

Rutgers University
School of Business-Camden
Essentials of Financial Statement Analysis - online

Fall, 2022
Instructor: Sungsoo Kim, Ph.D
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Course Learning Goals and Objectives

After completing this course, participants should be able to:

1. Understand the purpose of financial statements:
 - (a) their relationship between each other
 - (b) how they represent the transactions that made them
 - (c) their ability to tell more about a company through ratios and relationships
2. Understand the components of financial reports through preparation and analysis of 10-Ks and annual reports.
3. Understanding the importance of how ethics affects business decisions.

COURSE MATERIALS

Textbook: *Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean* by Berman, K & Knight, J. ISBN:978-1-4221-4411-4

Text Supplements

Other readings may be assigned by the professor from sources such as the Wall Street Journal, Fortune, Business Week, business section of the NY Times and other online resources. It is recommended that students read from these resources on a regular basis.

How to succeed in this course

- Read all text material assigned for each class
- Follow instructions in all assignments
- Consult/meet with the professor immediately when you need help.
- Participate in the assigned class discussions, whenever you can, to get maximum credit for class participation. These discussions are designed to be a collaborative learning experience for all involved.
- For the general class discussion forum, you are also strongly encouraged to share any relevant class related topics pertaining to current business environment. You may also benefit and assist other students via thoughtful interaction.
- **Direct Interaction:** Although Canvas provides good learning tools, oftentimes, a direct one-to-one professional interaction to resolve difficult issues is usually the most effective. For example, you may have a certain technical/mathematical problem that is frustratingly difficult to solve that you think is difficult to be resolved in an open forum or elsewhere. In this case, please feel free to send me an e-mail and a contact number so that I can call you directly to resolve it.

COMMUNICATION

Canvas

Posted will be the syllabus, resources (articles and examples), Power point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> (Links to an external site.) log in, and click on the course on the dashboard.

Rutgers email - USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. *Not checking your Rutgers email is not an excuse for missing any communications.*

Class Materials

All class materials can be obtained via Canvas. Note that the PowerPoint class materials for a particular week will be posted by noon on Monday, usually one week ahead of schedule (except for the first week or two.) You are strongly encouraged to

access this course via Canvas several times a week. You can imagine that the class seamlessly “runs” through from day 1 (Monday) to day 7 (Sunday).

Class Communication

Since class attendance is not compulsory, a viable and reliable form of communication is vitally important. Note that all class communication will be via your Rutgers e-mail and discussion forums and other tools in Canvas. You are expected to check your Rutgers e-mail at least (equally spaced) two or three times every week. All class announcements can also be accessed via the ‘Announcement’ page in Canvas.

Professor Communication

Note that during the week, from Monday until Friday, I will try reply to all e-mails within 24 hours. Please do not expect immediate response. (If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.)

Although, I check my e-mails a few times daily, I may not be able to completely answer all e-mails immediately upon receiving them. Note that I may also be travelling out of town on many weekends and may not be able respond to weekend e-mails until Monday.

It is recommended that you do not give out personal email or twitter accounts. For phone calls, best practice is to call the student vs. giving out your phone numb

GENERAL /ADMINISTRATIVE

Key Spring2022 Dates

Spring 2022 classes begin	Tuesday, September 6
Last day to drop classes w/o “W”	Thursday, September 15 (subject to change)
Last day to add classes	September 15
Last day to withdraw with “W”	Monday, Nov. 8
Spring recess	Thursday, Nov. 24 – Sunday, Nov. 27
Regular classes end	Wednesday, Dec. 14
Reading days	
Final exam period	Friday, Dec. 16 – Thursday, Dec. 22

ACADEMIC INTEGRITY

The Academic Integrity policy can be found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers> (Links to an external site.).

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

- Academic Integrity means that you (the student) must:
- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

Student Code of Conduct

The University's Student Code of Conduct can be found at <http://studentconduct.rutgers.edu/university-code-of-student-conduct> (Links to an external site.)

