



ACCT 1002 2005 Presentation

This group task requires students to find a newspaper article that covers a real life case study related to accounting, commercial and ethical issues. Using the group members and their various perspectives, students are required to develop a presentation that identifies stakeholders and critically analyses the accounting, commercial and ethical issues. An analytical framework is provided to support the critical analysis (see below).

This assessment allows students to develop teamwork, communication, interpersonal, management and problem solving skills in the context of a real business situation. This assists in providing the big picture to accounting and taking it beyond the focus of the theory and application learnt in lectures and tutorials.

Presentation Assessment criteria

Criteria	Marks
1. Is the presentation well-chosen, researched and argued? <ul style="list-style-type: none"> ▪ good choice of article - interesting ethical and commercial issues ▪ understanding of topic is demonstrated ▪ relationships between ideas are made clear ▪ appropriate evidence is used to support statements 	/5
2. Is the presentation well-structured? <ul style="list-style-type: none"> ▪ reflects structure of model below <ul style="list-style-type: none"> identify problem/summarise article (brief overview only) identify accounting/commercial/ethical issues identify stakeholders and how they are affected identify and discuss ethical issues conclusion / recommendations (including your ethical position) ▪ structural sections of model are linked well ▪ overall level of analysis is satisfactory 	/10
3. Is the presentation delivered well? <ul style="list-style-type: none"> ▪ speech is clear, pace and volume of delivery are appropriate ▪ language is appropriate (in degree of technicality and formality) ▪ presentation is completed in appropriate time ▪ speaker does not read from a full written text ▪ speaker establishes and maintains appropriate eye contact with audience ▪ speaker actively engages audience in question and discussion time 	/3
4. Is the presentation supported well visually? <ul style="list-style-type: none"> ▪ visual aids (e.g. handouts, blackboard, PowerPoint, overheads) are well managed and introduced appropriately ▪ transparencies are legible and succinct 	/2
TOTAL ASSESSMENT	/20

Comments and suggestions for improvement:



ANALYTICAL FRAMEWORK

1.	<p>Introduce topic</p> <ul style="list-style-type: none"> • Provide background (indicate that you understand what the article is about) • Identify the issue/ problem/ main idea
2.	<p>Identify the relevant accounting/ commercial/ ethical issues Indicate how the article is relevant to the accounting/ commercial/ ethical issues identified</p> <ul style="list-style-type: none"> • <i>For accounting issues</i>, identify the relevant accounting problem, show that you understand the impact of the issue on financial reports and their impact on decision making by external and internal users. (Keep in mind that financial statements determine how outsiders view a company.) • <i>For non-accounting issues</i>, consider the commercial issues: who is affected financially by the decisions/actions reported and how this is likely to impact on their decision making/actions
3.	<p>Identify stakeholders</p> <ul style="list-style-type: none"> • Identify the stakeholders and their needs/ interests • Indicate whether there are any potential conflicts of interests that could influence how the ethical issue is reported and/or resolved
4.	<p>Outline ethical perspectives</p> <ul style="list-style-type: none"> • Identify the ethical criteria that appear to have been applied by the protagonists • Identify your own ethical perspective
5.	<p>Conclude</p> <ul style="list-style-type: none"> • State whether you agree or disagree with the reported outcome, if relevant • Justify the course of action taken by the protagonists or offer an alternative course of action that could have been taken

The St James Ethics Centre suggests the following ethical perspectives that you might consider when analysing the topic you have

<p>Utilitarian outcomes – benefits outweigh harm?</p> <p>Duty ethics – does it make a good general rule?</p> <p>Virtue ethics – what virtues are being promoted and what are being undermined?</p> <p>Judaeo-Christian tradition – human flourishing & common good? (Only Judaeo Christian? Here you could substitute your own religious/philosophical perspective)</p> <p>Sunlight test – how would you feel if your actions were written up on the front page of the Sydney Morning Herald?</p>
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