

Acct 3300
Accounting and Finance for Small Business and Entrepreneurs
Spring 2025 Online



Instructor: Jennifer Reynolds, MST, CPA
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Office: COB 350.12
Class time: Online, asynchronous

Office Hours: Virtual office hours via Zoom. Please **email me** to find a time that works for both of our schedules, and I'll send you a Zoom link. You are always welcome to ask questions specific to the course, your major, or just in general! I'm here to help you. You are also more than welcome to come to my office in person during the office hours below:

Monday 11:30am – 12:30pm

Tuesday 3:30 – 4:00 pm

Wednesday 1:00pm – 3:00 pm

Thursday 3:30 – 4:00 pm

"I just wanted to be a businessman, and to me, the best way to understand business was to be an accountant." [Aubrey McClendon](#) (billionaire, American Energy Partners, Chesapeake Energy Corp)

Preferred means of communication: All communication should be via email or face to face in Zoom. I should, in most cases, be able to respond to email within 24 hours M-F and within 48 hours on the weekend. I do take Sundays as a personal day of rest and rarely check email.

Course Catalog Description: Basic topics in financial and managerial accounting. Topics include financial statements and analysis; accounting for assets, liabilities and owners' equity, and elements of managerial accounting. This course is designed for non-business majors. Students with more than six hours in accounting will not receive credit for this course. This course is cross-listed with FINA 3300.

Required Course Materials:

1. Textbook: Edmonds, Edmonds, Olds, McNair and Tsay, *Survey of Accounting, 7th Edition*. Published by McGraw-Hill Irwin. **You must purchase the Connect access code** in order to complete online homework and accounting cycle problems and this **comes with a free, one semester access to the e-Book**. This is your cheapest (and only required) option. You'll find the link to purchase this and connect to our class in Canvas. You may also purchase or rent a physical copy of the book if you'd like. (Note that it is always cheaper to purchase Connect directly from the publisher than it is from the UT Tyler bookstore.)

2. High Speed Internet: As this is an online course, you must have access to high-speed internet in order for Connect to work properly and especially for the proctoring service to work.

3. Web camera and audio for proctoring.

Course Objectives

1. Students will identify the forms of business organizations and evaluate the best option for various types of businesses and structures.
2. Students will explain the relationship among economic events, transactions and the expanded accounting equation.
3. Students will construct the four principal financial statements and determine the relationship among them.
4. Students will identify the components, responsibilities and limitations of internal control and learn to apply internal control best practices in accounting.
5. Students will explain the financial statement effects and tax effects of inventory cost flow assumptions and analyze management of inventory using ratios.
6. Students will identify the major accounting issues with respect to noncurrent assets including the allocation of cost to expense over time and calculate depreciation and amortization of assets.
7. Students will explain and analyze financing alternatives including installment notes, leases and bonds and calculate interest and create amortization schedules for installment notes. Students will evaluate the pros and cons of debt financing.
8. Students will perform financial statement analysis and use ratios to analyze a company's risk and profitability.
9. Students will discuss the pros and cons of offering credit to customers and customer discounts, calculate net revenue and allowance for doubtful accounts, and account for notes receivable.
10. Students will practice writing and communicating in order to connect with partners and stakeholders in a proficient, comprehensive and informative manner.
11. Students will distinguish between financial accounting and managerial accounting and describe how managerial accounting is used to determine the cost of manufacturing a product.

Set Your Goals

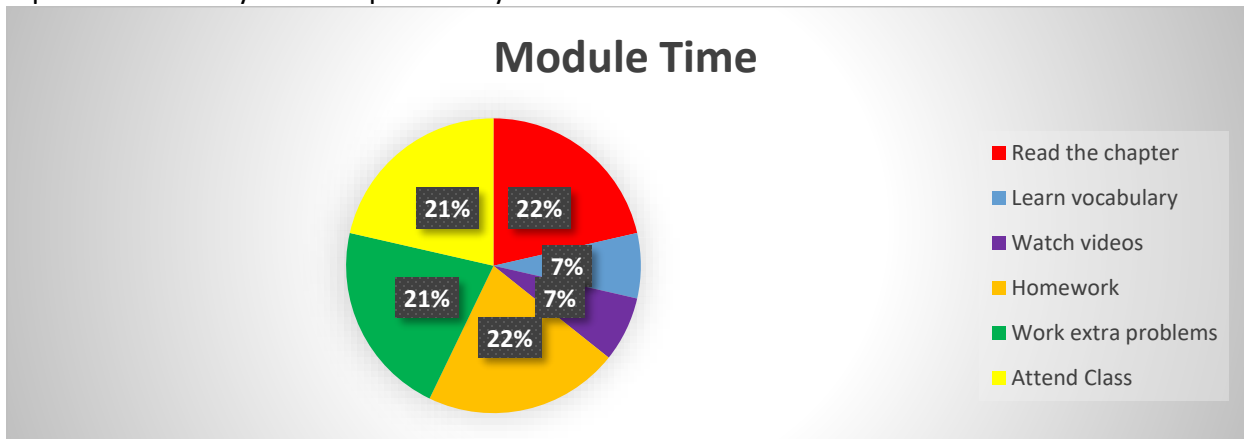
What are your goals for this course (other than to complete your degree plan)? What do you want to do after graduation and how do you think this course could help you to better prepare you for your career? What level of effort are you prepared to exert to achieve those goals?

