

Fundamentals of FINANCIAL ACCOUNTING

Phillips | Libby | Libby

Fundamentals of

FINANCIAL ACCOUNTING

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Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis Bangkok Bogotá Caracas Kuala Lumpur Lisbon London Madrid Mexico City Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto



FUNDAMENTALS OF FINANCIAL ACCOUNTING

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GETTING THE MOST FROM THIS BOOK

We're tired of people saying that accounting is deadly boring. So we wrote this textbook to show just how interesting it can be. Here are a few tips to help you get the most from this book and this course.

- Read the book. Seriously.
- **Get the point.** Even though you're going to read all the assigned chapters (right?), you'll want to know what's important and likely to be on your test. The learning objectives tell you. Find them in the first exhibit in each chapter.
- **Consult the coach.** Each coach in Coach's Corner will walk you through tough problems and give you advice on improving your game.
- **Keep on track.** The self-study quizzes gauge whether you've been thinking hard enough as you read. There's no point in blasting through the chapter just to finish. Cover the self-study quiz answers with your thumb and give the questions a try.
- **Practice, practice, practice.** We can't say it enough. You can't just read about accounting, you have to do it. So be sure to do all the questions that you've been assigned. If you're assigned the Group A problems, you can do the Group B problems for extra practice and use the coached problems when reviewing for tests and exams.
- **Get extra help.** The DVD and Online Learning Center are full of digital tools that will help you pull it all together.

One last tip. Enjoy yourself. Do the crossword puzzles in the book while you wait for class to start. Ask questions. Share the cartoons with friends who aren't even taking this course. Discover for yourself that accounting isn't boring.

Fred Phillips Bob-Libby Par Liney

ABOUT THE AUTHORS

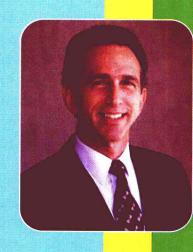
Fred Phillips is a Professor and the George C. Baxter Chartered Accountants of Saskatchewan Scholar at the University of Saskatchewan, where he teaches introductory financial accounting. He also has taught introductory accounting at the University of Texas at Austin and the University of Manitoba. Fred has an undergraduate accounting degree, a professional accounting designation, and a PhD from the University of Texas at Austin. He previously worked as an audit manager at KPMG.

Fred's main interest is accounting education. He has won eight teaching awards, including two national case-writing competitions. He has published instructional cases and numerous articles in journals such as Issues in Accounting Education, Journal of Accounting Research, and Organizational Behavior and Human Decision Processes. Fred currently serves as an associate editor of Issues in Accounting Education, and he is a member of the Teaching & Curriculum and Two-Year College sections of the American Accounting Association. In his spare time, he likes to work out, play video games, and drink iced cappuccino.



Robert Libby is the David A. Thomas Professor of Management at the Johnson Graduate School of Management at Cornell University, where he teaches the introductory financial accounting course. He previously taught at the University of Illinois, Pennsylvania State University, the University of Texas at Austin, the University of Chicago, and the University of Michigan. He received his BS from Pennsylvania State University and his MAS and PhD from the University of Illinois; he is also a CPA.

Bob is a widely published author specializing in behavioral accounting. He was selected as the AAA Outstanding Educator in 2000. One of his prior texts, Accounting and Human Information Processing (Prentice Hall, 1981), was awarded the AlCPA/AAA Notable Contributions to the Accounting Literature Award. He received this award again in 1996 for a paper. He has published numerous articles in the Journals of Accounting Research; Accounting, Organizations, and Society; and other accounting journals. He is Vice President-Publications of the American Accounting Association and is a member of the American Institute of CPAs and the editorial boards of Accounting, Organizations, and Society; Journal of Accounting Literature; and Journal of Behavioral Decision Making.



Patricia Libby is Associate Professor of Accounting and Coordinator of the MBA in Professional Accountancy Program at Ithaca College, where she teaches the undergraduate financial accounting course. She previously taught graduate and undergraduate financial accounting at Eastern Michigan University and the University of Texas at Austin. Before entering academe, she was an auditor with Price Waterhouse (now PricewaterhouseCoopers) and a financial administrator at the University of Chicago. She received her BS from Pennsylvania State

University, her MBA from DePaul University, and her PhD from the University of Michigan; she is also a CPA.

