



CAREER CLUSTER
Finance

CAREER PATHWAY
Accounting

INSTRUCTIONAL AREA
Financial Analysis

ACCOUNTING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Differentiate among management accounting responsibility centers.
2. Explain the concept of accounting.
3. Perform cost allocation functions.
4. Discuss the nature of long-term (strategic) financial plans.
5. Describe common management accounting performance measures.

CASE STUDY SITUATION

You are to assume the role of accountant at THE COLONEL INSURANCE COMPANY, an insurance company that specializes in automobile insurance. The assistant controller has asked you to put together a financial report outlining the responsibility center's various budgets. You have also been asked by the assistant controller to end the presentation with a short discussion on THE COLONEL INSURANCE COMPANY's long-term financial plans using accounting performance measures.

Below is a profit & loss summary of the prior month:

The Colonel Insurance Company					
	Region I / Mid-Atlantic	Region II / Southern	Region III / Central	Region IV / Western	Total
Premiums Earned	4,625,397	2,158,954	3,154,846	1,115,487	11,054,684
Losses	2,946,523	1,254,658	2,541,653	845,625	7,588,459
Loss Adjustment Expense	256,254	121,541	199,265	75,642	652,702
General Expenses - Direct	851,454	415,265	405,165	265,982	1,937,866
General Expenses - Overhead					
Operating Income	571,166	367,490	8,763	(71,762)	875,657

The assistant controller also provided you with the total expenses related to corporate costs, not directly affiliated with a specific regional profit center. That total is \$801,625.

YOUR CHALLENGE

With this information, you can now allocate the corporate costs to each of the four regions. Once you've calculated the overhead expenses per region, re-calculate the Operating Income and be prepared to present your findings to the assistant controller. Be sure to outline the performance of each region post-overhead inclusion and how it may affect strategic company goals.

You will present and explain the information to the assistant controller in the assistant controller's office. Additional company employees may accompany the assistant controller.

You will receive 2-3 questions from the judge pertaining to the case situation.



ACCOUNTING

Participant: _____

JUDGE'S EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Financial Analysis

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Differentiate among management accounting responsibility centers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the concept of accounting?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Perform cost allocation functions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Discuss the nature of long-term (strategic) financial plans?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe common management accounting performance measures?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						