

# 会计学概论

(第五版)

高等学校会计学类英文版教材



普通高等教育“十一五”国家级规划教材

Carl S. Warren

# Survey of Accounting

5th Edition

叶陈刚 改编

陈毓圭 审校



Accounting 101

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## 内容简介

本书是为没有会计知识背景的读者学习会计学而编著的,全书概括论述了财务会计和管理会计中的一些基础知识和基本理论问题,前10章主要阐述的是关于财务会计方面的论题;后5章主要阐述的是关于管理会计方面的内容。全书的重点在于强调经理人、投资者或其他的公司股东应该如何使用公司财务报告,以便做出正确有效的经营决策。书中各章均安排了一些大公司的案例,以便读者融会贯通,运用最新的会计理论来更好地指导丰富多彩的商务实践。

本书可供非会计学专业本科生和MBA学生使用。同时适合贸易、金融、营销等领域的人士学习会计学使用。

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Survey of Accounting, Fifth Edition

Carl S. Warren

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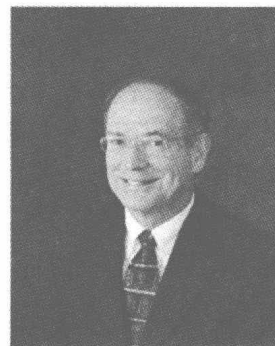
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## 导 读

《会计学概论》(第五版)是适合没有会计知识背景的大学初年级学生学习的一本会计学入门教材。其编著者是美国乔治亚大学会计学荣誉教授卡尔·S. 瓦纳博士。本书概括论述了财务会计和管理会计中的一些基础知识和基本理论问题,不包括那些可以忽略的较难理解的会计论题。全书的重点在于强调经理人、投资者或其他的公司股东应该如何使用公司财务报告,以便做出正确有效的经营决策。

全书共 15 章内容,前 10 章(即第 1—10 章)主要阐述的是关于财务会计方面的论题;后 5 章主要阐述的是关于管理会计方面的内容。为帮助中国学生(指非会计专业大学本科生)能够更好地认识、理解和掌握本书的理论结构与方法,我们特对该书的内容框架进行以下概括。

1. 第 1 章介绍的是“企业中会计的角色(作用)”。这是本书的基础性章节,是理解本书以后各章的基础与前提。对这一章内容,学习者应该注意把握:①企业业务活动内容、企业组织形式、企业战略、企业价值链和公司股东等基础性背景知识;②企业融资、投资和资本经营等基本财务活动的内容与特点;③在以后各章节中将会经常使用到的基础性的会计概念。

2. 第 2 章与第 3 章分别介绍的是“基本的会计概念”和“权责发生制”。这两章内容是学习财务会计学理论的基础性知识。学习者应该重点把握:①各种会计概念和基本会计理论、记录经济业务的一系列规则、会计等式、控制与调整账户或程序;②认识和掌握会计制度规定与财务会计实务操作方法;③运用章节后的练习来理解和巩固财务报表内容与编制方法。

3. 第 4 章“商品流通企业会计”,主要是通过比较制造业与商品流通企业关于财务报表方面的差异,来强调制造业和商品流通企业在会计实务方法上(如现金流量表内容与编制)的区别。

4. 第 5 章至第 10 章的内容分别是:“萨班斯法案、内部控制和现金”、“应收账款和存货”、“固定资产和无形资产”、“负债和股东权益”、“财务报表分析”和“制造企业会计”。这一部分主要是论述财务会计学的基本理论与方法。其中:

(1) 第 5 章与第 6 章介绍的是流动资产的确认、计量与披露,在这两章中学习者应该注意把握企业内部控制的作用、特征和程序;企业现金收支的控制和会计处理;应收账款的确认和坏账计提两种处理方法;企业存货的增加与减少的会计处理和发出存货不同计价方法的优缺点和适用条件。第 5 章中还增加了《萨班斯法案》的介绍。

(2) 第 7 章论述的是非流动资产,即固定资产与无形资产的确认、计量与披露,应重点注意把握不同情况下获取固定资产时会计账面价值的确认以及不同的计提固定资产折旧的方法,还有无形资产摊销的会计处理。

(3) 第 8 章介绍的是会计等式的两个要素:负债和股东权益的确认、计量和报告,学习者应该注意负债的界定、种类以及流动负债、应付票据、所得税、或有负债、应付薪酬和企业发行债券的账务处理。

