

Accounting in Action

FEATURE STORY

Knowing the Numbers

Many students who take this course do not plan to be accountants. If you are in that group, you might be thinking, “If I’m not going to be an accountant, why do I need to know accounting?” In response, consider the quote from Harold Geneen, the former chairman of a major international company: “To be good at your business, you have to know the numbers—cold.”

Success in any business comes back to the numbers. You will rely on them to make decisions, and managers will use them to evaluate your performance. That is true whether your job involves marketing, production, management, or information systems.

In business, accounting is the means for communicating the numbers. If you don’t know how to read financial statements, you cannot really know your business.

Many companies spend significant resources teaching their employees basic accounting so that they can read financial statements and understand how their actions affect the company’s financial results. Employers need managers in all areas of the company to be “financially literate.”

Taking this course will go a long way to making you financially literate. In this book, you will learn how to read and prepare financial statements, and how to use basic tools to evaluate financial results.



The Navigator

- ☐ Scan Learning Objectives
- ☐ Read Feature Story
- ☐ Review and Practice pp. 28–34
 - Reviews of Learning Objectives and Glossary
 - Answer Practice Multiple-Choice Questions, Exercises, and Problem
- ☐ Complete Assignments
- ☐ Watch WileyPLUS Chapter Reviews
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The Navigator is a learning system designed to prompt you to use the learning aids in the chapter and set priorities as you study.

The Feature Story helps you picture how the chapter topic relates to the real world of accounting and business. You will find references to the story throughout the chapter.

Appendices A, B, and C of this textbook provide real financial statements of three companies from different countries that report using International Financial Reporting Standards (IFRS): **Taiwan Semiconductor Manufacturing Company (TSMC) Ltd.** (TWN), **Nestlé SA** (CHE), and **Petra Foods Ltd.** (SGP). Throughout this textbook, we increase your familiarity with financial reporting by providing numerous references, questions, and exercises that encourage you to explore these financial statements. In addition, we encourage you to visit each company’s website where you can view its complete annual report. In examining the financial reports of these three companies, you will see that the accounting practices of companies in specific countries that follow IFRS sometimes differ with regard to particular details. However, more importantly, you will find that the basic accounting principles are the same. As a result, by learning these basic principles as presented in this textbook, you will be well equipped to begin understanding the financial results of companies around the world. ■

LEARNING OBJECTIVES

After studying this chapter, you should be able to:

- 1 Explain what accounting is.
- 2 Identify the users and uses of accounting.
- 3 Understand why ethics is a fundamental business concept.
- 4 Explain accounting standards and the measurement principles.
- 5 Explain the monetary unit assumption and the economic entity assumption.
- 6 State the accounting equation, and define its components.
- 7 Analyze the effects of business transactions on the accounting equation.
- 8 Understand the five financial statements and how they are prepared.



The Navigator

Learning Objectives give you a framework for learning the specific concepts covered in the chapter.

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Lingsheng Yao



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Accounting Principles Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, 2018-06-06 Accounting Principles provides students with a clear introduction to fundamental accounting concepts with an emphasis on learning the accounting cycle from a sole proprietor perspective. This product helps students get the most out of their accounting course by making practice simple. Streamlined learning objectives help students use their study time efficiently by creating clear connections between the reading and the homework. **Financial and Managerial Accounting** Jerry J. Weygandt, Paul D.

Kimmel, Donald E. Kieso, 2018-06-06 Financial and Managerial Accounting provides students with a clear introduction to fundamental accounting concepts beginning with the building blocks of the accounting cycle and continuing through financial statements. This product is ideal for a two semester Financial and Managerial Accounting sequence where students spend equal time learning financial and managerial accounting concepts as well as learn the accounting cycle from a corporate perspective. **Financial Accounting** Jerry J. Weygandt, 1999-11 *Financial and Managerial Accounting. Dn/r*