Pat conducts research on using cases in the introductory course and other parts of the accounting curriculum. She has published articles in *The Accounting Review, Issues in Accounting Education,* and *The Michigan CPA*. She has also conducted seminars nationwide on active learning strategies, including cooperative learning methods.



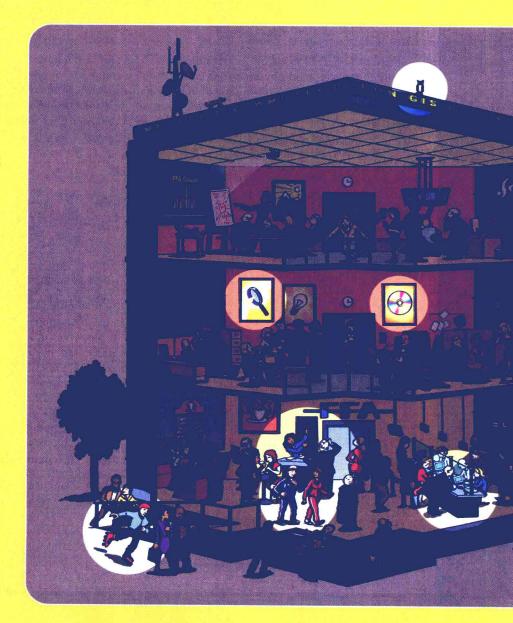
THE CLOSER YOU LOOK,

Phillips, Libby & Libby's

If you could peel away the exterior of a large company, what would you see? As our cover illustrates, at first glance it might seem just short of chaos—a hive of hectic activity that seems to defy comprehension. Look closer, however, and order begins to emerge: people at different levels of the organization are working with one another. Business activities occurring on the ground floor are analyzed and their financial effects are captured by accounting personnel on the second floor, who report these results to decision-makers on the top floor. Financial accounting is the thread that unites these various roles—on our cover and throughout the business world.

Like a complex picture whose details can be appreciated only through close inspection, the subtle messages conveyed by financial information become useful after examination with a trained and careful eye. Put another way, **the closer you look at financial accounting data, the more you understand.**Fundamentals of Financial Accounting gives students the ability to make sense of business activities, to prepare and interpret financial information in an accurate and relevant way, and it does so like no other book on the market.

Fundamentals of FINANCIAL ACCOUNTING



THE MORE YOU UNDERSTAND

How does Fundamentals of Financial Accounting differ from the competition? It all boils down to one quality:

Phillips/Libby/Libby is the most student-friendly financial book on the market. The following pages are filled with examples and highlights of Phillips' innovative student-centered approach. Four of the most compelling examples include:

Writing that students can read. What does it mean to say that a book is "readable"? In the case of FFA, it simply means the most enjoyable accounting textbook your students have ever read. Through a mix of conversational wording, humor, and everyday examples, FFA achieves a relaxed style that maintains rigor while never sacrificing student engagement. Open FFA to almost any page at random, read a few paragraphs and see for yourself: Fundamentals of Financial Accounting offers the most engaging read of any financial text.

I LOVE the authors' writing style. I think more and more of our students either don't read, or have difficulty reading, accounting textbooks. . . . I think [this book] will be more readable to our students and they may even enjoy reading it.

- Antoinette Clegg, Palm Beach Community College

Focus companies. In an approach pioneered by coauthors Robert Libby and Patricia Libby, each chapter of Fundamentals of Financial Accounting makes financial accounting come alive by using a real world focus company to teach fundamental accounting concepts. Your students learn why accounting is important and how businesses use accounting information to make decisions. All of the companies featured in FFA are real companies whose products and services are popular with

students, including Skechers (shoes), Activision (video games), and Oakley (sunglasses). (See page VIII for more on the focus companies.)

A CD-ROM made with students in mind.

Topic Tackler Plus takes advantage of the latest multimedia technology to provide **truly helpful audiovisual reinforcement** to your students. In particular, the Flash tutorials combine animation with audio narration to make reviewing each chapter's key concepts a snap. (See page XVI for more on Topic Tackler Plus.)

