USING REAL DATA APPLICATIONS TO ENHANCE THE ENGAGEMENT, SATISFACTION, AND CONFIDENCE OF ACCOUNTING STUDENTS: AN EXPLORATORY STUDY

Anna Czegledi and David Smiderle

BRC Journal of Advances in Education 4, no. 1 (2020): 49-72.

<https://dx.doi.org/10.15239/j.brcadvje.2020.04.01>

WEB APPENDIX

<https://dx.doi.org/10.15239/j.brcadvje.2020.04.01.wa04>

TABLES

TABLE 1: Student Perceptions of Learning Engagement

	5	4	3	2	1	Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
E1. Using real company financial data as a part of this assignment increased my learning engagement	41%	43%	14%	2%	0%	4.22
E2. Using real company financial data increased my interest in the Corporate Finance course	33%	47%	20%	0%	0%	4.12
E3. I prefer to use real company financial data over examples from the textbook (which are not based on real companies data)	43%	37%	18%	2%	0%	4.20
E4. Skills and knowledge I acquired in using real company financial data will be beneficial in my future career.	47%	37%	14%	0%	2%	4.27
E5. I will more likely submit my assignment if it is required to use real company financial information	18%	27%	35%	10%	10%	3.33

TABLE 2: Student Perceptions of Learning Satisfaction

	5	4	3	2	1	Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
S1. Using real company financial information as a part of this assignment increased my learning satisfaction	29%	52%	15%	4%	0%	4.06
S2. I would like to use real company financial statements in more of my courses.	42%	46%	10%	0%	2%	4.25

S3. I will recommend using real	33%	52%	10%	2%	2%	4.13
company financial statement to other						
students						

TABLE 3: Student Perceptions of Confidence

	5	4	3	2	1	Mean
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
C1. I feel more confident to use/analyze real company financial data after completing this assignment	41%	45%	6%	6%	2%	4.16
C2. Using real company financial information as a part of this assignment increased my confidence in performing financial analysis.	31%	54%	10%	2%	2%	4.10
C3. Using real company financial information as a part of this assignment increased my confidence in moving from school to work/industry	33%	48%	17%	2%	0%	4.13
C4. For my future job interviews, I feel confident in my ability to review potential employer financial results	22%	61%	14%	2%	0%	4.04

Appendix 1

Survey Questions for Which Students had Provided Self-reflective Qualitative Comments about their Experience Working with Real Data in Addition to 5-point Likert Scale Questions

CM1	What, if anything, limited your ability to fully engage in this assignment?
CM2	Which aspects of the assignment were most helpful in increasing your engagement?
CM3	How would you describe your experience using real company financial statements in one or more words?
CM4	How can we improve your experience working on this assignment (working with a real company's financial statements)?
CM5	Is there anything else that you would like to tell us about your experience with using real company financial data?

Appendix 2

Example of Assignment Description for Real Data Application in Teaching Accounting

Students

Financial Planning assignment includes two parts:

- Presentation - 3% and
- Final Report Submission - 10%.

This assignment could be completed in a group of up to three students.

Overview: Your goal is to prepare some elements of a Years 1, 2 and 3 Financial Plan for Sun Life Financial (SLF) and to benchmark Sun Life Financial results with its main competitor, Manulife Financial.

Your plan will be high level with a focus on revenue, income and Assets under Management (AUM). You must use two assumptions related to change in revenue and Assets under Management (AUM).

Real financial plans include numerous financial assumptions. Due to time constraints for this assignment, you will only include two. You must include two assumptions provided below and you can include any additional reasonable assumptions if you wish. If you include your own assumptions you have to clearly explain them.

Your assignment submission will include three parts:

1. Excel files with all calculations.
2. PowerPoint slides for your presentation. Your “audience” is the SLF Board of Directors.
3. In-class presentation to the instructor (approx. 20 minutes for each group).

Steps:

Part 1 – Sun Life Financial Year 1,2, and 3 Financial Plan

1. Review the rubric for this assignment.
2. Review overall information about Sun Life Financial. You can visit the company website (investors section).

https://www.sunlife.com/Global/Investors/Financial+results+and+reports?vgnLocale=en_CA

3. Calculate Revenue, Net Income and AUM for Years 1, 2 and 3 based on assumptions below for each Business Unit of SLF Canada (Individual, Group Benefits, Group Retirement Services) and division (SLF Canada, US, Asia, Asset Management, Corporate).

SLF Assumptions for Financial Plan Calculation

	Change in Revenue	Change in AUM
Year 1		
Total SLF		0.5%
Canada – Individual	1.5%	
Canada – Group Benefits	1.8%	
Canada – Group Retirement Services	2.0%	
SLF – US	2.5%	
SLF – Asia	3.0%	
SLF – Asset Management	1.4%	
Corporate	0.3%	
Year 2		
Total SLF		0.6%
Canada – Individual	1.9%	
Canada – Group Benefits	2.2%	

Canada – Group Retirement Services	2.4%	
SLF – US	2.9%	
SLF – Asia	3.4%	
SLF – Asset Management	1.8%	
Corporate	0.7%	
Year 3		
Total SLF		0.7%
Canada – Individual	1.3%	
Canada – Group Benefits	1.6%	
Canada – Group Retirement Services	1.8%	
SLF – US	2.3%	
SLF – Asia	2.8%	
SLF – Asset Management	1.2%	
Corporate	1.0%	

4. Prepare slides based on your calculations in step 3.
5. Review the “Operating Expenses” tab. This tab provides information regarding the types of expenses and allocation between different divisions. For this assignment we are going to focus on historical information only.
6. Prepare slides that include information regarding expenses based on historical information for prior periods - Years 0, -1, -2 (types of expenses and allocation between different divisions).
7. Conduct general research about the current economic situation.

