



MANAGERIAL ACCOUNTING

MORSE • ZIMMERMAN

MANAGERIAL ACCOUNTING

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To Leslie, Jared, Tyler, Danielle, and Amy

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Managerial Accounting

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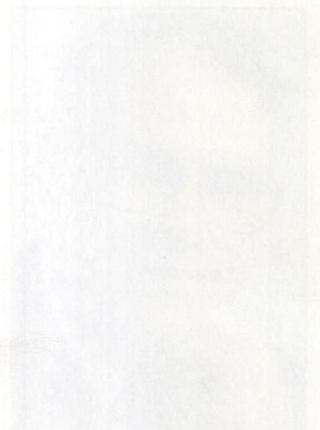
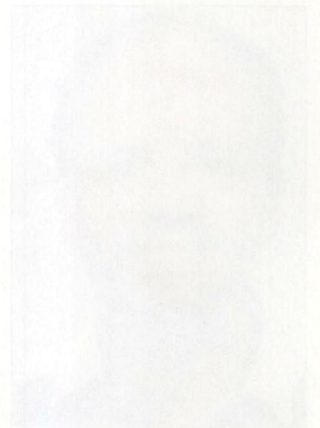
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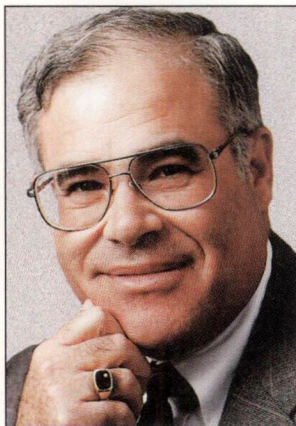
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Dale Morse is the Charles E. Johnson Professor of Accounting and Chairman of the Accounting Department at the University of Oregon. He received his M.B.A. in accounting from the University of Oregon and his Ph.D. in accounting from Stanford University. He was a faculty member at Cornell University in Ithaca, NY, from 1978–1991 and has held Visiting Professorships at the University of Auckland; the Dalian Institute of Technology, China; the University of Helsinki; the Universitas Merdeka Malang, Indonesia; and Koc University, Turkey. He also held a Fulbright Scholar position at the University of Nairobi, Kenya.

Dr. Morse's research has appeared in the *Journal of Accounting Research*, *Journal of Accounting and Economics*, *The Accounting Review*, and *Accounting Horizons*. His monograph, "Efficient Capital Markets and Accounting: A Critical Analysis," (with Tom Dyckman) is part of the Prentice-Hall "Contemporary Topics in Accounting" series. Dale Morse is a member of the American Accounting Association, American Finance Association, Institute of Management Accountants, and the Western Finance Association.

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Jerry Zimmerman is Alumni Distinguished Professor at the William E. Simon Graduate School of Business Administration, University of Rochester. He holds an undergraduate degree from the University of Colorado, Boulder, and a doctorate from the University of California, Berkeley. While at Rochester, Dr. Zimmerman has taught a variety of courses spanning accounting, finance, and economics. A deeper appreciation of the challenges of managing a complex organization was acquired by spending four years as Deputy Dean of the Simon School.

Dr. Zimmerman publishes widely in accounting on topics as diverse as cost allocations, municipal accounting, budgeting, taxes, auditing, financial accounting theory, mergers and acquisitions, trade unions, capital markets, and executive turnover. His paper, "The Costs and Benefits of Cost Allocations," won the 1978 American Accounting Association's competitive Manuscript Contest. He is recognized for developing Positive Accounting Theory. This work, co-authored with Ross Watts, also at the University of Rochester, received the 1978 and 1979 American Institute of Certified Public Accountants' Notable Contribution to the Accounting Literature Awards for "Towards a Positive Theory of the Determination of Accounting Standards" and "The Demand for and Supply of Accounting Theories: The Market for Excuses." Both papers appeared in the *Accounting Review*. They are also co-authors of the highly cited textbook, *Positive Accounting Theory* (Prentice Hall, 1986). Jerry Zimmerman was a founding editor of the *Journal of Accounting and Economics*, published by North-Holland, a scientific journal that is one of the most highly referenced accounting publications.

PREFACE

During their professional careers, managers in all organizations, large and small, profit and not-for-profit, interact with the organization's accounting systems. Managers often use their accounting system to acquire information for making planning decisions such as what products or services to offer and at what prices. At other times, the accounting system can be used to measure the performance and influence the behavior of employees. In this way, an accounting system within an organization is both a source of information for making planning decisions as well as part of the organization's control mechanism.

