
Strategies for Engaging Students in Managerial Accounting

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UNIVERSITY of
SOUTH FLORIDA

Six Tips!

1. Social Media
2. Escape Room
3. In-class response systems
4. Cainas Cookies and Class Competitions
5. Student Open House
6. Chick Fil A with a CPA

Social Media

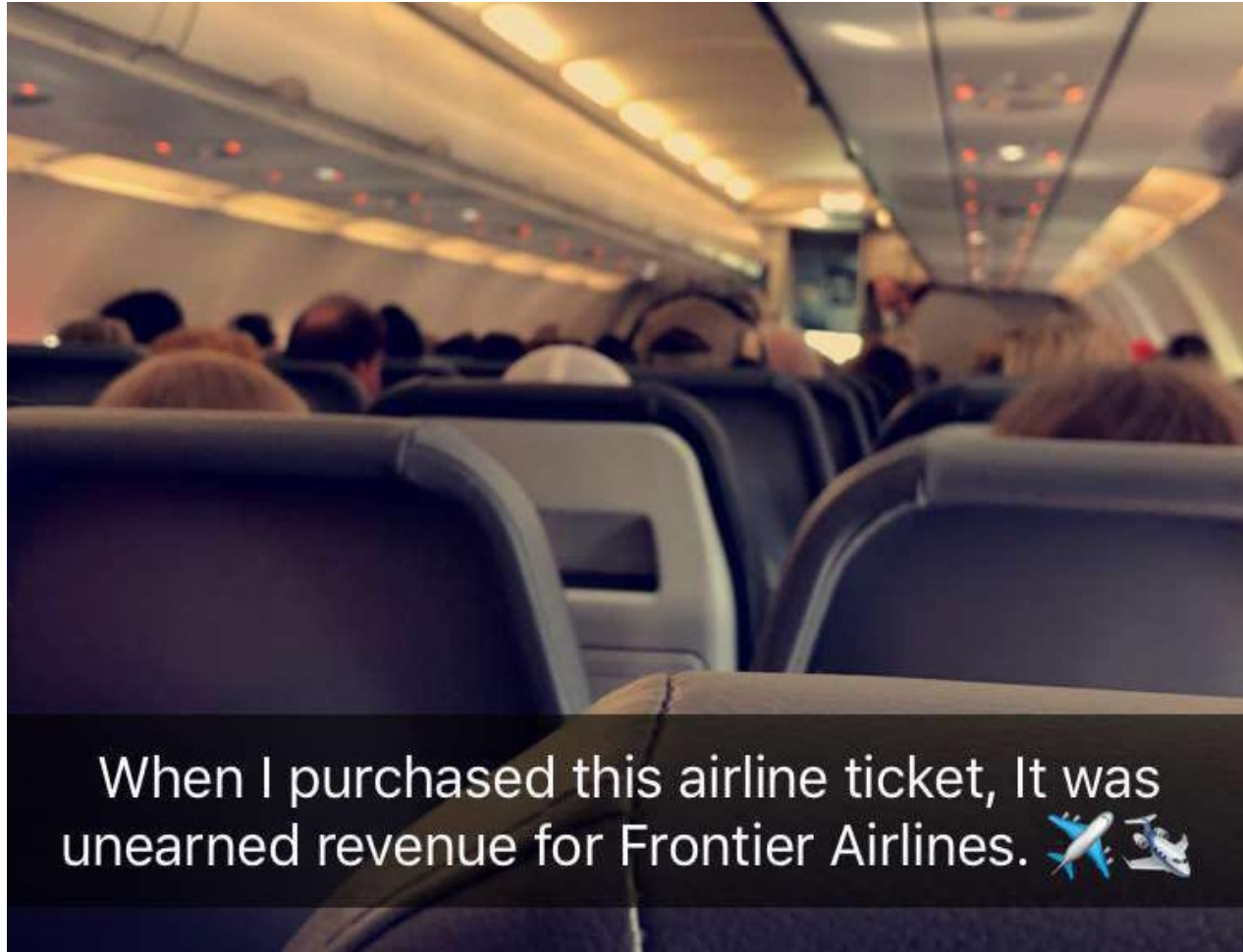
1. Social Media – Why use it?

- Ease of set up and use
- Students must “opt-in” to see my posts, but I will not see their posts, ever!
- Recent research has shown that 93% of all college students use social media; 85% are on Instagram with over 70% using it daily.
- It’s fun!