A framework you can USE. The USER framework uses the cover illustration as a roadmap to each chapter, delineating how accounting works at all levels of a company. Students learn to Understand the business decisions that managers make on the ground floor, Study the accounting methods used on the second floor, Evaluate the reported results from the viewpoint of financial statement users on the top floor, and Reconsider how the accounting methods affect the evaluation of results, which indicate the quality of business decisions that managers have made (uniting the whole building). This framework ensures students will develop the ability to make sense of business activities, be able to prepare financial statements, and know how to interpret financial information in an accurate and relevant way.

By taking the most thorough student-oriented approach on the market, *Fundamentals* of *Financial Accounting* shows students that the more they look at financial accounting data, the more they'll understand of it. Read the following pages for further proof that *FFA* combines student-friendliness and academic rigor better than any other financial book on the market.

FOCUSED ON THE REAL WORLD

chapter mine

The best way to learn to prepare and use financial statements is to study accounting in real business contexts. This is the key idea behind *FFA's* focus company approach, which is introduced in the first chapter and which integrates each chapter's material around a focus company, its decisions, and its financial statements.

The one thing that consistently amazes me and makes me VERY happy is the choice of companies that the authors use to demonstrate chapter concepts. The use of Cedar Fair . . . an amusement park!!!! Everyone can relate to an amusement park and see that the needs of this business (for LT assets) are completely different from other businesses. Then there was Mattel, Supercuts, etc. The companies grab the interest of the reader and make them want to know more. As a "reader," I was drawn into the discussion because it interests me!!!

Cheryl Bartlett
Albuquerque TVI Community College

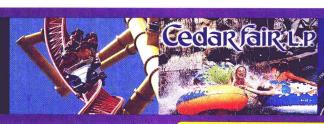
Reporting and Interpreting Long-Lived Tangible and Intangible Assets

f you're an average American, you gobble about three pounds of peanut butter year, which equals 1,500 peanut butter sandwiches eaten before your high sel graduation. That makes you an expert at knowing how much peanut butter to sp on sandwiches. It also prepares you for learning how to report depreciation on long-lassets. Really. Reporting depreciation is a lot like spreading peanut butter on sandwich the amount of peanut butter to spread on each sandwich is just like the amount of preciation to spread over each accounting period. It depends on three factors: (1) amount that you begin with in the jar (or the cost you begin with in the accouncil), and (3) the number of sa wiches (or accounting periods) that you'll be spreading it over. Just like peanut butter a sandwich, there'll be a little depreciation if it's spread over many years or lots it spread over fewer years.

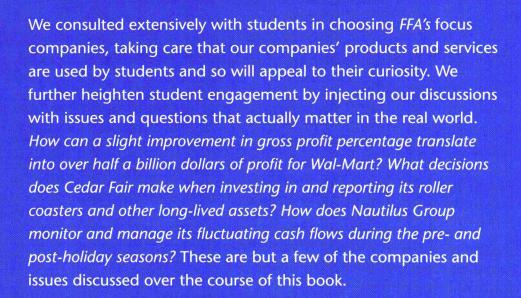
For the rest of this chapter, we're going to focus on the amusement park busine CEDAR FAIR. We're not leaving peanuts completely behind, because just as Mick Disney's mascot and Bugs Bunny gives character to Six Flags, Snoopy and the will Charlie Brown gang from the PEANUTS® comic strip are featured at Cedar Fair. Viseven amusement parks and six waterparks throughout the United States, Cedar Fair one of the biggest and best amusement park businesses in the world. As of December 2003, its rides, hotels, and other long-lived assets accounted for over 96 percent of its tall assets, so it's the perfect setting for you to learn how these assets are reported and analyses you can conduct to determine how well they're managed.

Retrieved May 3, 2004, from www.peanutbutter.com/funfacts.asp.

²⁰Cedar Fair, L.P.s Flagship Park, Cedar Point, again Voted Best Amusement Park in the World," company preclease, August 26, 2003.



