FB6934: ACCOUNTING, STRATEGY AND CONTROL

New Syllabus Proposal

Effective Term
Semester A 2025/26

Part I Course Overview

Course Title
Accounting, Strategy and Control

Subject Code
FB - College of Business (FB)
Course Number
6934

Academic Unit
College of Business (CB)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
2

Level
P5, P6 - Postgraduate Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
NIL

Precursors
NIL

Equivalent Courses
NIL

Exclusive Courses
NIL

Part II Course Details

Abstract

This course aims to provide seasoned executives and professionals with a comprehensive understanding of accounting principles and their application in financial decision-making and managerial control. Participants will develop the ability to analyze financial information, evaluate performance, interpret financial statements, and formulate strategies to enhance organizational profitability, efficiency, and sustainability.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze and interpret financial statements, including balance sheets, income statements, and cash flow statements, to assess the financial health and performance of an organization.		x	x	x
2	Evaluate cost structures, budgeting processes, and variance analysis to support effective managerial decision-making and control.		x	x	x
3	Develop strategies and formulate plans to optimize financial resources, enhance profitability, and achieve sustainable growth, while adhering to ethical and regulatory requirements.				

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Preparatory readings	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3	

2	Online live sessions	Students participate in online live sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3	
3	Assignments	Students complete tasks or projects for applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Group and/ or Individual Assignment	1, 2, 3	100	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

1. Assignments

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-)
The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
Some new insights and questions offered with clear evidence of learning from the course.

Fair

(C+, C, C-)
The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/conceptual framework and the contemporary context.

Marginal

(D)
The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context.
No originality, weak justification of conclusions and poorly structured.

Failure

(F)
Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

2. Projects

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

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Failure

(F)
Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

3. Essays

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)
The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

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Part III Other Information

Keyword Syllabus

- Accounting principles
- Financial decision-making
- Managerial control
- Financial statements
- Performance evaluation
- Cost structures
- Breakeven analysis
- Budgeting processes
- Ethical and regulatory compliance
- Cost analysis

Reading List

Compulsory Readings

	Title
1	Wahlen, J. M. (2023) Financial reporting, financial statement analysis, and valuation: a strategic perspective. Boston, MA: Cengage.
2	Brewer, P. C., R. H. Garrison and E. W. Noreen (2022) Introduction to Managerial Accounting, McGraw-Hill, 9th Edition, Smartbook, 2022
3	Bol, J. (2021) Operational risk management: organizational controls and incentive system design. New York: Business Expert Press, 2021
4	Spiteri, S. (2020) Financial accounting: from its basics to financial reporting and analysis. Newcastle upon Tyne, UK: Cambridge Scholars Publishing.
5	Hong Kong Accounting and Financial Reporting Standards - Hong Kong Institute of Certified Public Accountants.
6	International Financial Reporting Standards – International Accounting Standard Board (IASB)