(4) 第 9 章是从财务会计的最终目标(即为使用者提供准确有效的会计信息)出发对财务报表的内容进行分析与说明,第 10 章则是介绍制造企业生产经营特点和会计处理程序。对于这两章内容,学习者应该注意把握章节内的会计报告的特征、各类会计信息披露的会计处理方法。

5. 第 11 章至第 15 章的内容分别是:“成本性态和本量利分析”、“差异分析和产品定价”、“预算和标准成本系统”、“企业分部的经营业绩评价”、“资本投资分析”。这几章主要论述的是反映企业未来财务目标与决策信息及管理信息系统等方面的知识。学习者在学习这几章时应注意把握:成本性态的划分、成本产量和利润之间的关系、实际成本与标准成本之间差异分析、不同产品的定价方法、预算指标

与标准指标之间的差异分析、分部的经营活动业绩的指标与评价以及企业资本投资分析方法等概念与理论。总之,应注意从提高企业内部管理质量与水平的角度去认识与掌握现代管理会计的基本理论与方法。

6. 在本书各章理论部分之后均安排有针对性的思考题和练习题,目的是更好地帮助初学者认识、理解和掌握比较抽象的会计理论与方法。

7. 本书各章均安排了一些大公司的案例,以作为论述的基础与起点,在学习中学学习者应注意将各章理论与实际商务案例相结合,以便能够在今后的学习、工作中融会贯通,最终能够运用最新的会计理论来更好地指导丰富多彩的商务实践。

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# The Role of Accounting in Business

# 1

## Learning Objectives

After studying this chapter, you should be able to:

- Obj 1** Describe the types and forms of businesses, how businesses make money, and business stakeholders.
- Obj 2** Describe the three business activities of financing, investing, and operating.
- Obj 3** Define accounting and describe its role in business.
- Obj 4** Describe and illustrate the basic financial statements and how they interrelate.
- Obj 5** Describe eight accounting concepts underlying financial reporting.

When two teams pair up for a game of football, there is often a lot of noise. The band plays, the fans cheer, and fireworks light up the scoreboard. Obviously, the fans are committed and care about the outcome of the game. Just like fans at a football game, the owners of a business want their business to “win” against their competitors in the marketplace. While having our football team win can be a source of pride, winning in the marketplace goes beyond pride and has many tangible benefits. Companies that are winners are better able to serve customers, to provide good jobs for employees, and to make more money for the owners.

One such successful company is **Google**, one of the most visible companies on the Internet. Many of us cannot visit the Web without first stopping at Google to power our search. As one writer said, “Google is the closest thing the Web has to an ultimate answer machine.” And yet, Google is a free tool—no one asks for your credit card when you use any of Google’s search tools. So, do you think Google has been a successful company? Does it make money? How would you know? Accounting helps to answer these questions. Google’s accounting information tells us that Google is a very successful company that makes a lot of money, but not from you and me. Google makes its money from advertisers.

In this chapter, the nature, types, and activities of businesses, such as Google, are described and illustrated. In addition, the role of accounting in business, including financial statements, basic accounting concepts, and how to use financial statements to evaluate a business’s performance, is also described and illustrated.

**Obj 1** Describe the types and forms of businesses, how businesses make money, and business stakeholders.



Roughly eight out of every ten workers in the United States are service providers.

## Nature of Business and Accounting

A **business**<sup>1</sup> is an organization in which basic resources (inputs), such as materials and labor, are assembled and processed to provide goods or services (outputs) to customers. Businesses come in all sizes, from a local coffee house to *Starbucks*, which sells over \$9 billion of coffee and related products each year.

The objective of most businesses is to earn a profit. **Profit** is the difference between the amounts received from customers for goods or services and the amounts paid for the inputs used to provide the goods or services. In this text, we focus on businesses operating to earn a profit. However, many of the same concepts and principles also apply to not-for-profit organizations such as hospitals, churches, and government agencies.

### Types of Businesses

Three types of businesses operated for profit include service, merchandising, and manufacturing businesses. Each type of business and some examples are described below.

**Service businesses** provide services rather than products to customers.

*Delta Air Lines* (transportation services)

*The Walt Disney Company* (entertainment services)

**Merchandising businesses** sell products they purchase from other businesses to customers.

*Wal-Mart* (general merchandise)

*Amazon.com* (books, music, videos)

**Manufacturing businesses** change basic inputs into products that are sold to customers.

*General Motors Corporation* (cars, trucks, vans)

*Dell Inc.* (personal computers)

### Forms of Business

A business is normally organized in one of the following four forms:

- proprietorship
- partnership
- corporation
- limited liability company

A **proprietorship** is owned by one individual. More than 70% of the businesses in the United States are organized as proprietorships. The frequency of this form is due to the ease and low cost of organizing. The primary disadvantage of proprietorships is that the financial resources are limited to the individual owner's resources. In addition, the owner has unlimited liability to creditors for the debts of the company.