*Uk/us - Rental Only]. , **Accounting Principles, Chapters 1-13** Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, 2001-03-23 The Navigator the centerpiece of the learning system that empowers students to succeed consists of A checklist at the beginning of each chapter outlining text features and study skills needed. A series of check boxes to prompt students to use the learning aids in the chapter and set priorities while studying Accounting in Action and Technology in Action boxes give students glimpses into the real world of business including Ethics Insights International Insights e Business Insights and Business Insights Student and Instructor Approved Pedagogy includes marginal accounting equation analyses and financial statements and ratio analysis throughout the text. The strategic use of color photographs and illustrations rated 1 in instructor satisfaction. Infographics These memorable visual reminders help students visualize and apply accounting concepts to the real world. Unparalleled Readability Students using Accounting Principles rated their text easy to read more frequently than students using other accounting principles textbooks. The new edition continues to reflect this conversational style and highly rated clarity. Useful Thought Provoking End of Chapter Material including Self Study Questions Questions Brief Exercises Exercises A B Problem Sets and Broadening Your Perspective which is divided into two sections Financial Reporting and Analysis includes financial reporting problems comparative analysis problems Interpreting Financial Statements A Global Focus and Exploring the Web exercises Critical Thinking includes Group Decision Case Communication Activity and Ethics Case *American Accountant* , 1929 The Journal of Hospitality Financial Management , 2003*

Managerial Accounting Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, 2009-10-19 Many corporate managers struggle to see the relevance of accounting in their everyday responsibilities. Weygandt shows them how managerial accounting information fits in the larger context of business so they are better able to understand the important concepts. The new Do It feature reinforces the basics by providing quick hitting examples of brief exercises. The chapters also incorporate the All

About You AAY feature as well as the Accounting Across the Organization AAO boxes that highlight the impact of accounting concepts With these features readers will have numerous opportunities to think about what they have just read and then apply that knowledge to sample problems *Practice of Municipal Administration* Lent Dayton Upson,1926 **Books in Print Supplement** ,1982 **Core Concepts of Accounting Information Systems** Mark G. Simkin,James L. Worrell,Arline A. Savage,2018-05-14 Accounting Information systems AIS have become indispensable in the field and this book provides clear guidance for students or professionals needing to get up to speed Designed to suit a one semester AIS course at the graduate undergraduate or community college level Core Concepts of Accounting Information Systems explores AIS use and processes in the context of modern day accounting Coverage includes conceptual overviews of data analytics accounting and risk management as well as detailed discussion of business processes cybercrime database design and more to provide a well rounded introduction to AIS Case studies reinforce fundamental concepts using real world scenarios that encourage critical thinking while AIS at Work examples illustrate complex procedures or concepts in everyday workplace situations Test Yourself questions allow students to gauge their level of understanding while End of Chapter questions stimulate application of new skills through problems cases and discussion questions that facilitate classroom dialogue Practical current relevant and grounded in everyday application this book is an invaluable resource for students of managerial accounting tax accounting and compliance Gould's Annual Digest of New York Reports ,1882 *Machinery* ,1909 *Subject Guide to Books in Print* ,2001 **Accounting Principles, Chapters 1-13, Working Papers** Jerry J. Weygandt,Donald E. Kieso,Paul D. Kimmel,2001-08-03 The Navigator the centerpiece of the learning system that empowers students to succeed consists of A checklist at the beginning of each chapter outlining text features and study skills needed A series of check boxes to prompt students to use the learning aids in the chapter and set priorities while studying Accounting in Action and Technology in Action boxes give students glimpses into the real world of business including Ethics Insights International Insights e Business Insights and Business Insights Student and Instructor Approved Pedagogy includes marginal accounting equation analyses and financial statements and ratio analysis throughout the text The strategic use of color photographs and illustrations rated 1 in instructor satisfaction Infographics These memorable visual reminders help students visualize and apply accounting concepts to the real world Unparalleled Readability Students using Accounting Principles rated their text easy to read more frequently than students using other accounting principles textbooks The new edition continues to reflect this conversational style and highly rated clarity Useful Thought Provoking End of Chapter Material including Self Study Questions Questions Brief Exercises Exercises A B Problem Sets and Broadening Your Perspective which is divided into two sections Financial Reporting and Analysis includes financial reporting problems comparative analysis problems Interpreting Financial Statements A Global Focus and Exploring the Web exercises Critical Thinking includes Group Decision Case Communication Activity and Ethics Case **Publication No. 1-3 City Club of**

Chicago. ... City Club of Chicago,1906 Engineering News ,1905 Century Edition of The American Digest ,1900
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