Managerial Accounting provides students with an understanding and appreciation of the strengths and limitations of an organization's accounting system.

INTENDED AUDIENCE

"Logical and internally consistent, comprehensive, easy to read, and contemporary without being trendy."

[Eric Johnson, University of Toledo]

Managerial Accounting is written with the premise that the future user is the primary audience. While

Users of this textbook will become more intelligent users of the information generated by the accounting system. Students will begin to think critically about this system and will be able to analyze proposed changes to the system. *Managerial Accounting* very clearly demonstrates that the practice of managerial accounting is an integral part of the firm's organizational infrastructure, not an isolated set of computational topics.

**"This book will make
"traditional" managerial
accounting texts obsolete."**

[Eric Johnson, University of Toledo]

preparation of accounting information is an important skill, this text focuses on the analysis of the information generated by the accounting system for both planning and control decisions. For this reason, business majors and current and future managers will benefit greatly from the material presented. Future accounting majors will also gain a better understanding of how accounting information is used for effective planning and control within all types of organizations.

DISTINGUISHING CONTENT FEATURES

EMPHASIS ON GAINING AN UNDERSTANDING OF ORGANIZATIONS

Managerial Accounting will expose students to many different organizational settings. They will gain an understanding of the different roles of managers within organizations and will see the importance of cross-functional skills to achieving a successful managerial career. Students will understand the

**"Morse and Zimmerman have
done an excellent job of
demonstrating that managerial
accounting is an integral part
of an organization's
infrastructure."**

[Wilfred Devine, Villanova University]

underlying importance of accounting information within an organization, as it is consistently related to the dichotomy of planning and control decisions.

ORGANIZATIONAL EXAMPLES IN EACH CHAPTER

Every chapter's text material is complemented by examples from organizations whose product and/or service is very familiar to students. For example, chapters are built around organizations such as a

"Morse and Zimmerman have a knack for examples that cut to the essence of accounting techniques."

[Hugh Warren, California State University-LA]

compact disc store, a skateboard manufacturer, and the department of motor vehicles. Organizational examples are typically of smaller businesses, and many of them deal with the increasingly vibrant service sector. These organizational examples are consistently referenced throughout the chapter, making them vital to a chapter's understanding and contributing to the ease of comprehension and student interest in the material.

"The running example in each chapter is outstanding at showing the student how the theory fits into real world situations."

[Gwen Pate, University of Southern Mississippi]

RELEVANCE OF MATERIAL

Business majors, accounting majors, and all potential future managers will find *Managerial Accounting*

"A clear, no-nonsense presentation of the critical concepts for management accountants."

[Melvin Jolly, University of Idaho]

stimulating, challenging, and rewarding. The organizational examples in each chapter provide consistent proof that the material under review is important to a successful career. The focus on anal-

ysis and decision making will challenge students to become broader thinkers and more critical analyzers of business and accounting information.

"One of the greatest strengths of the text."

[Eric Johnson, University of Toledo]

END-OF-CHAPTER MATERIAL

The extensive end-of-chapter material has many options for instructor use and student reinforcement. The numerical examples presented throughout the chapters are complemented by many additional numerical problems in the problem material. Additionally, many thought-provoking discussion problems

"The numerical and discussion problems are significantly stronger than those in competing textbooks. They are much more diverse, challenging, and realistic."

[Frank Luh, Lehigh University]

serve to reinforce the important concepts in each chapter. Cases are used to tie several concepts together and present a more comprehensive learning

"Very good match of questions and problems to chapter material. It is not just that the questions fit the topics, but that the questions fit the tone of the material."

[Leslie Oakes,
University of New Mexico]

experience for the student. Several spreadsheet problems are identified and templates provided for

"I have been very impressed with the end-of-chapter material throughout the text. There is a good mix of complexity and the chapter material has generally been covered well."

[Paul Juras, Wake Forest University]

each chapter. Finally, cooperative learning examples and writing exercises are included in most chapters.

CONCEPTUAL FRAMEWORK

Managerial Accounting offers, for the first time, a conceptual framework for the study of this important subject. The concepts of opportunity cost and organization theory serve as the underlying framework

"The text lays out a framework that accountants and others can use to solve problems that involve accounting information. This framework can be applied to a much larger number of institutions and decisions than the cost systems that continue to be the focus of many textbooks."

[Leslie Oakes,
University of New Mexico]

to organize the analysis. In the early chapters when planning decisions are being explored, opportunity cost serves as the foundation for this discussion. When the focus of the text moves to the control function, recent discussions of organization theory provide the foundation.

