

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

1988-89

COURSE OUTLINE
BA 217 MANAGERIAL PROFIT PLANNING AND CONTROL--M.A. ZABLOCKI

TEXT: Managerial Accounting and Control--Cases and Readings,
R.H. Mimick, J. Kantor, Prentice-Hall Canada, Inc., 1985

PREREQUISITE: BA 112, Principles of Accounting

COURSE
DESCRIPTION: An introduction to concepts and techniques of profit planning and control for the marketing major. Topics include cost behaviour and classification, cost-volume-profit relationships, standard costs and variance analysis, relevant costs, budgeting, pro forma income planning and the related decision-making process.

COURSE
OBJECTIVES:

- To introduce the student to the concepts, techniques and applications of managerial planning and control in a cost-conscious environment.
- To develop specific skills in product costing, product pricing, and product contribution analysis.
- To understand the role of relevant costs and cost behaviour in effective decision making with respect to operations and product introduction, retention and mix.

GRADING:

FINAL EXAM	25%
MID TERM	20%
CASE REPORT	20%
COMPUTER PROJECT	20%
CASE PREPARATION/PRESENTATION	15%

COURSE
CONTENT:

- Cases and readings from the text, and related materials to be distributed during the term. Lectures and handout material will supplement the coverage in the text.
- The laboratory session will be used for problem-solving, case analysis and discussion, and group decision-making. During the latter half of the course, a number of laboratory sessions will involve a computer-based exercise related to topics covered in class. The objectives of the exercise are:

- a) to learn how managerial decision-making in the areas of planning, analysis and control is facilitated through computer manipulation of managerial accounting information;
- b) to have some academic fun.

PLEASE FEEL FREE TO DISCUSS THIS COURSE
WITH THE INSTRUCTOR AT ANY TIME.