



ACCT 5011
Financial Statement Analysis
Winter 2018
March 7 to April 18, 2018

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Course calendar entry from 2017/2018 graduate calendar:

A user-oriented approach to the study of financial statements. The role of the financial statements and the annual report in the financial reporting process, using ratio analysis to analyze firm performance and make forecasts of future performance.

Course Description:

This course presents an overview of financial statement analysis (FSA) from a user perspective. The objective is for each student to become an informed and critical user of financial accounting information. This includes: 1. familiarizing students with financial statement analysis concepts and techniques; 2. addressing the role of financial accounting and financial statements in decision-making; and 3. introducing participants to current debates and challenges in financial reporting.

This course introduces a mix of practical tools and theoretical concepts used in FSA. FSA combines applied knowledge of business, accounting, governance, and finance to support decision making. FSA supports decision making in the following broad areas: investing, lending, and performance measurement. FSA can include both historical and future-oriented analysis. Financial statement ratios and other analytical tools will be introduced and applied in real-world corporate analyses. Accounting policy choices and their implications will be addressed. Current issues in financial accounting and corporate reporting will be discussed. In addition, we will emphasize the importance of supplementing FSA with critical thinking and contextual knowledge.

Learning Objectives:

Specific course objectives are to:

- Introduce financial statement analysis concepts
- Master financial statement analysis techniques such as ratio analysis & interpretation
- Examine the impact of accounting policy choice on financial statements
- Introduce current issues and debates in financial accounting and corporate reporting
- Combine, synthesize and/or integrate ideas and information from a variety of sources
- Express information and concepts concisely, clearly and legibly when writing and concisely, clearly and with confidence when speaking

Course Restrictions:

Precludes additional credit for BUSI 5000 (no longer offered)

Course Prerequisites:

ACCT 5001, ACCT 5002

Recommended Text:

1. Financial Reporting for Managers – A Value-Creation Perspective, John Wiley & Sons, Inc. 2009, by Jamie Pratt and D. Eric Hirst
2. Articles posted on CULearn.

You will also be responsible for material handed out in class, for all cases discussed in class, as well as the content of group presentations.

Final Exam Date:

Thursday April 18, 2017 6pm to 9pm

Course Deliverable	Weight on Final Grade	Due Date
Group Company Profiles	10%	Week 3
Group Financial Statement Exhibits	5%	Week 4
Group Cash Flow Analysis	5%	Week 5
Group Presentation	10%	Week 6
Group Financial Statement Report	20%	Week 6
Final Exam	50%	April 18, 2017 6–9pm
Total	100%	

Course Approach:

The teaching method uses a varied approach and focuses on active and co-operative learning by the student. The following approaches are used: in-class cases, corporate analyses, real-life examples, readings, lectures, team work, research activities, and classroom discussions. This approach requires you to prepare in advance of each class, and it requires your active participation and involvement in class discussions and cases. The case discussions are designed to facilitate classroom interaction and learning through sharing and cooperation.

CULearn:

CULearn will be used in this course. It is critical to use this learning tool on a regular basis. We will be using CULearn as follows:

- to communicate on regular basis (e-mail, announcements, front page messages, etc.)
- to post Powerpoint slides and other documents to support classroom activities
- to post problems or readings
- to post group presentation slides
- to post notes of an administrative nature or updates to the course outline, if required.

Evaluation and Feedback:

The evaluation in this course is firmly geared towards developing skills in analysis, synthesis, and critical thinking, quantitative analysis skills, skills in analyzing complex situations, problem solving, and decision-making.

I will provide you with feedback through comments on returned assignments, responses to e-mailed questions, verbal communications, and 1-on-1 or group meetings arranged by request (yours or mine). This feedback will be generally available to you one week after the deliverable is due, with the exception of the group financial statement analysis report and final exam results, which will be available after the end of the term.

Group Project and its Component Parts (50 percent)

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

All group members will be required to complete a peer evaluation form at the end of the multi-part group project. See details in Appendix 2. Peer evaluations will be used in determining whether individual deviations from group grades are necessary.

Groups of four members will be formed by the professor prior to the first class. Each group will be assigned one major group project in this course. However, the project is broken down into smaller deliverables, each of which builds on the previous parts. There will be group presentations (10%) in class in Week 6.

Group Deliverables:

Group Company Profiles (10%)

An overview of the two firms selected for analysis is to be submitted in Week 3. A brief history of the companies, their key products or services, their main competitors, and their future plans should all be addressed (see requirements in Appendix 1).

Group Common Size, Trend & Ratio Analyses (5%)

The quantitative common size, trend and ratio analyses required for the FSA project are to be handed in for grading and feedback. This will ensure all groups are progressing towards completion of the Industry Analysis project.

Group Cash Flow Analyses (5%)

Each group is to analyze recent cash flow statements for the companies selected for their FSA. An evaluation matrix will be provided on CuLearn for this project in advance of its due date.