8. Prepare slide(s) outlining the general economic situation and its potential impact on the SLF Financial Plan (include all references).
9. Conduct research regarding the general outlook of the financial service industry and how it may potentially impact SLF.
10. Prepare slide(s) outlining the general outlook of the financial service industry (include references in a separate slide).
11. Review all your calculations and slides for consistency and accuracy.
12. Present your slides as a group to the instructor - 3%
13. Make all required changes.
14. Submit your final version - 10%

Part 2 – SLF compared to Manulife Financial

1. Review overall information about Manulife Financial. You can visit the company website (investors section) <http://www.manulife.com/Reports>
2. Conduct general research about Manulife Financial (for example new products, new markets), which may potentially have an impact on the SLF Financial Plan.
3. Prepare slide(s) outlining general information about new developments at Manulife Financial, which may potentially have an impact on the SLF Financial Plan.
4. Collect information about Revenue, Net Income and Total Assets for Years 0, -1, -2 for each Business Unit of Manulife and division (for example Canada, US, Asia).
5. Compare results of SLF to Manulife Financial historical data.
6. Prepare slides based on your calculations in step 5.
7. Review all your calculations and slides for consistency and accuracy.
8. Present your slides as a group to the instructor -3%

9. Make all required changes.
10. Submit your final version-10%

Rubric - Financial Plan Presentation (3%)

Criteria	Marks
All group members were present at presentation and participated in discussion	15
Completed calculations for all required elements of Years 1, 2, and 3 SLF Plan	5
Prepared all required MS PowerPoint slides for Years 1, 2, and 3 SLF Plan	5
Completed calculations for all required elements of benchmarking SLF compared to Manulife Financial	5
Prepared all required MS PowerPoint slides for benchmarking SLF compared to Manulife Financial	5
Total Marks	35

Rubric - Financial Plan Final Submission (10%)

Criteria	Marks
Part 1 – Years 1, 2, and 3 Plan for SLF Inc.	
MS Excel file with all calculations	
Prepare required elements of the SLF Plan based on provided assumptions and submit MS Excel file with all calculations to the drop box (include references to SLF data sets for all your calculations)	10
All calculations are accurate (based on data from SLF website and includes all required assumptions)	6

MS Power Point presentation Years 1, 2, and 3 Plan for SLF Inc.	
Data in MS Power Point presentation is accurate (based on data from SLF website and includes all required assumptions)	6
MS Power Point presentation includes tables or charts	3
MS Power Point presentation is logical and clear for reader	3
MS Power Point presentation format is consistent with other SLF financial presentations (as published on SLF website)	3
Please include the following slides (you can add additional slides if needed, you should include historical information for Years 0, -1, -2 and Plan for Years 1, 2, and 3):	
Overview of financial situation on market which may potentially impact SLF	2
SLF Revenue overall by type of revenue	2
Revenue by division (SLF Canada, US, Asia, Asset Management and Corporate)	2
SLF Income overall	2
Income by division (SLF Canada, US, Asia, Asset Management and Corporate)	2
Assets under Management (AUM)	2
ROE based on historical information for Years 0, -1, -2	2
Operating Expenses based on historical information for Years 0, -1, -2	2
Looking forward comments – new trends, developments in financial service industries which may impact SLF	2
Include slide with references for Overview of financial situation on market and looking forward comments slides.	2

Part 2 –SLF Inc. compared to Manulife Financial- Years 0,-1,-2	
MS Excel file with all calculations	
Collect historical information for Years 0,-1,-2 for Manulife Financial and compare with SLF historical information for Years 0,-1,-2 for elements included in MS Power Point presentation (please see details below). Submit MS Excel file with all calculations to the drop box (include references to SLF and Manulife Financial data sets for all your calculations)	10
All calculations are accurate (based on data from SLF and Manulife Financial websites)	6
MS Power Point presentation SLF Inc. compared to Manulife Financial - Years 0,-1,-2.	
Data in Power Point presentation is accurate (based on data from SLF and Manulife Financial websites)	6
MS Power Point presentation includes tables or charts	3
MS Power Point presentation is logical and clear for reader	3
MS Power Point presentation format is consistent with other SLF financial presentations (as published on SLF website)	3
Please include the following slides (you can add additional slides if needed, you should include historical information for Years 0, -1, -2 for SLF and Manulife Financial):	
New developments at Manulife Financial which may impact SLF	2
SLF Revenue compared to Manulife Financial overall by type of SLF revenue compared to Manulife Financial	2

Revenue by division (Canada, US, Asia, Asset Management and Corporate)	2
SLF Income compared to Manulife Financial overall	2
Income by division (SLF Canada, US, Asia, Asset Management and Corporate) SLF compared to Manulife Financial	2
SLF Assets under Management (AUM) compared to Manulife Financial	2
SLF ROE - compared to Manulife Financial	2
SLF Operating Expenses based on historical information for Years 0, -1, -2 compared to Manulife Financial	2
Include slide with references for new developments at Manulife Financial slide	2
Total marks	100