides/page) (15):

Graded on how prepared your group is and how well you worked as a **team**. You are also graded on how well you used PowerPoint in your presentation. Your presentation should last approximately 12-15 minutes.

Corporation Research

Presentations - 100 Points

Names _____

Title Slide (1):

Products/Services Provided/History/Background (10):

Letter to Shareholders (10):

Management's Analysis/Discussion (15):

Financial Analysis (14):

1. Working Capital

5. Return on Assets

2. Current Ratio

6. Return on Equity

3. Profit Margin

7. Debt to Equity

4. Asset Turnover

Additional information found in the annual report (10):

Sustainability Reporting (15)

Recent News (5)

Web Page Information (5)

Professionalism/Use of PowerPoint (copy of the slides turned in, too – 6 slides/page) (15):