AC4385: ACCOUNTING AND BUSINESS PROJECT

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Accounting and Business Project

Subject Code
AC - Accountancy
Course Number
4385

Academic Unit
Accountancy (AC)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
AC3202 Corporate Accounting I; and
CB3043 Business Case Analysis and Communication

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

This course is designed to provide students an opportunity to translate their cumulative learning into a self-directed research project of their interest in the field of business and accounting analysis. The research may cover topics including earnings management, capital market pricing of public information, corporate governance and executive compensation. Students will conduct a thorough analysis based on regulatory files, media coverage, analyst reports, and other sources of public information, and learn to translate unstructured initial inspirations into a problem statement, identify key issues, define the scope, and break down the work into a set of tasks to be accomplished systematically. This project-based course will enhance students' problem-solving skills by refining their techniques in answering a general unstructured question and in managing their own complex work streams. At the completion of this course, students will be able to plan, conduct, manage, and control their own projects, as well as equip with skills in presenting the findings of their own project and explaining the implications of the results in a verbal presentation and written report.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply the knowledge of accounting and related fields to a self-directed research project.	30	x		
2	Identify business issues with an in-depth analysis with an integrated approach.	30		x	x
3	Collect data and information from various sources to suit the need of the research project.	20			x
4	Demonstrate the ability to work in a team to present the findings and solutions in written formats.	20		x	

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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Attend research workshop	Mainly in lectures, equip students with basic capabilities to design and implement their chosen business management research project.	1, 2, 3, 4	9 hours
2	Update project diary every week	Student record-keeping of major project analysis activities accomplished each week.	1, 2, 3, 4	39 hours

3	Consult with the instructor every other week	Students to consult with instructor on a bi-weekly basis to review project diary and discuss project progress.	1, 2, 3, 4	15 hours
4	Write a proposal	Students formalize their research project ideas into a brief written proposal to guide their self-study project.	1, 2, 3, 4	12 hours
5	Collect and analyse data and develop analysis	Students are required to work independently and draw on information of this course's initial lectures and other learnings during their degree program to collect and analyze data for their chosen topic.	1, 2, 3, 4	50 hours
6	Write a formal report#	Drawing on the methods discussed in lectures and required text resources, students will compile their research results into a final report package.	1, 2, 3, 4	35 hours

Additional Information for TLAs

DEC TLA element

Attend research workshop - CILO No. 1, 2 (Directly supporting ILO); CILO No. 3, 4 (Indirectly supporting ILO)

Update project diary every week - CILO No. 1, 2, 4 (Directly supporting ILO); CILO No. 3 (Indirectly supporting ILO)

Consult with the instructor every other week - CILO No. 1, 2 (Directly supporting ILO); CILO No. 3, 4 (Indirectly supporting ILO)

Write a proposal - CILO No. 1, 4 (Directly supporting ILO); CILO No. 2, 3 (Indirectly supporting ILO)

Collect and analyse data and develop analysis - CILO No. 1, 4 (Indirectly supporting ILO); CILO No. 2, 3 (Directly supporting ILO);

Write a formal report - CILO No. 1, 2, 3 (Indirectly supporting ILO); CILO No. 4 (Directly supporting ILO)

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Research training workshop : Lectures covering research methods students can use to approach their topic in an orderly, logical fashion.	1, 2, 3	20	
2	Weekly project diary : A weekly self-reflection of problems encountered, overcame, and overall progress.	4	10	

3	Project proposal : A concise proposal stating the research project topic, underlying motivation, and proposed high level analysis methods.	1, 2, 3	20	
4	Final report# : A well-structured, yet concise, report of the student's methods employed and key findings.	1, 2, 3, 4	50	

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

DEC AT element

Students are required to pass all components to guarantee to pass the course. Failing any component may lead to failure in the course.

Assessment Rubrics (AR)

Assessment Task

Research training workshop

Criterion

ABILITY to UNDERSTAND the fundamental concepts that are expected to be applied in research.

Pass (P)

Basic or above basic level

Failure (F)

Not even reaching basic level

Assessment Task

Weekly project diary

Criterion

CAPACTIY to WORK with other group members and to COLLECT data that is necessary to conduct research.

Pass (P)

Basic or above basic level

Failure (F)

Not even reaching basic level

Assessment Task

Project proposal

Criterion

- ABILITY to PLAN, EXECUTE, MANAGE, and CONTROL the project.
- ABILITY to REPORT on the proposed project.

Pass (P)

Basic or above basic level

Failure (F)

Not even reaching basic level

Assessment Task

Final report

Criterion

- ABILITY to APPLY the fundament concepts to analyse real companies.
- CAPACITY to CONDUCT self-directed research without well-specified guidelines.
- ABILITY to COMMUNICATE research findings through a written report.

Pass (P)

Basic or above basic level

Failure (F)

Not even reaching basic level

Part III Other Information

Keyword Syllabus

Self-directed research, business analysis, earnings management, capital market pricing of public information, corporate governance, executive compensation, global business, data analysis, qualitative research, quantitative research, proposal, written report.

Reading List

Compulsory Readings

	Title
1	Cooper, D.R. & Schindler, P.S. (2014) Business Research Methods, 12th ed., McGraw-Hill
2	Nelson, M. W., Elliott, J. A., & Tarpley, R. L. (2002). Evidence from auditors about managers' and auditors' earnings management decisions. The accounting review, 77(s-1), 175-202.
3	Jensen, Michael C., and Kevin J. Murphy. "CEO Incentives: It's Not How Much You Pay, But How." Harvard Business Review 68, no. 3 (May–June 1990): 138–153.
4	Subramanian, G. (2015). Corporate governance 2.0. Harvard Business Review, 93(3), 17.
5	Groysberg, B., Abbott, S., Marino, M. R., & Aksoy, M. (2021). Compensation Packages That Actually Drive Performance. Harvard Business Review, 99(1), 102-111.

Additional Readings

	Title
1	Winston (2014) "Microsoft Excel 2013 Data Analysis and Business Modeling" Microsoft Press.
2	Rankin, Stanton, McGowan, Ferlauto, Tilling, "Contemporary issues in Accounting", Latest edition, Wiley.
3	Campbell, John Y., Jens Dietrich Hilscher, and Jan Szilagyi. 2011.Predicting financial distress and the performance of distressed stocks. Journal of Investment Management 9(2): 14-34.
4	Brown, L. D., Call, A. C., Clement, M. B., & Sharp, N. Y. (2015). Inside the "black box" of sell‐side financial analysts. Journal of Accounting Research, 53(1), 1-47.