

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF MARKETING
COURSE SYLLABUS FORM**

BUS 200 GENERAL ACCOUNTING							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
General Accounting	BUS 200	3	3	0	0	4	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer, Problem Solving

Course Objective	
<p>The main objective of the course is to help the professional students understand and learn the basic accounting principles, how business transactions affect the basic corporate financial statements (F/Ss), and how to prepare, read, and analyze these F/Ss and annual reports as an aid in making informed financial decisions. The course also emphasizes alternative accounting methods used in reporting certain business transactions and how this may hamper the quality of the reported earnings and its ethical implications. Throughout, the students will be exposed to basic business terminology they will encounter in future courses and in the business world.</p>	

Learning Outcomes
<p>The students who become successful in this course will be able;</p> <ul style="list-style-type: none"> • To explain the context and purpose of financial reporting • To define the qualitative characteristics of financial information • To demonstrate the use of double-entry and accounting systems • To record transactions and events • To prepare a trial balance (including identifying and correcting errors) • To prepare basic financial statements for incorporated and unincorporated entities. • To prepare simple consolidated financial statements

Course Outline

The course provides a short introduction to financial reporting and financial statement analysis, with an emphasis on how financial information is reported to users external to the firm and how it helps in their resource allocation decisions. The topics covered include how to record all kinds of business transactions, the accrual basis which is at the heart of financial reporting, detailed content and format of the four basic F/Ss (balance sheet, income statement, statement of changes in owner's equity, and cash-flow statement), including common size financial statements and trend analysis; the effect of different accounting methods (such as valuation of inventories and cost of the goods sold; depreciation of plant assets etc.) on the financial statements. Finally, analysis of financial statements by using financial ratios will be covered.

Weekly Topics and Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Conceptual Framework 1 and Financial Statements (Harrison, Horngren, Thomas & Tietz, Chap.1)	<ul style="list-style-type: none"> – The role of accounting in communicating financial information – The underlying accounting concepts in the IFRS Conceptual Framework – Obtain insights into business operations through financial statements – Identify financial statements and their inter-relationships – The role of ethics in accounting
2	Recording Business Transactions (Harrison, Horngren, Thomas & Tietz, Chap. 2)	<ul style="list-style-type: none"> – Presentation of Costs in Financial Statements – Cost Allocation – Details of Manufacturing Cost Flows – How to Make Cost Information More Useful for Managers
3	Accrual Accounting (Harrison, Horngren, Thomas & Tietz, Chap.3)	<ul style="list-style-type: none"> – Explain how accrual accounting differs from cash-basis accounting – Apply the revenue and expense recognition principles – Adjust the accounts – Prepare updated financial statements – Close the books
4-5	Presentation of Financial Statements (Harrison, Horngren, Thomas & Tietz, Chap.4)	<ul style="list-style-type: none"> – Appreciate the role of annual reports as a communication tool – Know the general presentation requirements of financial statements – Understand presentation requirements for Statement of Financial Position – Understand presentation requirements for Statement of Comprehensive Income – Presentation requirements for

		<ul style="list-style-type: none"> – Statement of Changes in Equity – Evaluate a company's short-term liquidity
6-7	Internal Control, Cash and Receivables (Harrison, Horngren, Thomas & Tietz, Chap.5)	<ul style="list-style-type: none"> – Understand the role of internal controls and corporate governance – Apply internal controls over cash receipts and cash payments – Prepare and use a bank reconciliation – Account for receivables and its potential impairment – Evaluate a company's ability to collect receivables
8	MIDTERM EXAM	
9	Inventory and Merchandising Operations (Harrison, Horngren, Thomas & Tietz, Chap.6)	<ul style="list-style-type: none"> – Understand the nature of inventory and retailing operations – Record inventory-related transactions – Apply different inventory cost assumptions – Analyze effects of inventory errors – Evaluate a company's retailing operations
10-11	PPE and Intangibles (Harrison, Horngren, Thomas & Tietz, Chap.7)	<ul style="list-style-type: none"> – The different types of long-term assets – Determine the cost of PPE on initial recognition – When to capitalize or expense subsequent costs – Measure and record depreciation – Account for PPE disposals – The recognition and subsequent measurement of intangible assets
12	Investments and International Operations (Harrison, Horngren, Thomas & Tietz, Chap.8)	<ul style="list-style-type: none"> – Categories of financial asset investments – Use the equity method for investments – The concept of consolidated financial statements – Account for international operations and transactions

13	Liabilities (Harrison, Horngren, Thomas & Tietz, Chap.9)	<ul style="list-style-type: none"> - The various types of liabilities - Account for contingent liabilities - Account for bonds - Account for leases - Analyze the advantages and disadvantages of borrowing - Evaluate a company's debt-paying ability
14	Shareholders' Equity (Harrison, Horngren, Thomas & Tietz, Chap.10)	<ul style="list-style-type: none"> - Explain the features of a corporation - Account for the issuance of shares - Account for treasury shares - Account for other equity transactions - The different values of shares - Evaluate a company's return to equity holders
15	Financial Statement Analysis (Harrison, Horngren, Thomas & Tietz, Chap.12)	<ul style="list-style-type: none"> - Perform basic (horizontal and vertical) analysis of financial statements - Prepare common-size financial statements - Perform financial ratio analysis to make business decisions - Use financial ratios and other information to make investment decisions
16	FINAL EXAM	

Textbook(s)/References/Materials:
Textbook: Harrison, Horngren, Thomas & Tietz, Financial Accounting, 11th edition, Pearson, 2018, ISBN-13: 978-1292211145
Supplementary References:
Other Materials:-

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	5
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	2	10
Presentation	1	5

Projects		
Report		
Seminar		
Midterm Exam / Midterm Jury	1	30
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	3	48
Laboratory			
Application	16	1	16
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	2	32
Presentation / Seminar Preparation	1	8	8
Projects			
Reports			
Homework	2	5	10
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	20	20
Total Workload		(154/25 = 6,16)	154

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To explain the context and purpose of financial reporting					X
LO2	To define the qualitative characteristics of financial information					X
LO3	To demonstrate the use of double-entry and accounting systems					X
LO4	To record transactions and events					X
LO5	To prepare a trial balance (including identifying and correcting errors)					X
LO6	To prepare basic financial statements for incorporated and unincorporated entities.					X
LO7	To use financial ratios and other information to make investment decisions					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)									
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Understanding the formal and	x	x	x	x	x	x	x	5



	informal processes associated with a business structure								
2	Evaluate a business on the basis of all functional units	x	x				x	x	5
3	To use analytical thinking effectively in the decisions taken for the problem solving process	x	x	x	x	x	x	x	5
4	Having a vision of self-improvement and learning	x		x			x	x	5
5	To carry out all activities within this framework, equipped with ethics	x		x		x		x	5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.	x		x			x	x	5
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	x		x	x		x	x	5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	x		x			x	x	4
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing	x	x			x	x	x	5
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	x			x		x	x	5
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	x		x			x	x	5
12	To follow and correctly interpret the current trends developing within the framework of marketing	x			x		x	x	5
Total Effect									49

Policies and Procedures

Web page: <https://www.ostimteknik.edu.tr/marketing-1242>

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments :The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments . Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student miss any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted .

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more tha determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.