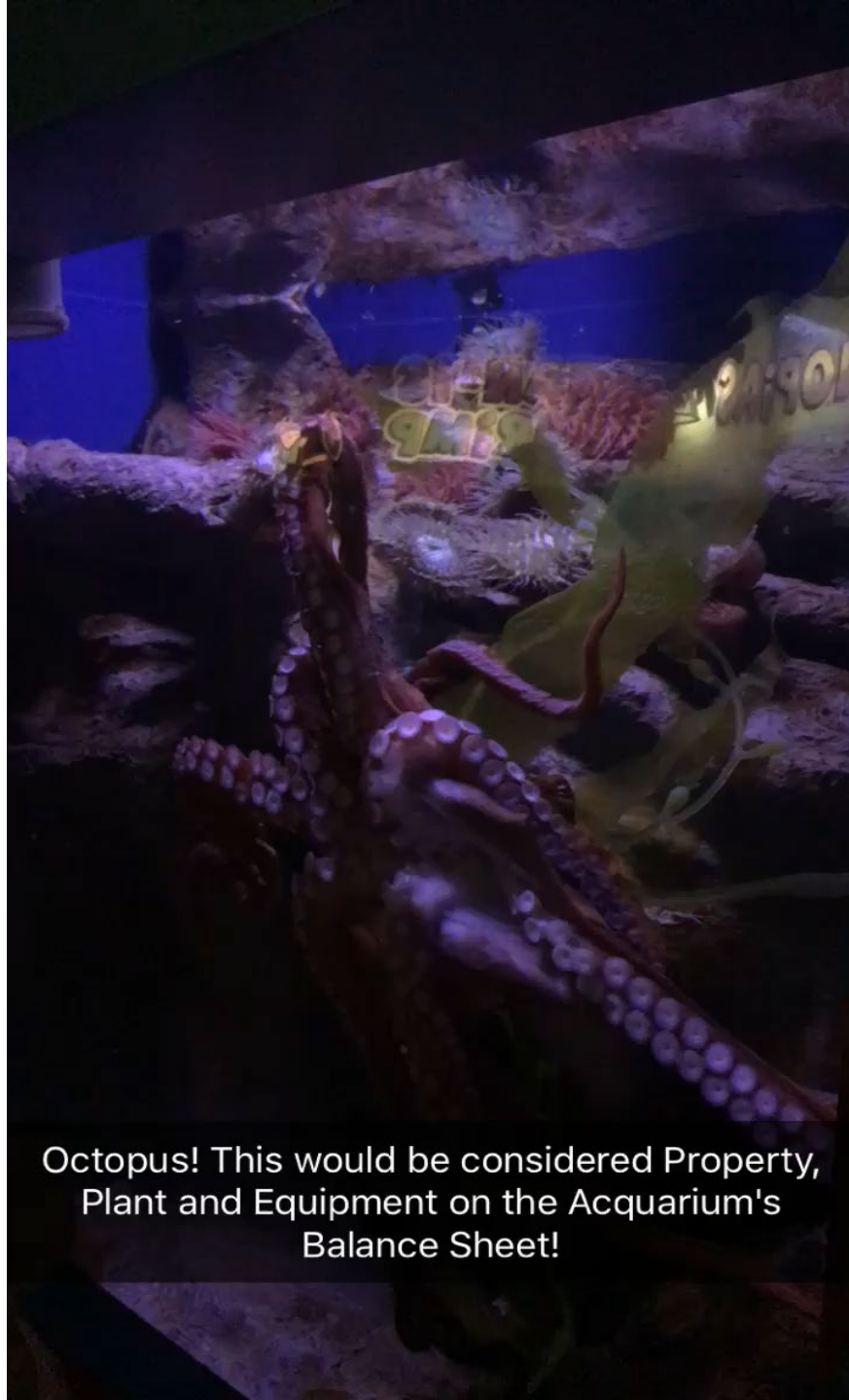


6 Ways to use Instagram or Snapchat

1. Show real-life examples
2. Reinforce key concepts
3. Remind students about due dates, etc.
4. Interact with students
 - a. Your story
 - b. Receive snaps/messages
5. Field student questions
6. Share professional activities



When I purchased this airline ticket, It was unearned revenue for Frontier Airlines. ✈️ 🛩️



Octopus! This would be considered Property,
Plant and Equipment on the Acquarium's
Balance Sheet!