Violations of the Student Code of Conduct are considered serious infractions of student behavior and students who violate the code are subject to penalties relative to the level of the matter. In general, students may not disturb normal classroom procedures by distracting or disruptive behavior. Examples of disruptive behavior include, but are not limited to, the following:

- Repeatedly leaving and entering the classroom without authorization
- Answering cellular phone or allowing pager to beep
- Making loud or distracting noises
- Repeatedly speaking without being recognized, interrupting the instructor or other students, or otherwise acting in disregard of the instructor's requests
- Threats or violence Violations of the Student Code of Conduct should be reported to the Dean of Students office deanofstudents@camden.rutgers.edu or 856-225-6050.

If the violation is immediate and a potential threat is a concern, call the Rutgers-Camden police at 856-225-6111

ETIQUETTE EXPECTATIONS FROM ON-LINE STUDENTS

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. (***In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.***)

Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols. These protocols should be followed by all students taking this course to help ensure the online experiences for everyone involved are pleasant. They are as follows:

- If you were to send an e-mail to the professor / tutor, please address the person appropriately such as "Dr." or "Mr./Ms.", not 'Hey'. Note that I will address you with your first name, unless you prefer that I address you differently.

- When sending an e-mail, you can get better attention by using the following guidelines:
- use descriptive subject lines, (I am sure you have received a lot of Spam e-mails and I have occasionally and accidentally deleted student e-mails that I thought was Spam.
- please be as brief as possible by going straight to the point, and if possible, limit the use of attachments

Never send offensive and insulting messages* (this is a violation of the Student Code of Conduct). If you disagree, say so and state your reasons. Social media is a very powerful tool for communication. However, it can be badly misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns with this course. However, other students, who do not have similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact the instructor/tutor first to resolve any concerns that you may have to help ensure that everyone's online experience of this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. That is, avoid blaming or accusing others of wrong doing.
- Do not start a volley of back and forth e-mails, with copies distributed to every student in the class.
- Copy the minimum number of people. That is, send e-mails to only the people you think should receive and will benefit from it.
- Treat all e-mails and postings as permanent forms of written record and do not expect that any your e-mail communications to be private, unless stated otherwise. Instead, assume that all e-mail communications are public.
- Do not publicize your own or others' personal information (such as email, phone numbers, last names, etc.)
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DISABILITY SERVICES/ACCOMMODATIONS

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability

services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines> (Links to an external site.).

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the [Registration form](https://webapps.rutgers.edu/student-ods/forms/registration) (Links to an external site.)(<https://webapps.rutgers.edu/student-ods/forms/registration> (Links to an external site.)).

[Ajeenah Nuriddin-Little](#)

(856) 225-2722

Rutgers-Camden Disability Services:

Rutgers-Camden Learning Center

Armitage Hall, Room 240

311 North Fifth Street, Camden, NJ 08102-1405

Web page: <https://learn.camden.rutgers.edu/disability-services> (Links to an external site.)

E-mail: Ajeenah.nuriddin-little@camden.rutgers.edu

CLASSROOM POLICIES

Exam Make-up Policy/Late Policy

If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice *at least one week in advance* so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Grading:

Two exams will be administered during the semester. Distribution of points is as follows:

Midterm Exam	25%
Final Exam	30%
Chapter Summaries	20%
Quizzes and Project	15%
<u>Participation / Thread</u>	<u>10%</u>

Total possible points

100%

Final course grades will correspond to the following scale:

A 90% and above

B+ 85%--89.9%

B 80%--84.9%

C+ 75%--79.9%

C 70%--74.9%

D 60%--69.9%

F <60%

****The Gradebook on Canvas does not reflect all assignments/threads/quizzes/etc. at all times and could be misinterpreted. It is important that you contact the professor if you have any questions on your grade at any time during the semester.*

Exams:

Exam dates are indicated on the attached course schedule and will be announced on Canvas. Exams will cover previously assigned chapters, and any material from reading and discussion. The exams will include a variety of multiple-choice questions.