"The authors effectively tie in various parts of managerial accounting into a seamless fabric."

[David Lesmond, SUNY-Buffalo]

TRADE-OFFS

Accounting systems cannot always fulfill the two demands of making planning decisions and controlling managerial actions. It is common for accounting systems used primarily as a control mechanism to be less effective as a planning tool. Existing texts do not emphasize the trade-off between designing an accounting system for planning decisions and designing it for control. For example, activity-based costing presumably improves the accounting sys-

tem's ability for making planning decisions like product design and product pricing. Existing texts fail to address how implementing activity-based costing affects control. *Managerial Accounting* pays attention to these trade-offs.

"The trade-offs are described clearly with good, simple examples."

[Roby Sawyers, North Carolina State University]

LOGICAL SEQUENCE

Due to the earlier mentioned conceptual framework, the chapters in *Managerial Accounting* clearly build on each other. The first chapter focuses on the business environment, recent advances in management accounting, and the dual role of the accounting sys-

"A major strength is the early focus on management decision making rather than product costing."

[Joyce Strawser, Seton Hall University]

tem. Chapters 2–5 focus on planning decisions within organizations. Chapters 6 and 7 return to the foundation of organization theory and identify organizational problems of control. Chapters 9–12 develop the basic theme of the trade-off that exists when using an accounting system for both planning and control decisions. Chapter 12 continues the discussion of new manufacturing methods, and many of these are used to critically analyze the basic themes of the book. The final three chapters (13, Capital Budgeting; 14, Standard Costing; and 15, Managerial Accounting in International Organizations) can be taught at the end of the course or after Chapter 6 at each individual instructor's own discretion.

"Overall I find the organization and development to be excellent."

[Ram Ramanan, University of Notre Dame]

UNIQUE PEDAGOGY

Besides the consistent use of organizational examples throughout each chapter, which are unique to *Managerial Accounting*, several other pedagogical de-

vices are used to enhance student understanding and to develop the reader's critical thinking skills.

LEARNING OBJECTIVES AND CONCEPT REVIEWS

Presented at the beginning of each chapter, learning objectives are used to provide a road map for the students. Making sure one understands the learning objectives as one progresses through the chapters is vital to gaining a complete understanding of the material being presented. To better facilitate this learning, *Managerial Accounting* provides Concept Reviews at periodic

CONCEPT REVIEW

1. How do decision rights cascade from top-level managers to the rest of the employees of the organization?
2. How does linking decision rights and knowledge benefit an organization?
3. How does the transfer of knowledge allow for linking knowledge and decision rights and still allow for control?

points throughout the chapters. These Concept Reviews ensure that students have fully comprehended the presentation before continuing their study of the chapter. Answers appear at the end of this book.

WHAT'S HAPPENING

A labor strike recently idled General Motors' plants around the United States, forcing the company to lay off thousands of workers. Analysts estimated that General Motors was losing \$300 million a week in lost sales. At the same time it was noted that the company had 82 days of finished cars in inventory. What is the opportunity cost to General Motors of this strike?

WHAT'S HAPPENING SIDEBARS

These sidebars, sometimes as many as 3–4 per chapter, present a scenario that students have observed and/or experienced in their own lives. By presenting a unique twist to this experience, students will be challenged to re-think their experience and perhaps gain a new and different understanding. Students can find explanations for this feature at the end of this book.

TEAM DECISIONS REGARDING . . .

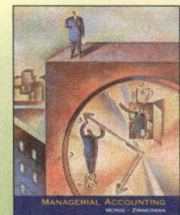
Once in every chapter, students will be shown how the book team for *Managerial Accounting* made various decisions regarding the execution of this product. As future users of accounting information, students will no doubt benefit from a better understanding of why certain accounting information was useful in executing this unique new textbook. Business students might also gain a better understanding of a discipline that will ultimately be their career of choice. Most importantly, students will consis-

tently see that accounting is not an isolated set of computational activities, but rather a crucial function that plays a role in the success of all products and services and, ultimately, all organizations.

THE STORY OF MANAGERIAL ACCOUNTING

Team Decisions Regarding Strategy

The *Managerial Accounting* book team was faced with an initial strategic decision. Irwin Publishing already had the best-selling management accounting book in the United States. One possible solution was to modify that management accounting book to accommodate the changing educational environment. Such a change, however, might cause the company to lose many satisfied customers. The other alternative was to develop a new management accounting book that would compete with the existing management accounting book. How should Peggy, the team accountant, use the notion of opportunity cost to help the team make this strategic decision?