One of Cedar Fair's rides reaches 1



A Warm Welcome in Every Chapter

Students often feel they lack the real-world experience needed to understand accounting, a subject they believe has little impact on their daily lives. FFA's chapter openers provide entertaining analogies that illustrate how accounting principles can inform even the most seemingly mundane things, from making peanut-butter sandwiches to catching a roommate stealing snacks. There's no better way to help students feel comfortable with accounting topics and to trigger an interest that invites them into the chapter. (To see how peanut-butter sandwiches relate to depreciation, take a look at Chapter 9.)

I think the authors have written some difficult ideas in simple terms and that is good. I like the choice of theme parks as the underlying business because I believe this will interest students.

Gail Wright Bryant College

I hope students will enjoy learning about accounting for tangible and intangible assets in the context of our amusement parks. After reading this chapter students will truly understand the important business decisions that relate to tangible and intangible assets, and how the results of these decisions are reported to financial statement users.

Bruce A. Jackson Corporate Vice President and Chief Financial Officer Cedar Fair, L.P.



I star juge on how and lived of interrigible ascerts give if ear or ground after the received on currently the review of the earliest more and tablest roller countries.



ist iour seconds

AN FFA READER IS NEVER ALONE

The cover of Fundamentals of Financial Accounting illustrates the maxim that underpins the book: the closer you look, the more you understand. More than that, it serves to introduce the characters and tools that accompany your students as they read the book. Many of the text's most innovative and student-friendly pedagogical features are marked with an element of the cover illustration—a visual shorthand that makes it a breeze to find additional help or insight while reading.

COACH'S CORNER

Loss in inventory value is typically combined into selling expenses or cost of goods sold for purposes of external reporting.



Coach's Corner.

Virtually every student has been inspired by a great coach at some point, and FFA features not one but two Coaches who appear

throughout the text to offer tips, advice, and good ideas about how to learn. FFA is unique in that its in-text "coaches" appear in the end-of-chapter material as well, giving students additional encouragement as they work to reinforce the material they've learned.



you want the DDB worksheet inction in Microsoft Excel to match the formula presented here, set the salvage" factor to 0.



I really like the Coach's Corner in the text and at the end-of-chapter materials. They are well written and will help the students focus on important points.

Margaret Houston, Wright State University

YOU SHOULD KNOW



Declining-balance is a method that allocates the cost of an asset over its useful life based on a multiple of the straight-line rate (often two times).

You Should Know.

Look to the owl for wisdom,

knowledge—and a quick recap of an important text point.

Points of Interest.

It always helps to take a little

break now and then, and Points of Interest provide attention-grabbing topical diversions for students as they read. From the surprising origins of Nike to the bogus investment opportunity created by the SEC, Points of Interest illuminate the topic at hand with amusing and unusual facts that introduce a breath of fresh air into students' reading.

POINT OF INTEREST

Not every press release is trustworthy. A 23-year-old student was sentenced to 44 months in federal prison for sending out his own phony press release about Emulex Corporation, which allegedly defrauded investors of \$241,814.



Ethical Issue.

FAST FLASHBACK
A merchandiser is a

company that sells goods

We've seen all too plainly what can happen when

accounting data are distorted or used inappropriately, and FFA makes sure your students start off with a solid grounding in ethics. Ethical Issues prompt your students to think about tough ethical decisions in each chapter and to practice making these decisions themselves in end-of-chapter cases.

Topic Tackler Plus.



FFA's Topic

Tackler Plus is loaded with digital study tools that can make a real impact on how well your students perform in the course. All text content receiving expanded treatment on the Student CD is marked with this icon.

Fast Flashback.



frustration of learning a new concept or term only to forget it a few chapters later, requiring tedious backtracking through previously read material to find the original definition. FFA's Fast Flashbacks eliminate this hurdle: when a topic from a previous chapter is re-introduced, a Fast Flashback provides a brief, convenient refresher.



The other trouses on now long-level tangles and chargible assets an tree appreciation or amortization interpreted in transcens statements. We focus on Cedar Fee which is currently the confer of the well's begiest and fectors ruler coasts.

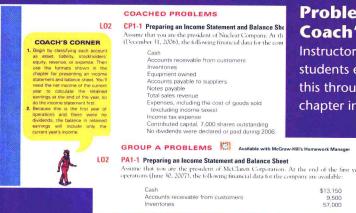
Outside Looking In/ Inside Looking Out.