Chapter Assignments:

It is important for students to come to class prepared. Students are required to complete the assigned reading for each module. Starting Week 3, students will submit a summary of all the reading materials for that week. Each summary is at least one page long, double-space. These summaries can later be used as outlines when studying for exams. Students may include any new concepts, ratios or a summary of what you've learned from reading the materials. Summaries will be submitted on line on Canvas. Assignments due dates will be on Canvas. Assignments submitted within three days

after the due date will receive half credit. Assignments submitted after three days past the due date will receive zero credit.

*All assignments that are turned in through Canvas must be in the following file types: **.pdf, .doc/x**.*

For those using a MAC, you must use the Apple default word processing program, Pages, to export the documents to PDF or Word file type before posting.

Mac user have the option of installing Word for Mac platform for free versus using Mac Pages.

OIT Instructions for students:

<https://oit.rutgers.edu/microsoft-office-students> (Links to an external site.)

Participation/Thread

Students are expected actively participate in the discussion of the course material. I will consider participation in determining the final grades. Participation is based on both the quantity and quality of your contribution to the thread discussion.

Discussions may involve any combination of prepared materials, journal articles, textbook readings, minicases, problems, videos, or other resources. All postings including responses are to be substantive and further the discussion of the topic of interest.

Postings on the discussion board must reflect student's reading and comprehension of the assigned readings and/or related discussion activity. Discussion postings must reflect the ability to synthesize concepts presented through writing at a college level. The minimum length of a post is 100 words not including references listed. In addition to these specific assigned discussions, there will be also be a general class forum for discussing issues related to the class, but these will not be graded.

Quizzes and Project

Quizzes will be assigned in the semester. The date of the quizzes and the materials covered will be announce on Canvas. A special project might be assigned to students at the end of the semester.

Health and Wellbeing resources. Health and well-being impact learning and academic success. Throughout your time in college, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. The Wellness Center Medical and Counseling staff can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 856-225-6005, visiting the website at <https://wellnesscenter.camden.rutgers.edu/> or visiting the Wellness Center on the 2nd Floor of the Campus Center.

Dean of Students CARES Team - College is a time when students are testing their independence and striving to find themselves. It's not uncommon for these journeys to have rough points. For some students, personal, emotional, psychological, academic, or other challenges may hinder their ability to succeed both in and outside of the classroom. The Dean of Students Office is here to assist students with these concerns by strategically and effectively handling and referring student concerns/needs across all areas of the campus and University as needed. The Dean of Students Office serves as an initial contact for students who need assistance with these challenges. Phone: 856-225-6050, Email: deanofstudents@camden.rutgers.edu, or <http://deanofstudents.camden.rutgers.edu/>

Basic needs security

Students who have difficulty affording groceries or accessing sufficient food to eat every day, or who lack a safe and stable place to live, or do not have regular access to technology, and believe this may affect their performance in the course, are urged to contact the Dean of Students for support. · Rutgers–Camden Dean of Students: deanofstudents@camden.rutgers.edu · Rutgers–Camden Food Pantry: scarlet-raptor-foodpantry@camden.rutgers.edu

Students with Disabilities

I am committed to supporting the learning of all students in my class and will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Title IX and the Violence Prevention & Victim Assistance Office

Rutgers faculty are committed to helping to create a safe learning environment for all students and for the university as a whole. If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, know that help and support are available. Rutgers has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The University strongly encourages all students to report any such incidents to the University. Please be aware that all Rutgers employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers as listed in Appendix A to Policy 60.1.33) are required to report information about such discrimination and harassment to the University. This means that if you tell me or any faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, we must share that information with the University's Title IX Coordinator. If you wish to speak to a confidential employee who

does not have this reporting responsibility, you can speak to staff in the Office of Violence Prevention & Victims Assistance. For more information about your options at Rutgers, please go to <http://respect.camden.rutgers.edu> .