I normally make pottery bowls for customers for \$20 each, variable costs per bowl are \$5 each and fixed OH is \$1,000 per 100 bowls. Should I accept a special order of \$10 each for 30 bowls?



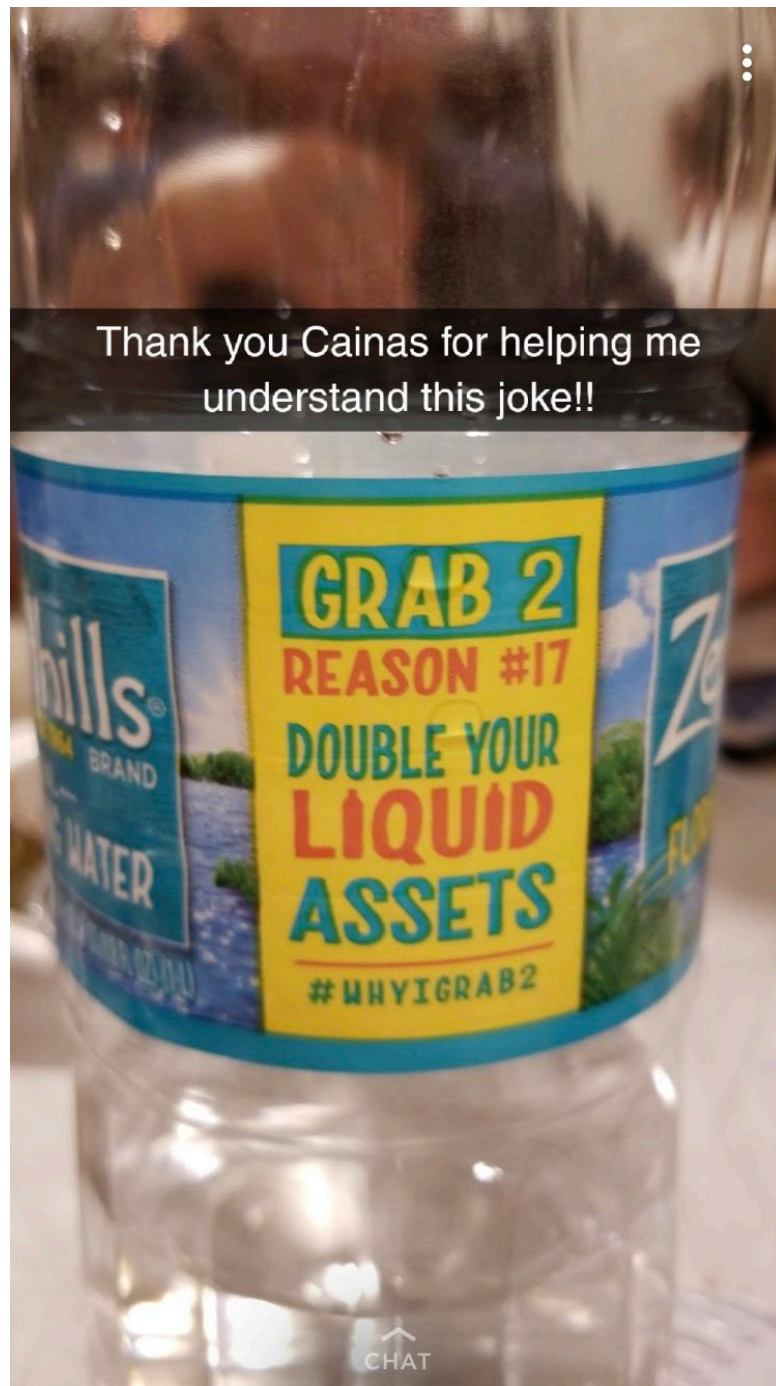


Don't forget to bring your written homework to your breakout sessions tomorrow!

Accounting students!! Headed to the library in 10 minutes to see who is hard at work studying! Meet me in the lobby if you want a donut!! 🇺🇸



Thank you Cainas for helping me understand this joke!!