List 3 goals you have:

1. _____
2. _____
3. _____

How to be Successful in this Course

Consider the goals you have for engaging in this course as you determine how to allocate time to complete course requirements. The general rule of thumb is that students should spend 2-3 hours of study time for each hour of class time. That translates 9 hours per week outside of class for this course. The chart below is a visual representation of how your time might be spent followed by an example weekly schedule.



Example Weekly Schedule

Day	Task
Weekend prior or before class	Read the chapter, learn new vocabulary terms (about 3 hours)
Monday	Watch supplemental videos in Canvas , start on homework (2 hours)
Monday - Wednesday	Complete homework and work any extra problems given. (2 hours)
Thursday	Re-work problems in notes without looking at text or notes for answers (1 hours)
Friday	

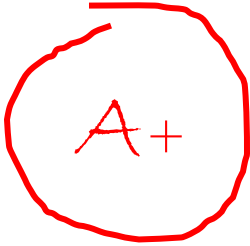
Students often ask me HOW they should study for an accounting exam. Everyone learns differently but two constant pieces of advice I give are to work more problems, and to explain what you've learned to someone else (another student, your spouse, your cat, etc!)



"If you want to learn something, read about it. If you want to understand something, write about it. If you want to master something, teach it."

– Yogi Bhaan

Evaluation



GOOD NEWS! EVERYONE is capable of and CAN earn an A in this course! Check out the assignments schedule below and earn the number of points needed to achieve your desired grade. See the following schedule for due dates of the assignments and which learning objective they correlate to.

Assignment	Assignment Point Value		Accumulated Points	Grade
Exam 1	280		900 points and above	A
Exam 2	280		800 to 899	B
Homework Average	90		700 to 799	C
Internal Control Paper	60		600 to 699	D
Liability Assignment	65		<600	F
Syllabus Quiz	10			
Final Project Part 1	45			
Final Project Part 2	80			
Final Project Part 3	90			

Exams and Homework: Exams and homework will be taken in Connect online, and proctored. Students are expected to complete these individually without assistance from classmates or any other party. You may use your textbook or any other materials provided as a part of this class. Exams must be taken in the prescribed window of time listed in your syllabus.

Makeup Work/Due dates: Whether you are running your own business or managing a business for someone else, there are many documents and deadlines that must be filed and met to comply with government regulations as well as with your customers/clients. To encourage good habits of getting important paperwork, proposals, etc. completed on time, **NO MAKEUP EXAMS or homework will be allowed** (exception is a documented, legitimate emergency that I can verify or a school excused absence.) However, I will drop the lowest **homework** grade so if you forget one or have to miss, you will not be penalized. If you have a known school-excused absence, or absence due to religious purposes, please notify me by the second week of the semester if you are unable to complete an exam during the exam window. Because assignments are online, students should be able to complete assignments even if out of town for school-excused or religious absences. All other assignments are able to be completed remotely before your school event so there will be no makeup or extension of due dates.

Acct 3300 Weekly Schedule: I try to be thoughtful about the work I assign and do not assign busy work. However, accounting is a “practice” and is best learned by practicing. I’ve noted the objectives that match to each assignment so you can see why you are doing the work and what you can expect to learn.

Any due date or assignment/project is subject to change by the professor. Any changes will be announced via Canvas announcement at least one week prior to due date. Due dates for the entire semester are visible on the first day of class. Reminder: Late work is not accepted without a documented, verifiable emergency.

Acct 3300 Spring 2025 Schedule (online)			
Projects	Homework	Exams	
Week	Day	Date	Assignment
0	Fri	1/10	Canvas opens
0	Sat	1/11	You may register for Connect
Module 1			
Week 1	Mon	1/13	FIRST DAY OF CLASS! Ch 1-Introduction to Accounting. Why do I need to know accounting if I don't want to be an accountant?
	Thurs	1/16	Syllabus quiz in Canvas
	Fri	1/17	Ch 1 homework, part 1 due in Connect
Week 2	Tues	1/21	Ch 1 homework, part 2 due in Connect
	Wed	1/22	Chapter 2 - Cash Basis vs. Accrual Accounting. Why is it important which one I choose and how I report on my financial statements?
	Thurs	1/23	Ch 2, homework part 1 due in Connect
	Sat	1/25	Ch 2, homework part 2 due in Connect
Module 2			
Week 3	Mon	1/27	Ch 3-Accounting for Merchandising Businesses. How can I manage my inventory better to increase my profit margin? Should I be offering discounts to increase my business?
	Tues	1/28	Ch 3 homework part 1 due in Connect
	Thurs	1/30	Ch 3, homework part 2 due in Connect