Financial Statement Analysis Report (20%) & Group Presentation (10%)

The financial statement analysis is a major group project to be worked on throughout the course. The final written document must be submitted in Week 6. See Appendix 1 for details on the financial statement analysis project. Financial Statement Analysis projects are to be presented to the class in Week 6. An evaluation matrix will be provided on CuLearn for this project in advance. The written report (20%) and group presentation (10%) will be graded separately, with feedback on each component provided separately.

Final Examinations (50 percent):

The final examination (50%) will be written during the regular MBA exam period. It may address any material covered during the course, including the FSA presentations. In order to pass this course you must obtain a minimum grade on the final exam of 50%. The final exam will be a case-based exam.

Deferred Final Examination:

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the instructor in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferred exams are not granted for students who have made travel arrangements that conflict with examination schedule.

COURSE PLAN

Week 1 – March 7, 2018	
Topics:	FSA Framework; Common Size, Trend and Ratio Analysis
Readings:	Chapter 1; Questions to Guide Analysis
Cases:	Matching Exercise - Industry Profiles with Industry Descriptions
Method/Pedagogy:	Lecture and case discussion
Skills/Competencies:	Analytical skills; core knowledge development
Companies:	Loblaw Companies Limited

Week 2 – March 14, 2018	
Topics:	The Dupont Model
Readings:	Chapter 4
Cases:	Financial Ratios and Strategy in the Canadian Telecommunications Sector
Method/Pedagogy:	Lecture, examples and case discussion
Skills/Competencies:	Analytical skills, core knowledge development
Companies:	Loblaws; BCE; Rogers; Telus

Week 3 – March 21, 2018	
Topics:	Analysis of the Cash Flow Statement
Readings:	Chapter 7 & Chapter 8
Method/Pedagogy:	Lecture and in class exercise
Skills/Competencies:	Analytical skills; core knowledge development; team work; presentation skills
Companies:	Loblaw; Selection of Canadian mystery companies
Deliverables:	Company profiles due (10%)

Week 4 – March 28, 2018	
Topics:	Earnings Management & Distressed Firms
Readings:	Chapter 6
Method/Pedagogy:	Lecture and corporate examples
Skills/Competencies:	Quantitative skills; problem solving and decision-making skills; Synthesis skills
Companies:	Loblaw & Research in Motion Limited
Deliverables:	Financial Statement Exhibits due (5%)

Week 5 – April 4, 2018	
Topics:	Valuation
Readings:	Chapter 5 & Chapter 8
Cases:	Depreciation in the Canadian Airline Industry
Method/Pedagogy:	Lecture and in-class case discussion
Skills/Competencies:	Analytical skills; core knowledge development; strategic thinking
Companies:	Loblaw; Air Canada; West Jet; Porter
Deliverables:	Company Cash Flow analyses due (5%)

Week 6 – April 11, 2018	
Topics:	Select topics in Reporting & Analysis Group Presentations
Method/Pedagogy:	Lecture; discussion; illustration with real-world examples; presentations
Skills/Competencies:	Core knowledge development, analytical skills Oral communication; written communication; analyzing complex situations; analytical and synthesis skills; problem solving and decision making; quantitative skills; team work; creativity & imagination; executive summary; prioritizing issues
Deliverables:	FSA Reports due (20%) FSA Presentations (10%)

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Policy on Mobile Devices

The use of mobile devices IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with your instructor prior to class.

Group Work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your instructor may assign one or more group tasks/assignments/projects in this course.

Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Person with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (if applicable).

Religious Observance

Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the

instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

Pregnancy

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete *a letter of accommodation*. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Important dates and deadlines

<https://sprott.carleton.ca/students/mba/dates-deadlines-policies/>

APPENDICES

Appendix 1: Group Project Guidelines Financial Statement Analysis

Preparation

Each group is required to select an industry to analyze. Suggested industries include:

- Pharmaceutical/Biotechnology,
- Retail, Extractive (Mining or Oil & Gas)
- Manufacturing,
- Food and/or Beverage
- Hospitality/Hotel/Recreational
- Other Natural Resource (Timber, Pulp & Paper, etc.)

No two groups may select the same industry. Reserve your industry choices on the discussion board on cuLearn. Industry choices will be reserved on a first-come first-served basis. Once your industry choice is approved, select **two** publicly traded Canadian companies from within that industry for detailed study. Note: You may wish to select an industry and companies that group members have a particular interest in, perhaps an employer or an industry or company that you invest in, or have thought of investing in.

You may not select any of the companies that we discuss in class, such as: Loblaws, Rogers, BCE, Telus, Air Canada, Westjet and RIM

Financial Statement Analysis: (50% of course grade)

Preparation:

Obtain financial statements for the past four fiscal years for each of your companies. Corporate websites or the internet may be helpful in obtaining financial statements. The SEDAR website (www.sedar.com) can be searched for the public filings of all Canadian public companies. (To get four years of data, you will need only the past three annual reports).

Obtain industry averages for commonly used ratios for the industry (one source is the Financial Post DataGroup's **Industry Reports** (www.library.carleton.ca then select Databases, F from the alphabetical listing, FP Advisor and Industry Reports) or similar reports by Dun & Bradstreet or Standard and Poor's).