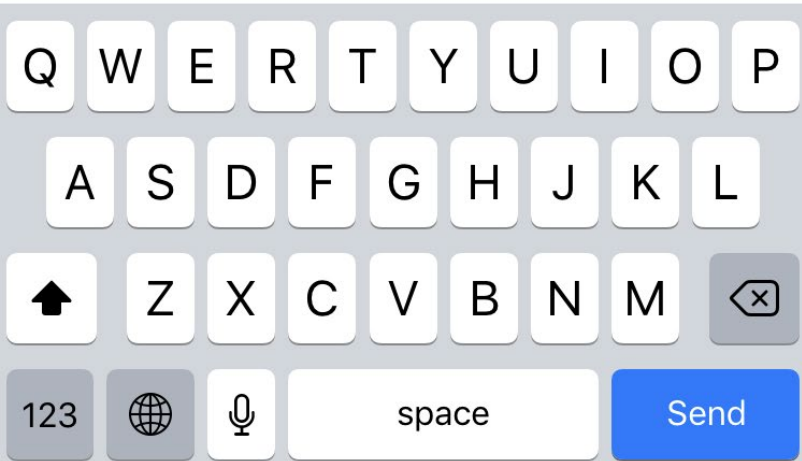
What if a citation is appealed and wins? What happens to the USF parking services account. Does it changes the journal entry/ledger? Does it create any liability on behalf of the USF parking?

TODAY

ME

That's a great question! When they issue the

Send a chat



Accounting Day

So proud of my BAP students for hosting this event!



Escape Room

2. Escape Room

- Designed for relevant costing and short-term decisions
 - Add or Drop
 - Special Order
 - Product mix with Constraints
 - Joint Costing
 - Make or Buy



After a long week, Friday has come, and after a long day, 3:00 PM has come! A couple of hours stands between you and your beloved weekend beach plans. Your beach plans and the assorted possibilities abound, and all that's left to do is last until 5pm. Oh No!! What's this? You spy your Senior Partner (Mr. Hinkle) strolling toward you. You try to hide, but he calls you out.

Mr. Hinkle : *Good Afternoon. Thank you for volunteering. I need you to go out to Green Lawn Corp's headquarters and help them with several outstanding questions they have. They have a board meeting over the weekend and they need several tasks completed. It should take you approximately 50 minutes to finish the analysis. This needs to be done before you leave for the weekend.*



Now you start hustling around the office to take what you need to Green Lawn Corp and leave for their headquarters. Make sure to grab a pen and paper as you'll need to take notes on the different questions they have.

Upon arrival, you gather what you need. Complete each analysis and save yourself from working over the weekend!

Let's get started - The Weekend is Waiting



Craft a narrative that asks students to assume the role of a consultant.

Check Answers



42:52

Scenario

Would ya lookee there! You have uncovered two ways to increase the profitability of the lawn mower division. Not a bad return for 30 minutes work. Even still, there is one more potential way to maximize profitability of the Lawn Mower division. Green Lawn Corp's marketing team has discovered that some of their existing customers would be willing to pay a little extra for branding on the lawn mowers. Up to this point the unbranded lawn mowers incurred \$20,000 in costs. Given their offers, should the Lawn Mower division consider customizing lawn mowers for existing customers?

Input

What type of decision is Jake requesting?

Joint Costing

Additional information:

Product	Quantity (in mowers)	Sales Price per mower (Uncustomized)	Total Variable Processing Costs	Sales Price per mower (Customized)
RYOBI	20	\$299	\$1,500	\$330
Honda	25	\$399	\$1,000	\$500

Select the relevant information that will be included in your analysis.

Joint Costs of \$20,000	<input type="checkbox"/>
Quantity (in mowers)	<input checked="" type="checkbox"/>
Sales Price per Liter (Uncustomized)	<input checked="" type="checkbox"/>
Total Variable Processing Costs	<input checked="" type="checkbox"/>
Sales Price per Mower (Customized)	<input checked="" type="checkbox"/>

Process

Calculate the NRV under each scenario.

Product	Sell as-is	Process further
RYOBI	\$5,980	\$5,100
Honda	\$9,975	\$11,500

Output

What is your recommendation to Jake?

RYOBI
Honda

Sell As Is
Process Further

By how much does this decision increase NRV?