Different people use accounting information

in different ways: those within the firm must choose when and how to report events, while those outside it rely on those reports to make their own decisions. Instances of this dual nature of accounting information are highlighted in the Outside Looking In/Inside Looking Out feature, using an analogy from students' own experiences to highlight the personal relevance of the chapter's topics.

A BOOK WITH ITS OWN

Fundamentals of Financial Accounting is loaded with so many innovative pedagogical features, you'd swear we shrinkwrapped a TA with the book. From quick review tools to head-scratching ethical dilemmas, FFA's pedagogy gives students every opportunity to reinforce and expand on what they're learning.

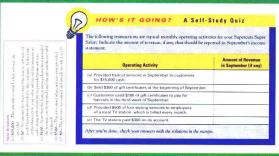


Problems With (and Without) the Coach's Help

Instructors tell us how important decision-making skills are for students entering the accounting profession, and *FFA* recognizes this through an innovative approach to problem-solving. Every chapter includes three problem sets: Coached Problems, Group A,

> and Group B problems. The Coached Problems go beyond the traditional check figures to advise students on the *process* of solving a problem rather than just its outcome. This feature will save students the inefficient and frustrating experience of having to work backwards from solutions to develop their

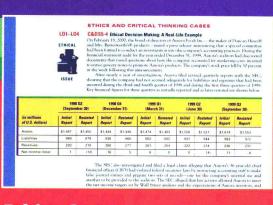
own (possibly erroneous) problem-solving rules. When students can solve the coached problems, they'll be ready to tackle the Group A or Group B problems, which echo the content without the advice offered by the Coached Problems.



"How's It Going?"

Nothing helps like a quiz for mastering tricky subjects, so *FFA* provides plenty of these innovative review boxes throughout each

chapter. "How's It Going?" boxes pose a review question about the recent material and provide the answer right there on the page, printed sideways so that students don't accidentally read it before answering the question.



Ethics Cases

The last five years have seen controversies that brought the ethics of the accounting profession to the forefront of public debate. Young people entering the business world, whether as accountants or other business majors, simply must have a strong ethical grounding, so *FFA* includes **two ethics cases in every chapter.**

TEACHING ASSISTANT INCLUDED

Transaction Analysis Revisited

Now that you've been introduced to debits, credits, journal entries, and T-accounts, you are really to revisit the five-step DECIDE approach used earlier to analyze transactions. To unclude these new concepts in the accounting process, we need to add two more steps, as highlighted in Exhibit 2.8.

exhibit 2.8 Transaction Analysis: The DECIDES Approach 1. Does a transaction exist! 2. Examine it for accounts affected. 4. Cleastify each account affected. 5. Dobit and credit the accounts affected. 6. Ensure the equation still balances and debits = credits. 7. Summarise the transaction effects in T-accounts.

In the remainder of this section, we will work with you to use this transaction analysis approach to record the monthly transactions that were presented earlier in this chapter for your Supercust Super Salon. Because we have completed steps 1-4 of the transaction analysis for these events already we will not show them below, but you should understand that these steps toold be performed had we not analyzed them earlier. The analysis below focuses on the result of steps 5-7, which involve the new concepts of debits, redits, journal entries, and T-accounts.

A Good Accountant DECIDES

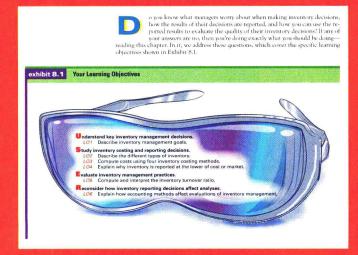
The DECIDES decision model provides students the structure they need to tackle challenging topics. This model helps students to decide on the accounting effects of transactions by thinking through the following steps:

- 1. Does a transaction exist? Go to step 2 only if your answer is "yes."
- 2. **Examine** it for the accounts affected. Put a name on what is given and received.
- 3. **Classify** each account as asset (A), liability (L), or stockholders' equity (SE).
- 4. <u>Id</u>entify the direction and amount of the effects. By how much does each asset, liability, and stockholders' equity account increase or decrease?
- 5. **Ensure** the basic accounting equation still balances and that debits = credits.
- 6. **Summarize** the transaction effects in T-accounts.

