

# APPLICATION FOR NEW COURSE

## 1. General Information.

- a. Submitted by the College of: Business and Economics Today's Date: 1/5/2010
- b. Department/Division: MBA
- c. Contact person name: Mary Lee Kerr Email: mkerr2@uky.edu Phone: 7-1924
- d. Requested Effective Date:  Semester following approval OR  Specific Term/Year<sup>1</sup>: Fall 2010

## 2. Designation and Description of Proposed Course.

- a. Prefix and Number: MBA 619
- b. Full Title: Managerial Accounting in New Product Development
- c. Transcript Title (if full title is more than 40 characters): Managerial Accounting in NPD
- d. To be Cross-Listed<sup>2</sup> with (Prefix and Number): \_\_\_\_\_
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>3</sup> for each meeting pattern type.

Lecture      \_\_\_\_\_ Laboratory<sup>1</sup>      \_\_\_\_\_ Recitation      \_\_\_\_\_ Discussion      \_\_\_\_\_ Indep. Study

\_\_\_\_\_ Clinical      \_\_\_\_\_ Colloquium      \_\_\_\_\_ Practicum      \_\_\_\_\_ Research      \_\_\_\_\_ Residency

\_\_\_\_\_ Seminar      \_\_\_\_\_ Studio      \_\_\_\_\_ Other -- Please explain: \_\_\_\_\_

- f. Identify a grading system:  Letter (A, B, C, etc.)       Pass/Fail
- g. Number of credits: 1
- h. Is this course repeatable for additional credit? YES  NO   
If YES: Maximum number of credit hours: \_\_\_\_\_
- If YES: Will this course allow multiple registrations during the same semester? YES  NO
- i. Course Description for Bulletin: This course will examine how managerial accounting is employed in the new product development stage. Open only to one year MBA students.
- j. Prerequisites, if any: MBA 600 through MBA 609

<sup>1</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>2</sup> The chair of the cross-listing department must sign off on the Signature Routing Log.

<sup>3</sup> In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

## APPLICATION FOR NEW COURSE

- k. Will this course also be offered through Distance Learning? YES<sup>4</sup>  NO
- l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both
3. Will this course be taught off campus? YES  NO
4. Frequency of Course Offering.
- a. Course will be offered (check all that apply):  Fall  Spring  Summer
- b. Will the course be offered every year? YES  NO   
If NO, explain: \_\_\_\_\_
5. Are facilities and personnel necessary for the proposed new course available? YES  NO   
If NO, explain: \_\_\_\_\_
6. What enrollment (per section per semester) may reasonably be expected? \_\_\_\_\_
7. Anticipated Student Demand.
- a. Will this course serve students primarily within the degree program? YES  NO
- b. Will it be of interest to a significant number of students outside the degree pgm? YES  NO   
If YES, explain: \_\_\_\_\_
8. Check the category most applicable to this course:
- Traditional – Offered in Corresponding Departments at Universities Elsewhere
- Relatively New – Now Being Widely Established
- Not Yet Found in Many (or Any) Other Universities
9. Course Relationship to Program(s).
- a. Is this course part of a proposed new program? YES  NO   
If YES, name the proposed new program: \_\_\_\_\_
- b. Will this course be a new requirement<sup>5</sup> for ANY program? YES  NO   
If YES<sup>5</sup>, list affected programs: \_\_\_\_\_
10. Information to be Placed on Syllabus.
- a. Is the course 400G or 500? YES  NO   
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b**. You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)
- b.  The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

<sup>4</sup> You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

<sup>5</sup> In order to change a program, a program change form must also be submitted.

