GRANDE PRAIRIE REGIONAL COLLEGE
Department of Business Administration
Course Outline

BA 1130 - ANALYTICAL TOOLS
MANAGERIAL AND FINANCIAL ACCOUNTING TOPICS FOR MARKETING STUDENTS

INSTRUCTOR:	Donald Brown
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MATERIALS REQUIRED:	Text: Accounting: The Basis for Business Decisions; Meigs, Meigs & Lam; McGraw-Hill Ryerson Ltd., 1990.
COURSE DESCRIPTION:	This course is an introduction to basic accounting concepts from a marketing point of view. Topics covered include break-even analysis, sales forecasting, net present value, interpretation of financial statements and budgeting.
COURSE OBJECTIVES:	Use and understand the concept of Present Value Use and understand cost-volume-profit relationships. Prepare sales forecasting schedules Prepare budgets Interpret financial statements
EVALUATION:	Assignments (4) 40% Mid-term 20% Project 15% Final 25%
COURSE CONTENT:	Present Value - Chapter 16 - Appendix A Cost-Volume-Profit Analysis - Chapter 23 Relevant Costs - Chapter 26 Capital Budgeting Budgeting - Chapter 25 Analysis of Financial Statements - Chapter 20