



Accounting II Virtual Learning

HS/ACCOUNTING IN THE REAL WORLD

April 10, 2020



Accounting II Virtual Learning

Lesson Topic - Stock symbols

Bell ringer: What is the stock symbol for Nike?

Lesson Objectives:

1. Students will identify stock symbols for well-known corporations.
2. Assess how the corporation is performing relative to other companies in its industry.



Read the article here:

Accounting In The Real World Scottrade:

Individuals saving for retirement have several options for investing in the stock market. A popular option is to use the services of a Certified Financial Planner (CFP). Through an affiliation with a national investment firm, the CFP has access to a wealth of financial information useful in evaluating the merit of different investments. Together, the CFP and the client use the information to develop a customized investment plan that meets the client's unique financial goals. The CFP submits orders for the agreed-upon buy-and-sell orders through the investment firm.

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Read the article here:

Accounting In The Real World Scottrade:

Today's investors can also manage their own investments using an online investing site. Scottrade is a leader in online investing. Scottrade customers have 24/7 access to financial information and the tools to place stock trades. A Scottrade customer can enter the stock symbol of a corporation and gain instant access to a wealth of information, including recent news articles about the corporation, projected earnings, research reports, and charts of the stock prices for one day to 20 years.

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Read the article here:

A link on Scottrade's website opens to a wide range of financial ratios for the selected company. A section for Delta Air Lines Inc. (stock symbol, DAL) is shown.

Profitability	DAL	DAL Peers	Industry Average
Gross Margin (TTM)	<u>60.92%</u>	<u>49.63%</u>	<u>52.14%</u>
Operating Margin (TTM)	<u>17.54%</u>	<u>15.15%</u>	<u>16.32%</u>
Pretax Margin (TTM)	<u>16.74%</u>	<u>13.69%</u>	<u>14.95%</u>
Net Profit Margin (TTM)	<u>11.03%</u>	<u>9.27%</u>	<u>10.14%</u>

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Read the article here:

The financial community has assigned names to the most commonly used vertical analysis ratios. For example, gross margin is the name given to the vertical analysis ratio for gross profit. Scottrade provides investors with comparable average ratios for its peers—large international airlines—and the entire passenger transportation industry. Each of Delta's profitability ratios are above the average for its peers and the industry.

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Read the article here:

Critical Thinking

1. Access the quotes and research tool at [Scottrade.com](https://www.scottrade.com) and enter a stock symbol to obtain a current stock quote for a company. use the available links to view its financial ratios. Identify the profitability ratios for the company and its peers.
2. Nearly all companies strive to increase sales over time. Identify a ratio that reports Delta's growth in sales. How does Delta's growth rate compare with its peers? Considering the current economy and other factors, can you suggest a reason for any difference?