

Sunday, August 11, 2024

1:00 pm - 4:00 pm

Workshop # 07 Using Real-World Corporate Cases in Teaching Financial Accounting and Financial Statement Analysis

Presenters: Mostafa Maksy, Kutztown University of Pennsylvania

The workshop will cover examples of using real-world companies' annual reports in teaching Financial & Intermediate Accounting and Financial Statement Analysis. Each participant will receive (via email attachments) pdf files containing three cases and their solutions and a Word file containing an elaborate 6-part student guide for conducting an extensive financial statement analysis project. The guide will include ratios, income tax and cash flow analyses, bankruptcy, take over and bond rating predictive models, and disclosure adequacy scores. The presenter will discuss the cases and the guide as well as the benefits of this methodology for both students and instructors.

Intended Audience:

The workshop is intended for instructors who are now using, or plan to use, full text annual reports of real-world companies in teaching financial accounting and financial statement analysis (FSA). It should be especially beneficial to those who would like to assign some short real-world cases (to supplement the accounting texts), and/or a comprehensive FSA project, but do not have the time to prepare a detailed student guide from scratch.

Format:

Annual reports of real companies will be used to illustrate the use of cases: (a) as a supplement to teaching Introductory and Intermediate Accounting, and (b) as a primary method of, or as a supplement to, teaching Financial Statement Analysis. Also, each attendee will receive (via email attachments) pdf files containing three financial accounting cases and their solutions and a Word file containing an elaborate 6-part student guide for conducting a project analyzing the financial statements of a real company. Because the guide will be in a Word document, each attendee can modify it as he or she wishes.

Learning Objectives:

1. Recognize the benefits and challenges of using real-world cases in teaching.
2. Assign to students three short real-world cases and answer any questions related to them.
3. Distribute and explain to students, as is or after modification, an elaborate 6-part student guide for a financial statement analysis project using a real-world company annual report.

Program Level: Beginner

Prerequisites: None