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Master in	Marketing
Academic year	2016/2017
I or II semester	I
Number of ECTS credits	8
Scientific Sector Code	SECS/P-07

MANAGERIAL ACCOUNTING (a.a. 2016/2017)

(Prof. SPALLINI Sabrina)

University of Bari Aldo Moro

Master in

Marketing

Admission criteria

The basic skills of management and the basic concepts, principles, procedures and techniques underlying the financial accounting process.

Aims of the course

This course emphasizes the use of accounting information for internal planning and control purpose. It is intended as an introduction for persons who make business decisions and evaluate the performances of business units using accounting data system.

Course outline

Managerial Accounting and Cost Concept.

Cost classification for assigning cost to cost object

Cost Classification for manufacturing companies

Cost classification for preparing financial statements

The analysis of mixed cost

Traditional and contribution format Income Statement

Cost Classification for decision making.

Job Order Costing.

Cost components of job order.

Job order costing- The flow of cost.

Cost of goods manufactured and cost of goods sold.

Underapplied and overapplied overhead.

Job order costing in service companies.

Activity Based Costing.

Assigning overhead to products.
Designing an activity based costing system.
Using Activity Based Costing.

Process Costing.

Comparison of Process Costing and Job Order costing.
Cost flows in Process Costing.
Equivalent unit of production.

Cost-Volume-Profit Relationship.

The basic of Cost-Volume-Profit Analysis.
Break-even and Target Profit Costing Analysis.
Cost-Volume-Profit Analysis in choosing a cost structure.
Cost-Volume-Profit and sales mix.

Master Budgeting.

The Sales Budget.
The Production Budget.
The Direct Material Budget.
The Direct Labour Budget.
The Manufacturing Overhead Budget.
The Selling and Administrative Budget.
The Cash Budget.
The Budgeted Income Statement.
The Budgeted Balance sheet.

Flexible Budget, Standard Cost and Variance Analysis.

Flexible Budget and Variance Analysis.
A general model for Standard Cost and Variance Analysis.
Standard Cost and direct material variance.
Standard Cost and direct labour variance.
Standard Cost and manufacturing overhead variance.

Differential Analysis: The Key for Decision Making.

Cost concept for decision making.
Adding and dropping product line and other segment.
The make or buy decision.

Financial Statement Analysis.

Ratio Analysis-Liquidity
Ratio Analysis-Asset Management
Ratio Analysis-Debt management
Ratio Analysis- Profitability
Ratio Analysis-Market Performance

Compulsory reading – study material:

Brewer/garrison/Noreen, Introduction to Managerial Accounting, McGraw-Hill, e-Book.

Teaching methods

- Direct contact
Lectures: Yes
Tutorials: Yes
- Personal work
Case studies Yes

Assessment methods

- Assignment: No
- Written without oral presentation: yes
- Oral presentation: No

This course is in e-learning Web Site area: Yes