# APPLICATION FOR NEW COURSE

# APPLICATION FOR NEW COURSE

## Signature Routing Log

**General Information:**

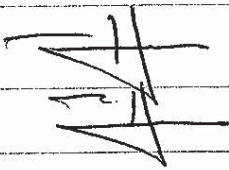
Course Prefix and Number: MBA 619

Proposal Contact Person Name: Mary Lee Kerr      Phone: 7-1924      Email: mkerr2@uky.edu


**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
MBA Policy Committee	11/24/2009	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
Gatton College Faculty	2/5/2010	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
		/ /	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>6</sup>
Undergraduate Council			
Graduate Council		 2010.04.21 11:39:52 -04'00'	
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

**Comments:**

<sup>6</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

## MBA 619 – Managerial Accounting in New Product Development (1 credit)

### COURSE MATERIALS:

Custom Text: Rapid Immersion in Accounting, Managerial Accounting,  
Brewer, et al, McGraw Hill, ISBN: 978-0-390-94096-4  
Outside Readings and Cases

### COURSE RATIONALE:

This course will build upon the basic cost concepts covered in the Rapid Immersion Module. Students will now learn how managerial accounting is employed in the new product development stage and why this information needs to be flexible to meet management's information needs. Numerous factors must be analyzed when determining the cost of a new product or service and how they impact a company's existing capital structure. These factors will be evaluated so students will develop a holistic view of new business endeavors and employ the appropriate tools for assessment purposes. The feasibility of developing new products or services will take into account cost constraints and the impact special pricing and outsourcing play in the decision making process.

### COURSE DESCRIPTION:

This course will first focus on Activity Based Costing (ABC) since arbitrary overhead allocations can often distort the cost of a new product. Budgeting and flexible budgets will be revisited since this is an important process in the new product development stage. Identifying relevant versus irrelevant cost in pricing decisions, along with the implications of special pricing and outsourcing will be studied in detail. Consideration will be given to constrained resources and a balanced scorecard will be constructed to demonstrate the need for a coordinated effort within the company. Segment reporting issues, return on investment and residual income will be covered in detail. The course will conclude with capital budgeting decisions and the impact new product development has on constrained resources.

### COURSE OBJECTIVES:

Upon completing this course, students will be able to:

- Compute, compare and contrast the product costs computed under activity-based costing with conventional costing methods.
- Comprehend segment contribution income statements
- Compute and contrast return on investment and residual income
- Identify relevant and irrelevant costs in determining a product's cost
- Prepare a make or buy analysis
- Evaluate the feasibility of special orders.
- Construct and interpret a balanced scorecard
- Analyze the most profitable use of constrained resources
- Rank investment projects in order of preference

**METHOD OF INSTRUCTION:**

Class time will be dedicated to lecture and discussion, and thorough coverage of the assigned homework. Students are encouraged to ask questions and answer questions during the lecture sequence. When reviewing assigned homework, students will take turns giving their responses which in turn will be used for the participation component of the grade.

**CASES IN MANAGEMENT ACCOUNTING (GOUP ACTIVITY):**

Students will be assigned Teamwork in Action Practice cases. These activities will require each group to present a logical argument, or answer a series of questions, or solve various problems after reviewing and analyzing the information presented. These types of activities will assist students in achieving many of the course objectives previously listed. Each activity will be worth ten points for a total of 50 points in all.

**HONOR CODE:**

The UKY Honor Code applies to all aspects of this course. Any violation is considered unacceptable and I will pursue the required and necessary actions. For a copy of the rules of the University Senate governing academic misconduct, see section 6.3 on the following web page: <http://www.uky.edu/StudentAffairs/Code/part2.htm>.

**CLASS PREPARATION:**

You are expected to complete the assigned homework and be prepared for class. When you are called upon and you do not have a response, you will lose five points from your total possible participation points for each non-response. You will not be penalized for a wrong answer as long as you can explain how you arrived at it. I urge you not to make up an answer on the spot since this is quite obvious and you will not only lose five points but embarrass yourself in the process. Also, you will lose 5 points from your participation score for each class you miss if you do not provide a medical excuse.

**GRADE ASSESSMENT:**

At the end of the semester each group member will assess the contribution of other group members. Students should take the group activity seriously and participate to the fullest extent.

A = 90-100%

B = 80-89%

C = 70-79%

E = Less than 70%

The final grade will be based upon the following point distribution:

Midterm Exam	100 points
Final Exam	100
Participation	50
Cases in Management Accounting	<u>50</u>
Total Points	<u>300 points</u>