	Fri	1/31	Ch 4-Internal Controls, Accounting for Cash, and Ethics. How can I protect what I've worked so hard for?
Week 4	Tues	2/4	Ch 4, homework due in Connect
	Thurs	2/6	Internal Control project due (submit in Canvas)
Week 5	Sun or Mon	2/9 or 2/10	EXAM 1 (chapters 1, 2, 3, 4). Exam must be completed by 10 pm on 2/10
	Tues	2/11	Ch 5 - Accounting for Receivables. Should I offer credit to my customers to increase my sales?
	Fri	2/14	Ch 5 homework part 1 due in Connect
Module 3			
Week 6	Mon	2/17	Ch 5 homework part 2 due in Connect
	Tues	2/18	Ch 6 - Accounting for Long-Term Operational Assets. What is depreciation and how does it affect my bottom line?
	Wed	2/19	Ch 6 homework part 1 due in Connect
Week 7	Mon	2/24	Ch 6 homework part 2 due in Connect
	Tues	2/25	Ch 7 Accounting for Liabilities. Will my company ever need to borrow money? What other amounts might a company owe?
	Wed	2/26	Ch 7 homework part 1 due in Connect
Week 8	Mon	2/3	Ch 7 homework part 2 due in Connect
	Tues	2/4	Liability assignment (see Canvas)
Module 4			
	Wed	2/5	Ch 8 - Forms of Business Organizations. What type of entity should I choose for my new business?
Week 9	Mon	3/10	Ch 8 homework in Connect
	Thurs or Fri	3/13 or 3/14	EXAM 2 (chapters 5,7,6,8) Exam must be submitted by 10pm on 3/14
Week 10			Spring Break – no classes
Week 11	Mon	3/24	Final exam project - part 1 due in Canvas
Module 5			
	Tues	3/25	Ch 9 - Financial Statement Analysis. How can I use the information in my financial statements to make better business decisions?

Week 12	Mon	3/31	Ch 9 homework due in Connect
		3/31	Last day to withdraw
Module 6			
	Wed	4/2	Ch 10: Management Accounting. How can I find the true cost of manufacturing a product I sell?
Week 13	Tues	4/8	Ch 10 homework due in Connect
	Wed	4/9	Ch 14-Planning for Profit and Cost Control. I just want to do what I'm good at - why should I spend time planning and budgeting?
Week 14	Tues	4/15	Ch 14 homework due in Connect
	Fri	4/18	Final Exam project - part 2 due in Canvas
Module 7			
Week 15	Fri	4/25	Final exam project part 3 due
	Sat	4/26	YOU DID IT!!! ENJOY THE WEEKEND!!!

Commitment to an inclusive learning environment: I adhere to a philosophy of an intellectual community that is enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender, sexuality, class and religion. I am especially committed to increasing the representation of those populations that have been historically excluded from participation in U.S. higher education and specifically, the field of accounting.” Your experience in this class is important to me. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

Required syllabus information: (click link below):

Includes UT Tyler Honor Code, Student Rights and Responsibilities, Campus Carry, Tobacco-Free University, Grade Replacement Policies, Course Drop Policies, Disability Services, Absences due to religious observances and university sponsored events, SS and FERPA, Evacuation, Student Standards of Conduct, and other resources). [Syllabus Policy](#)

Required AI Syllabus Language: UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally,

users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy. For this course, AI is encouraged during the course, and appropriate acknowledgment is expected. Students can use AI platforms to help prepare for assignments and projects. You can use AI tools to revise and edit your work (e.g., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations). When submitting work, students must identify any writing, text, or media generated by AI. In this course, sections of assignments generated by AI should appear in a different colored font, and the relationship between those sections and student contributions should be discussed in a cover letter that accompanies the assignment when submitted.

Copyrights: *Unauthorized distribution of copyrighted material may subject students to civil and criminal penalties under the Federal Copyright law. The University of Texas System maintains its copyright policy at [UTS107](#), "Use of Copyrighted Materials." If you are a member of a UT institution community (faculty, staff, or student), click the appropriate link to view frequently-used [copyright agreements](#), [courseware agreements](#), and [software standard agreements](#). Because copyright law is fluid, evolving, and fact-specific, contact an attorney for assistance on particular issues. UT institution community members may contact the [Office of General Counsel](#) for guidance.*

Links to the UT Tyler Writing Center and to the Purdue University Online Writing Lab (OWL). Students are encouraged to use the resources for instruction on grammar, punctuation, style, formatting and citation. Please take advantage of this amazing resource as this is something that will benefit you the rest of your life. www.uttyler.edu/writingcenter/ <https://owl.english.purdue.edu/owl/>

Missed Exams: An exam may be made up only if there is a school excused absence, or a documented, verifiable EMERGENCY. Make-ups will not be allowed due to vacation, flying home, routine dentist appointment, oversleeping, etc. The exam must be made up before the next time the class meets. Due to the online availability of this course, makeup exams are not allowed for work trips, vacations, etc. as you may complete the assignments from anywhere in the world! It is up to the student to ensure they have computer and internet access.



UT Tyler Code of Honor: *I embrace honor and integrity. Therefore, I choose not to lie, cheat, or steal, nor to accept the actions of those who do.*