The DECIDES model is introduced in Chapter 2, expanded in Chapter 3, and reinforced throughout the remaining chapters.

DECIDE is an excellent learning tool which should help the students understand the process of transaction analysis.

Patsy Lee University of Texas at Arlington



The USER Framework

The USER framework uses the cover illustration as a "roadmap" to each chapter, delineating how accounting functions work at all levels of the firm. Students learn to **Understand** the business decisions that managers make (ground floor), **Study** the accounting methods used (second floor), **Evaluate** the reported results from the viewpoint of financial statement users (top floor), and **Reconsider** how the accounting methods affect the evaluation of results, which indicate the quality of managers' decisions (the whole building).

THE FINEST **END-OF-CHAPTER MATERIAL** TO BE FOUND.

FINANCIAL REPORTING AND ANALYSIS CASES

C&DS5-1 Finding Financial Information
Refer to the financial statements of Landry's Restaurants in Appendix A at the end of this book,
or download the annual report from the Cases section of the text's Web site at www.mihle.com/
phillips.

Required.

- equired:

 Calculate the debt-to-assets ratio for 2003 and 2002. Based on these calculations, has Landry's financing become more or less risky in 2003 finan in 2002?

 Calculate the asset numover ratio for 2003 and 2002. (Crotal assets at December 31, 2001 were 5600,171,10%) Based on these calculations, has Landry's need its assets more or less efficiently in 2004 them in 2002?

 Calculate the near profit murgin ratio for 2003 and 2002. Based on these calculations, has Landry's generated more or less profit per dellar of solds in 2003 than in 2002?

C&DS-2 Comparing Financial Information
Refer to the Immedia statements of Dave & Buster's in Appendix B at the end of this book, or
download the annual report from the Cases section of the texts. Web site at awarenthecom/
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Annual Report Cases

There's no substitute for working on real-world data, so FFA comes complete with an annual report for Landry's Restaurants bundled free with every new copy. The end-of-chapter cases make extensive use of these data, showing students how to draw information from an annual report and providing them with a valuable perspective on how financial accounting information is used in decision making.

Team Cases

Every chapter also includes a team case that directs groups to search the Internet for companies to analyze, using the tools covered in that chapter. Students not only learn useful research skills but gain valuable practice solving accounting problems in group settings.

C&DS1-3 Internet-Based Team Research: Examining an Annual Report



- Required:

 1. On an individual bois, each isom member should write a short report that lists the following intermation:

 a. What type of postiness organization is it?

 b. What type of products or services does it will?

 b. What type of products or services does it will?

 c. What type of products or services does it will?

 c. For how many years does it proceed or ordered?

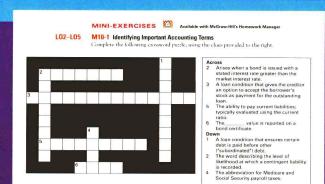
 d. For how many years does it proceed ordered behaves shorts? Income statements! Code flow statements!

 Are its financial statements andred by independent CPAs! If so, by whom?

 J. Did its total aware increase or decrease over the bat year?

 g. Did it is not more increase or decrease over the bot year?

- Then, as a team, write a short report comparing and commisting your companies using these artibutes. Discuss any patterns across the companies that you as a team observe. Provide potential explanations for any differences discovered.



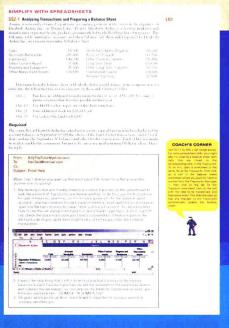
Crossword Puzzles

Yet another example of what makes FFA so much fun for students. Rather than memorize definitions through rote learning, students practice learning the language of business in a format that they'll want to complete even if it's not assigned. (If you don't believe us, try it for yourself. Point out the crossword puzzles to students, but don't assign them. We bet you'll find they do them anyway!)

