Haas School of Business

Spring 2012

UGBA 127.2 Operating and Financial Reporting Issues in the Financial Services Industry – 3 units

Companies in the Banking, Investment, Real Estate and Insurance industries dominate the news. Learn how these companies really work. This foundation is useful no matter where your career takes you. We all interact with companies in each of these sectors throughout our professional and personal lives.

- Learn about the types of companies that operate in each sector. Explore the economic forces that created the need for each sector, what risks companies face and how and why each industry is regulated.

- Guest lecturers include the CEO of an Internet start up that now produces over a Billion Dollars of Insurance, the Director of Fund Administration at a fund complex with over 3 Trillion Dollars of assets under management, a regulator responsible for protecting the public's interest, and a Real Estate CFO.

- How do companies operate and produce business? Underwriting and pricing in each sector, investing processes and controls, incentive based profit sharing, risk management and the factors that contribute to profit in each sector are explored.

- What do financial statements in each sector reveal about the judgements employed and uncertainty associated with measuring financial results? We will discuss key performance indicators, and how they are impacted by management judgements.

- Discuss how the financial services industry impacts innovation by reviewing the mechanisms available to support companies as they move through the lifecycle from a start up to a public company.

- Understand the controversy over employing Fair Value Accounting across all sectors and other specific industry accounting requirements.

Completion of UGBA 102A is strongly recommended before taking this course. The course will include a group project. Teams will analyse and present an oral report on a current financial services topic making the headlines.

About the instructor

John McCauley, CPA has spent the last 35 years working with Financial Services Companies while a Partner at PricewaterhouseCoopers LLP in San Francisco. In addition to his responsibilities conducting audits and providing advice to both public and private companies, John’s roles included managing the SF audit practice and a regional role in the firms’ internal risk management process. John received a BS in Accounting from Cal.