

<b>Course unit code</b>	BE 135
<b>Course unit title</b>	Strategic Accounting

GENERAL INFORMATION			
<b>Study program</b>	Graduate study program: Business economics		Year 1.
<b>Director of the course and assistant</b>	Robert Zenzerović, Ph.D., Associate professor E-mail: robert.zenzerovic@unipu.hr		
<b>Course status</b>	X	Mandatory	Elective
<b>Credits allocated and type of lectures</b>			
		Winter semester	Summer semester
<b>ECTS students workload</b>		7,5	
<b>Number of hours per semester</b>		75 (3L + 2S)	

#### Course objectives, teaching and learning methods and learning outcomes

The *main objective* of this course is to train students for the preparation and use of strategic accounting information. In this sense, the students will learn specific approach to strategic issues of the business entity that combines financial accounting, management accounting and financial management.

*Teaching methods* used in this course are: lectures and seminars.

*Learning methods* include: analyzing case studies, preparation of seminars and individual tasks (projects).

*Learning outcomes:*

After completion of the course and gained the scheduled number of credits the students will be able to:

1. Connect contemporary theories and methods of financial accounting, management accounting and financial management in the preparation of strategic accounting information what precisely includes:
  - Performing CVP analysis
  - Performing calculation of costs in job ordering systems
  - Performing calculation of costs in process production systems
  - Performing activity based costing
  - Performing target costing
  - Performing life cycle costing
  - Performing quality costing
  - Performing competitor cost analysis
  - Performing customer profitability analysis
  - (Activities: Presentation of definitions, concepts, theorems, development and characteristics of strategic accounting and analysis of links with financial accounting, management accounting and financial management. Evaluation methods: seminar / individual task, test.)
2. Apply and use accounting information in the process of strategic planning and decision making what precisely includes:
  - Preparing business plan
  - Performing valuation of business entity
  - (Activities: processing cases (case study). Evaluation methods: seminar / individual task - project.)
3. Analyze contemporary accounting issues in line with trends in the development of accounting theory and practice in the direction of emphasizing the correlation of corporate strategy and accounting information and the accounting policies and methods what precisely includes:
  - Analysis and estimation of company's financial performance

- Definition and implementation of balanced scorecard model
- Definition of business excellence and appropriate models used in estimating the level of company's business excellence  
(Activities: processing cases (case study). Evaluation methods: seminar / individual task - project.)

### Requirements, correspondence and correlativity

Course is attached to the courses from undergraduate levels (Business accounting, Financial accounting, Cost accounting, Auditing and business analysis). The subjects from these courses and the course Financial management are related and elaborated through the system of strategic accounting emphasizing strategic approach to utilization of accounting information.

The course is comparable to all similar courses taught at various universities that perform the programs in economy and business.

### Course content (list of topics)

- Introduction, definition, characteristics, development of strategic accounting.
- Business planning process. Budgeting. Preparing business plan.
- Estimating the value of a business entity.
- Cost volume profit analysis, break-even analysis.
- Traditional and modern methods of calculating costs.
- Responsibility accounting.
- Evaluation and interpretation of the financial performance of the business entity.
- Intellectual capital.
- Balanced scorecard model.
- Business excellence. Business Excellence Models.

### Modes of instruction and acquiring knowledge (mark in bold)

Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	<b>Counseling</b>	Laboratory	Tutorial	Fieldwork

### Student requirements

The student is monitored and evaluated throughout the semester as follows:

- Attendance and class participation = 10%
- Seminar paper/Project = 20%
- Project = 30%
- Project = 20%
- Continuous assessment = 20%

According to the *Code of evaluation* the final grade is obtained as follows:

A = 90 – 100%	5 (excellent) = 89 – 100% of the grade
B = 80 – 89,9%	4 (very good) = 76 – 88,9% of the grade
C = 70 – 79,9%	3 (good) = 63 – 75,9% of the grade
D = 60 – 69,9%	2 (sufficient)= 50 – 62,9% of the grade
E = 50 – 59,9%	

### Assessment and evaluation of students (mark in bold)

Attendance	Class participation	Seminar paper	Experimental work
Written exam	Oral exam	Essay	Research
<b>Project</b>	<b>Continuous assessment</b>	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Attendance and class participation	75	1 - 3	0,75	10%
Seminar paper/ Project	20	1 - 3	1,5	20%
Project I	50	2	2,25	30%
Project II	40	2	1,5	20%
Continuous assessment	40	1	1,5	20%

**Bibliography****Mandatory bibliography**

Hoque, Z.: Strategic Management Accounting, 2nd edition, Pearson Education, 2006.

Niven, P.R.: Balanced Scorecard Step-by-Step, Maximizing Performance and Maintaining Results, 2<sup>nd</sup> edition, John Wiley & Sons, 2006.

Rawley, T., Benton, E.G.: The Valuation Handbook, Valuation techniques from Today's Top Practitioners, John Wiley / Sons, 2010

**Additional bibliography**

Ryan, B.: Strategic Accounting for Management, The Dryden Press, Harcourt Brace and Company Limited, London, 1995

**Additional information on the course**