\$1,525

You have been awarded:



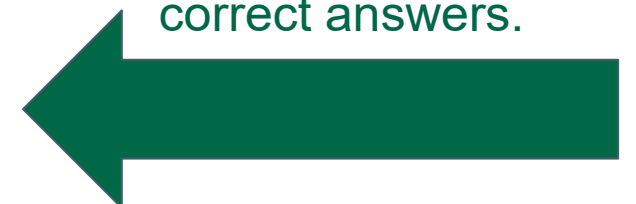
Next Problem

Provide feedback to the students to assist with completing the problems.



Include a timer to simulate urgency included with a physical escape room.

Award a letter for correct answers.



Problem Brief:

Good work, you have decided in the short-term, product mix was the only option to increase the profitability of the Lawn Mower division. You have discovered in the Leaf Blower division, there is some capacity to spare. You found out that they can produce 500 leaf blowers a month, yet they are currently producing at only 80% capacity. After a particularly warm year, leaves have taken longer to fall. This January, Home Depot has ordered 200 extra leaf blowers. The normal sale price is \$70, yet Home Depot has offered only \$40 each. Assuming this will not affect the sales or prices in the long-term, the Board is curious, should Green Lawn fill this special order?



42:52

Direct Materials	8
Direct Labor	17
Var. OH	5
Fixed OH	15
Sales Commission*	\$0.00 ?
*2.5% of sales price	

Enter your answers here!	
Special Order CM/unit:	\$0 ?
Accept or Reject:	?

Further assume that in order to meet the spike in demand, Green Lawn Corp. must pay a special order fee of \$600 to its main supplier, Supplier Corp for the 200 extra blowers. Would Green Lawn Corp be right in cancelling the order? If not, how much total Contribution Margin will they generate, and at what sales price would they break even?

	Per Unit	Total
Special Order CM	\$0	\$0
Less Fees (-)	\$0	\$0
New CM	\$0	\$0

Enter your answers here!	
Accept or Reject:	?
Total Special Order CM	\$0 ?
Breakeven sales price/unit	\$0 ?

Next Problem

Prior Problem

Check Answer

Check Answers



42:52

Wow. Those were some interesting scenarios. Jake and the Board of Directors seem appreciative of your assistance in evaluating different ways to improve the profitability of the Lawn Mower division in the short term. In fact, your recommendations will result in the lawn mower division becoming Green Lawn Corp's most profitable division with an operating profit of almost \$20,000!

	Lawn Mower Division
Net Income prior to Decisions	\$ (960)
Revised product mix	\$ 5,400
Outsource specialty part	\$ -
Accept a special order	\$ 11,450
Customize Honda lawn mowers	\$ 1,525
Net income after decisions	<u>\$ 17,415</u>

There are various qualitative factors that could have a significant influence on each of the decisions that were not considered in the above analyses. However, your manager told you that evaluating the qualitative considerations is outside the scope of this project.

You have been awarded:

F

Next Problem



Continue the narrative throughout the decisions and analyze the overall results.

Hi Mr. Hinkle,

See compiled analyses attached. Seeing as I've completed all of these calculations today for Green Lawn Corp, I don't believe I will need to work over the weekend. If you want to go ahead and review my work, so we can discuss on Monday, that would be fantastic! Right now I am going to enjoy my _____ !!

Enter your answers here!

?	?	?	?	?	?
---	---	---	---	---	---

Check Answers

Here are the Letters that you received

A	O	D	F	Y	F
---	---	---	---	---	---

Click to obtain the key to escape for the Weekend

Mr. Hinkle : Thanks so much for working these issues out for Green Lawn Corp, the Board members are thankful for the information. I hope you will enjoy your weekend. See you bright and early Monday.



Select End and Exit. This will save the file to your computer in the format of "[Lastname]-[Firstname]-[Today's date]". Upload the file as instructed.