The end-of-chapter material is traditionally where students go from reading to doing: answering review questions, solving problems, and wrestling with issues that help them to assimilate the material and apply it in a realistic context. While FFA doesn't see reading as a passive process — our pedagogy does more to maintain student interest and engagement than any competing book — the end-of-chapter material offers a wealth of opportunities for students to connect to the material, and for you to enliven your class with a variety of assignments and discussion questions.

Simplify with Spreadsheets

Why do the same calculations over and over again when you can enter them once, and then just copy and paste? Every chapter includes at least one spreadsheet problem that allows students to skip the tedium of repetitious number-crunching and focus instead on "what if" analyses and interpretations. And don't worry if your students haven't had formal training with spreadsheets: each problem includes relaxed, student-friendly advice on the steps needed to perform basic spreadsheet calculations.





Multiple-Choice Questions

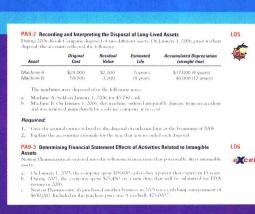
Students are likely to see these kinds of questions on tests and exams, so give them some practice with these quick checks of basic concepts

Peachtree® Designated Exercises and Problems

Students entering the accounting profession can never have too much practice working on Peachtree, so FFA's end-of-chapter material includes specially designated problems to be solved with the educational version of Peachtree Complete (see page XVIII). These problems are marked with an icon and make ideal homework assignments.

The authors, as they have done throughout the book, have done a very good job on all of the end of chapter material.

Philip Fink University of Toledo



FFA'S STUDENT-CENTRIC APPROACH



OnePass

It can be a challenge remembering all the different passwords and access codes for the many online assets available with *Fundamentals of Financial Accounting*. To make life easier for your students, McGraw-Hill is pleased to introduce OnePass. With McGraw-Hill's OnePass, just one code gets your students total access to McGraw-Hill's Homework Manager, Topic Tackler Plus, NetTutor, and the online version of the textbook. Moreover, the OnePass card fits in your students' wallets for safekeeping.

McGraw-Hill's Homework Manager

is a Web-based supplement that duplicates problem structures directly from the endof-chapter material in your textbook, using algorithms to provide a limitless supply of online self-graded practice for students, or assignments and tests with unique versions of every problem. Say goodbye to cheating in your classroom; say hello to the power and flexibility you've been waiting for in creating assignments.

The enhanced version of McGraw-Hill's Homework Manager integrates all of FFA's online and multimedia assets to allow your students to brush up on a topic before doing their homework. You now have the option to give your students pre-populated hints and feedback. The test bank has been added to Homework Manager so you can create online quizzes and exams and have them autograded and recorded in the same gradebook as your homework assignments. Lastly, the enhanced version provides you with the option of incorporating the complete online version of the textbook, so your students can easily reference the chapter material as they do their homework assignment, even when their textbook is far away.





McGraw-Hill's Homework Manager is also a useful grading tool. All assignments can be delivered over the Web and are graded automatically, with the results stored in your private grade book. Detailed results let you see at a glance how each student does on an assignment or an individual problem—you can even see how many tries it took them to solve it.

Students receive full access to McGraw-Hill's Homework Manager when they purchase OnePass, or you can have Homework Manager pass codes shrinkwrapped with the textbook. Students can also purchase access to Homework Manager directly from their class homepage.

Topic Tackler Plus, the FFA student CD-ROM, is designed to accompany your students from the first day of class to the last, with text-specific study aids and helpful additional content that can make a real difference on overall student performance. It's one more reason why Fundamentals of Financial Accounting is the most student-friendly book of its kind.

DOESN'T STOP AT THE TEXTBOOK.



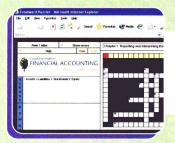
Animated Flash Tutorials

The toughest and most important topics of each chapter are reviewed in animated, audio-narrated tutorials powered by Flash technology. These tutorials take the main points of the textbook and put them in motion, with step-by-step instructions that can eliminate the need for holding midterm and end-of-term review sessions.



Video Segments

Combining original location footage, interviews, eye-catching graphics, and spoken narration, these vignettes explain how the concepts covered in each chapter make a difference in the world of business.



Animated Crossword Puzzles

These puzzles provide countless variations on the highly popular format for learning key terms.



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