A **partnership** is owned by two or more individuals. About 10% of the businesses in the United States are organized as partnerships. Like a proprietorship, a partnership may outgrow the financial resources of its

<sup>1</sup> A complete glossary of terms appears at the end of the text.



owners. Also, the partners have unlimited liability to creditors for the debts of the company.

A **corporation** is organized under state or federal statutes as a separate legal entity. The ownership of a corporation is divided into shares of stock. A corporation issues the stock to individuals or other companies, who then become owners or **stockholders** of the corporation. About 20 percent of the businesses in the United States are organized as corporations. A primary advantage of the corporate form is the ability to obtain large amounts of resources by issuing shares of stock. In addition, the stockholders' liability to creditors for the debts of the company is limited to their investment in the corporation.

A **limited liability company (LLC)** combines attributes of a partnership and a corporation. The primary advantage of the limited liability company form is that it operates similar to a partnership, but its owners' (or members') liability for the debts of the company is limited to their investment.

In addition to the ease of formation, ability to raise capital, and liability for the debts of the business, other factors such as taxes and legal life of the business form should be considered when forming a business. For example, corporations are taxed as separate legal entities, while the income of sole proprietorships, partnerships, and limited liability companies is passed through to the owners and taxed on the owners' tax returns. As separate legal entities, corporations also continue on, regardless of the lives of the individual owners. In contrast, sole proprietorships, partnerships, and limited liability companies may terminate their existence with the death of an individual owner.

The characteristics of sole proprietorships, partnerships, corporations, and limited liability companies discussed in this section are summarized below.



Many professional practices such as lawyers, doctors, and accountants are organized as limited liability companies.

Organizational Form	Ease of Formation	Legal Liability	Taxation	Limitation on Life of Entity	Access to Capital
Proprietorship	Simple	No limitation	Nontaxable (pass-through) entity	Yes	Limited
Partnership	Simple	No limitation	Nontaxable (pass-through) entity	Yes	Average
Corporation	Complex	Limited liability	Taxable entity	No	Extensive
Limited Liability Company	Moderate	Limited liability	Nontaxable (pass-through) entity by election	Yes	Average

The three types of businesses we discussed earlier—manufacturing, merchandising, and service—may be proprietorships, partnerships, corporations, or limited liability companies. However, businesses that require a large amount of resources, such as many manufacturing businesses, are corporations. Likewise, most large retailers such as Wal-Mart, *Sears*, and *JCPenney* are corporations.

Because most large businesses are corporations, they tend to dominate the economic activity in the United States. For this reason, this text focuses on the corporate form of organization. However, many of the concepts and principles discussed also apply to proprietorships, partnerships, and limited liability companies.

## How Do Businesses Make Money?

The objective of a business is to earn a profit by providing goods or services to customers. How does a company decide which products or services to

offer its customers? Many factors influence this decision. Ultimately, however, the decision is based on how the company plans to gain an advantage over its competitors and, in doing so, maximize its profits.

Companies try to maximize their profits by generating high revenues while maintaining low costs, which results in high profits. However, a company's competitors are also trying to do the same and thus, a company can only maximize its profits by gaining an advantage over its competitors.

Generally, companies gain an advantage over their competitors by using one of the following two strategies:

- A **low-cost strategy** is one where a company designs and produces products or services at a lower cost than its competitors. Such companies often sell no-frills, standardized products and services.
- A **premium-price strategy** is one where a company tries to design and produce products or services that serve unique market needs, allowing it to charge premium prices. Such companies often design and market their products so that customers perceive their products or services as having a unique quality, reliability, or image.

Wal-Mart and *Southwest Airlines* are examples of companies using a low-cost strategy. *John Deere*, *Tommy Hilfiger*, and *BMW* are examples of companies using a premium-price strategy.

Since business is highly competitive, it is difficult for a company to sustain a competitive advantage over time. For example, a competitor of a company using a low-cost strategy may copy the company's low-cost methods or develop new methods that achieve even lower costs. Likewise, a competitor of a company using a premium-price strategy may develop products that are perceived as more desirable by customers.