End and Exit

In-Class Response Systems

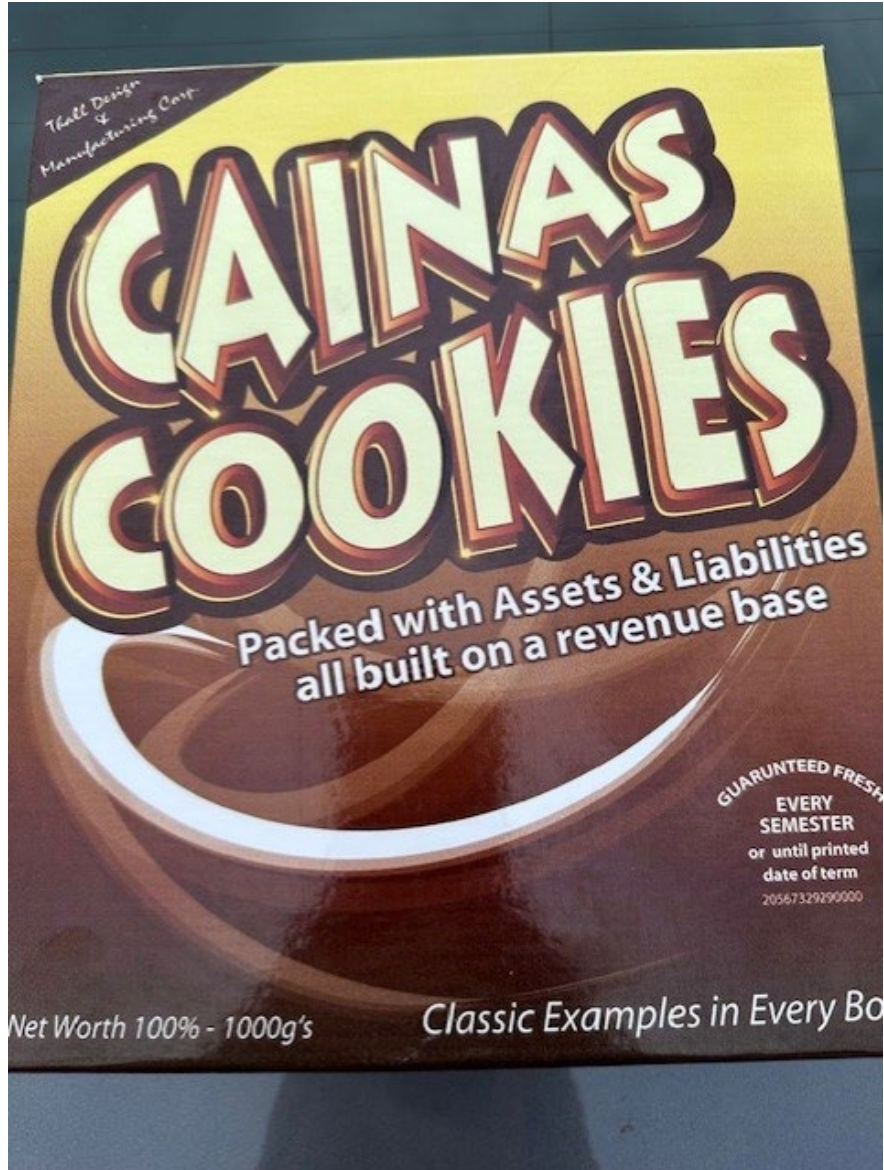
3. In-Class Response Systems

- I have used several, including CPS, Iclicker and currently use top hat.
- Use primarily to encourage students to attend class, arrive on-time, and stay the whole time.
- Students receive $\frac{1}{2}$ point for every question *answered correctly*; can earn a total of 20 points (max) throughout the semester.
- Helps me make determinations on “borderline” students at the end of the semester.

Cainas Cookies and Competitions

4. Cainas Cookies and Competitions

- Use “Cainas Cookies” to illustrate product costing/ABC costing to managerial students
- Know my athletes, encourage the class to attend a game, and give a bonus point if USF wins.
- Homework lab sessions compete against each other
 - Exam reviews – show leaderboard in class while answering questions
 - Highest score on Exam 1 earns “Cainas Cookies”



Student Open House

5. Student Open House

- I teach both principles of financial and principles of managerial accounting each semester
- Normally 470+ per class
- 2 lectures, with homework labs on Fridays
- 11-13 TAs assigned each semester
- Held a “Meet the Teacher and your TA” event this semester
 - Low cost - bought 150 cookies
 - Offered to help with course setup and answer questions
 - Many students stopped by just to say hi



Chick Fil A with a CPA

6. Chick Fil A with a CPA

- Tabling event with Chick Fil A Breakfast and our alumni board/recent graduates
- Held after Exam 2
- Alumni volunteer to talk about the accounting major and careers in accounting
- Enrollment at USF for Intermediate 1 is up over 11% this year!



Someone hopes Rocky will be at the Accounting Circle Picnic!

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Thank you!



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