NATIONAL AND STATE RESOURCES FOR STUDENT WELLBEING:

National Suicide Prevention Lifeline: 1-800-273-8255

Crisis Text Line: text HOME to 741741

Crisis Text Line for Students of Color: text STEVE to 741741

Trevor Lifeline (LGBTQ+): 1-866-488-7386

National Domestic Violence Helpline: 1-800-799-7233 or text LOVEIS to 22522 NJ HOPE line- <https://njhopeline.com/>

Undocumented Students - Student Services.

Undocumented students enrich our university community. Rutgers-Camden is steadfast in its effort to protect and support all members of our community, regardless of immigration status or personal circumstance. Resources (legal, career and support) for students can be found here: <https://undocumented.camden.rutgers.edu/>

Veteran, Active Duty and National Guard Member Services.

The Office of Military and Veterans Affairs and Rutgers-Camden supports our students who have served and their family members, including explanation of benefits, referrals to resources on and off campus, supporting students who are deployed for active duty and answering questions. Contact the office for resources at: <http://veterans.camden.rutgers.edu/>

International (F-1) Students.

Rutgers Camden Office of International Students and Programs provides support services and resource referrals for our international students. Contact the office: <https://international.camden.rutgers.edu/>

LEARNING CENTER, LEARNING SPECIALISTS AND TUTORING

I am committed to making course content accessible to all students. The Learning Center provides Learning Specialists who can help you build a learning plan based on your strengths and needs, tutors, study groups and more services. Many services are available in virtual formats and after normal business hours. If English is not your first language and this causes you concern about the course, please contact the Learning Center and make an appointment with a Learning Specialist to create a plan of action. More information and to make an appointment - <https://learn.camden.rutgers.edu/>

Writing Support and Services.

The Rutgers Camden Writing and Design Lab provides personal tutoring, workshops and online. <https://wdl.camden.rutgers.edu/>

Next

Tentative Schedule (subject to change, please check Canvas for updates)		
Sept. 5	Week 1: Getting Started	Assignment Due Date
Sept. 12	Week 2: The Art of Finance	Week 1 Assignment due (Discussion: Time to Introduce yourself)
Sept. 19	Week 3: The (Many) Peculiarities of the Income Statement (Part I)	Week 2 Assignments due (Notes on Videos, Quiz 1)
Sept. 26	Week 4: Case Study - Cheesecake Factory	Week 3 Assignments due (Cheesecake Factory 10-K and Chapters 4 5 6 summary)
Oct. 3	Week 5: The (Many) Peculiarities of the Income Statement (Part II)	Week 4 Assignment due (Case Study: Cheesecake Factory)
Oct. 10	Week 6: Case Study – The Walt Disney Company	Week 5 Assignments due (Article discussion and Chapter 7 8 9 summary)
Oct. 17	Week 7: Midterm Review (Module 1-6)	Week 6 Assignment due (Case Study Disney 10-k)
Oct. 24	Week 8: The Balance Sheet Reveals the Most	Exam Window: Mar

Oct. 31	Week 9: Cash is King	Week 8 Assignment due (Chapters 10-14 summary)
Nov. 7	Week 10: Ratios: Learning What the Numbers are Really Telling You	Week 9 Assignment due (Chapters 15-19 summary)
Nov. 14	Week 11: Case Study – Walgreens and CVS	Week 10 Assignment due (Chapters 20-25 Summary, Starbucks Assignment)
Nov. 21	Week 12: How to Calculate (and Really Understand) Return on Investment	Week 11 Assignment due (Case study: Walgreens and CVS)
Nov. 24 – Nov. 27	Thanksgiving Break	
Nov. 28	Week 13: Working Capital Management & Creating a Financial Intelligent Department	Week 12 Assignment due (Chapters 26 27 summary)
Dec. 5		May 10 Week `13 Assignment Due
Dec. 12	Final Exam	