Examples of companies utilizing low-cost and premium-price strategies include:

- Local pharmacies who develop personalized relationships with their customers. By doing so, they are able to charge premium (higher) prices. In contrast, Wal-Mart's pharmacies use the low-cost emphasis and compete on cost.
- Grocery stores such as *Kroger* and *Safeway* develop relationships with their customers by issuing preferred customer cards. These cards allow the stores to track consumer preferences and buying habits for use in purchasing and advertising campaigns.
- *Honda* promotes the reliability and quality ratings of its automobiles and thus, charges premium prices. Similarly, *Volvo* promotes the safety characteristics of its automobiles. In contrast, *Hyundai* and *Kia* use a low-cost strategy.
- *Harley-Davidson* emphasizes that its motorcycles are "Made in America" and promotes its "rebel" image as a means of charging higher prices than competitors *Honda*, *Yamaha*, or *Suzuki*.

Companies often struggle to find a competitive advantage. For example, JCPenney and Sears have difficulty competing on low costs against Wal-Mart, *Kohl's*, *T.J. Maxx*, and *Target*. At the same time, JCPenney and Sears have difficulty charging premium prices against competitors such as *The Gap*, *Eddie Bauer*, and *Talbot's*. Likewise, Delta Air Lines and *United Airlines* have difficulty competing against low-cost airlines such as Southwest and *AirTran*.

At the same time, Delta and United don't offer any unique services for which their passengers are willing to pay a premium price.

Exhibit 1 summarizes the characteristics of the low-cost and premium-price strategies. Common examples of companies that employ each strategy are also listed.

### EXHIBIT 1 Business Strategies and Industries

Business Strategy	Industry					
	Airline	Freight	Automotive	Retail	Financial Services	Hotel
Low cost	Southwest	Union Pacific	Saturn	Sam's Club	Ameritrade	Super 8
Premium price	Virgin Atlantic	FedEx	BMW	Talbot's	Morgan Stanley	Ritz-Carlton

## Business Stakeholders

A **business stakeholder** is a person or entity with an interest in the economic performance and well-being of a company. For example, owners, suppliers, customers, and employees are all stakeholders in a company.

Business stakeholders can be classified into one of the four categories illustrated in Exhibit 2.

### EXHIBIT 2 Business Stakeholders

Business Stakeholder	Interest in the Business	Examples
Capital market stakeholders	Providers of major financing for the business	Banks, owners, stockholders
Product or service market stakeholders	Buyers of products or services and vendors to the business	Customers and suppliers
Government stakeholders	Collect taxes and fees from the business and its employees	Federal, state, and city governments
Internal stakeholders	Individuals employed by the business	Employees and managers

*Capital market stakeholders* provide the financing for a company to begin and continue its operations. Banks and other long-term creditors have an economic interest in receiving the amount loaned plus interest. Owners want to maximize the economic value of their investments.

*Product or service market stakeholders* purchase the company's products or services or sell their products or services to the company. Customers have an economic interest in the continued success of the company. For example, customers who purchase advance tickets on Delta Air Lines are depending on Delta continuing in business. Likewise, suppliers depend on continued success of their customers. For example, if a customer fails or cuts back on purchases, the supplier's business will also decline.

*Governments stakeholders* such as federal, state, county, and city governments collect taxes from companies. The better a company does, the more taxes the government collects. In addition, workers who are laid off by a company can file claims for unemployment compensation, which results in a financial burden for the state and federal governments.

*Internal stakeholders* such as managers and employees depend upon the continued success of the company for keeping their jobs. Managers of



## INTEGRITY, OBJECTIVITY, AND ETHICS IN BUSINESS

### A Good Corporate Citizen

Many argue that it is good business for a company to be a good corporate citizen and contribute to the welfare of the society and the local community in which it operates. **The Hershey Company** has a long history of such involvement that includes the establishment and operation of the Milton Hershey School for disadvantaged children. The school is funded by an endowment of over \$5 billion of The Hershey Company's stock. In addition, Hershey gives nonprofit,

charitable organizations cash awards of \$200 for each employee who can document 100 hours of volunteer work for the organization. Hershey also donates scholarships for minority students in south-central Pennsylvania.

*Sources:* Bill Sutton, "Donations to Aid Minority Students," *The Patriot-News*, November 12, 2004, and "Hershey Throws Green-line a Kiss," *The Commercial Appeal*, September 26, 2004.

companies that perform poorly are often fired by the owners. Likewise, during economic downturns companies often lay off workers.

The preceding stakeholders are illustrated in Exhibit 3.

#### EXHIBIT 3 Business Stakeholders