Objective:

To analyse the financial performance of two firms and to formulate recommendations

for decision making based on your analysis.

Required:

The written financial statement analysis report is due in the last class. Overall, your report (excluding appendices) should be approximately 20 double-spaced pages. Your analysis should include each of the following parts:

Part 1 – Company profile

Briefly describe the primary business activities of the companies selected (recent Annual Reports are often a good source of information, as are industry publications or the financial press). For example, provide:

- a brief historical summary
- a list of key competitors
- the relative industry position of the company
- recent developments in the industry/company
- future goals.

Due date: Week 3 (10%)

Part 2 – Financial Statement Exhibits

Prepare common-sized statements and trend analyses for four years for both the income statement and balance sheet of both companies. Calculate appropriate financial statement ratios for the last three years for each company.

Due date: Week 4 (5%).

Part 3 – Cash Flow Analysis

Obtain the cash flow statements for each of the last three years. Analyze the cash flow statements, using the following questions as a guide.

For each year on the statement of cash flows:

Part A:

1. What were the firm's major sources of cash? Its major uses of cash?
2. Was cash flow from operations greater than or less than net income? Explain the major reasons for the difference between these two figures.
3. Was the firm able to generate enough cash from operations to pay for all of its capital expenditures?

4. Did cash flow from operations cover both the capital expenditures and the firm's dividend payments, if any?
5. If not, what were the sources of cash the firm used to pay for the capital expenditures and/or dividends?

Part B:

What was the trend in:

1. Net income?
2. Cash flow from operations?
3. Capital expenditures?
4. Dividends?
5. Net borrowings (proceeds less payments of short and long term debt)?

Part C:

Based on the evidence in the statement of cash flows alone, what is your assessment of the financial strength of the company? Why?

Due date: Week 5 (5%)

Part 4 – Final Report

Prepare a well-written analysis of the financial statements of each company based upon your *interpretation* of the common-sized statements, trend analyses, and financial statement ratios.

Comment on the ratio information for each of the companies and compare them to the industry averages.

Calculate z-scores for each of your companies for the most recent year. Do the z-scores support or contradict your other analyses?

Based upon your analysis, which of the companies would you advise a friend to invest in? As a banker would you lend these companies money? As a manager, where would you prefer to work? **Support your recommendations.**

Include graphs, charts and tables to enhance your report (these are also very helpful in preparing your presentation).

Due date: Week 6 (20%)

Presentation (10%)

Group presentations will take place during the final class last class. Each group will have approximately 15 minutes to present their company analyses to the class (this may be adjusted once the number of groups is determined). The group presentations are intended to allow all participants to benefit from the insights and recommendations

arising from each group's analysis of different industries. In your group presentation:

1. Present highlights of your analysis of each company.
2. Provide your investment recommendations for each company; support your recommendation.
3. Indicate whether you, as a corporate banker, would lend the company money; why or why not?
4. Indicate where you would prefer to work? Why? Consider both accounting and qualitative aspects which affect your preference.
5. Address how your industry's financial statement ratios appear to be unique, relative to other industries you know or we have discussed in class.

The day of the presentation, you must provide:

- A soft copy of the slides by April 11 at 5:30pm
- Two hard copies of the slides (6 slides per page, black & white or colour)

Appendix 2

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Financial Statement Analysis

PEER EVALUATION FORM

To deter social loafing and ensure fairness in grading, we will consider the contributions made by individual group members when assigning final grades for the group project and presentation. This will be assessed using peer evaluation, and will entail individual deviations from the group grade in cases where this is warranted.

The procedure is as follows: Each member will take 100 points and allocate those points to their group members (including her/himself) to reflect their contributions. So, for instance, if there are 3 members in a group and everyone contributed equally, each individual would receive $33\frac{1}{3}$ points. Conversely, if an individual contributed relatively little, the remaining group members might allocate few points to that member. To ensure that peer evaluation scores are reasonable and free from personal bias, any point allocation that is not equal should be accompanied by a detailed written explanation.

PLEASE COMPLETE THIS FORM AND SUBMIT IT WITH YOUR FINAL REPORT

Name of Group Member <i>(please include yourself)</i>	Points	Rationale <i>(if point allocation is not equal)</i>
YOU:		

TOTAL

100

Additional Comments *(if any)*

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PEER EVALUATION FORM

Assess each member of your group-including yourself-- on each of the criteria listed below.

For each criterion, rate each member of your group as follows:

Outstanding	+2
Above average	+1
Average	0
Below average	-1
Severely lacking	-2

Name of Team Member				
1. Reliability/Commitment Did s/he participate in team meetings in an organized fashion & meet team deadlines?				
2. Leadership Did s/he provide leadership through listening to others and helping the team to function as a team?				
3. Collaborative Did s/he participate in team activities and contribute in a positive manner?				
4. Respectful/Open Did s/he show respect for team members, their ideas and their other commitments?				
5. Contribution Did s/he do his/her share of the work, provide useful ideas, input, helpful suggestions and feedback to the team in accordance with team decisions?				
6. Output Did s/he produce high quality work?				
Totals for each team member				