NUMERICAL EXAMPLES AND SOLUTIONS

At relevant points throughout the chapters, *Managerial Accounting* provides numerical examples that reinforce the key quantitative skills that students need in order to successfully complete this course. Numerical examples are then revisited in the end of chapter material, where as many as three numerical

problems are provided for each numerical example in the chapter. To help the student fully understand how to solve numerical problems, the authors refer the student to a specific numerical example in the text.

NUMERICAL EXAMPLE 2.7

Jackson Company makes computers. They estimate that the annual fixed costs are \$100,000 and variable costs are \$100 per unit. What are total expected costs if the company makes 500 computers per year? What are total expected costs if the company makes 700 computers per year?

■ **SOLUTION** Total expected costs if Jackson Company makes 500 computers per year is the sum of fixed costs (\$100,000) and variable costs ($\$100 \times 500 = \$50,000$), or \$150,000. Total expected costs if Jackson Company makes 700 computers per year is the sum of fixed costs (\$100,000) and variable costs ($\$100 \times 700 = \$70,000$), or \$170,000.

NP 2-17: Variable and Fixed Costs (LO 6; NE 2.7) The school newspaper editor estimates that the fixed cost of an edition is \$10,000. The variable cost is \$.03 per copy.

- What is the expected cost of an edition if 3,000 copies are produced?
- What is the expected cost of an edition if 5,000 copies are produced?

SUMMARY, KEY TERMS, SELF-STUDY PROBLEMS, NUMERICAL PROBLEMS, DISCUSSION PROBLEMS, AND CASES

These additional elements make up the end-of-chapter material in each chapter.

INSTRUCTOR SUPPLEMENTS

SOLUTIONS MANUAL

Prepared by the authors, this manual contains detailed solutions for all end of chapter material in *Managerial Accounting*. The Solutions Manual has been accuracy checked by independent parties. It is also available in Microsoft Word® format for those who want to manipulate the material for alternative classroom use.

INSTRUCTOR'S RESOURCE MANUAL

Prepared by the authors, this manual includes detailed teaching ideas for *Managerial Accounting*. The authors discuss ways to divide the text into class size sections for 3- or 4-credit quarters or semester courses, problem material is classified according to difficulty, and alternative teaching strategies are given for end of chapter material (including ways to use end of chapter material to promote cooperative learning). Conversion notes to make the transition from leading competitors to *Managerial Accounting* are also provided and will highlight some of the material available to adopters of *Managerial Accounting*. The Instructor's Resource Manual also provides additional "real-life" scenarios. These scenarios include references to simple organizations that students understand and current events of better-known, larger organizations. This manual also includes a disk in Microsoft Word® format for easiest use and maximum flexibility.

SOLUTION TRANSPARENCIES

All numerical problems presented in *Managerial Accounting* will have their solutions available in acetate format for classroom projection.

PRAXIS READY SHOWS

Prepared by Jon A. Booker, Charles W. Caldwell, Susan C. Galbreath, and Richard S. Rand, all of Tennessee Technological University, Ready Shows is a comprehensive package of multimedia lecture enhancement aids that use PowerPoint® software to illustrate chapter concepts.

PRAXIS READY SLIDES TRANSPARENCY MASTERS

Selected PowerPoint® slides from the Ready Shows product are available to adopters in a master format for easy classroom use. In addition, adopters of *Managerial Accounting* may utilize the Ready Shows disks to facilitate use of the entire slide package.

TEST BANK

Prepared by Jay Holmen of the University of Wisconsin-Eau Claire and Eric Johnson of the University of Toledo, this comprehensive test bank contains over 1,200 items. For each chapter of *Managerial Accounting*, adopters will have their choice of objective questions, numerical problems, discussion problems, and "What's Happening" questions.

COMPUTERIZED TESTING SOFTWARE

A computerized version of the manual test bank for more efficient classroom use is also available in either Macintosh, Windows, or DOS versions.

TELETEST

By calling a toll-free number, adopters of *Managerial Accounting* can specify the content of exams and

have a laser-printed copy of the exams mailed to them.

RICHARD D. IRWIN MANAGERIAL/COST VIDEO LIBRARY

These short, action-oriented videos provide the impetus for lively classroom discussion. This six-volume library includes videos of international and service companies as well as many manufacturing examples, as outlined below:

- Volume I: "Behind the Bill"
"The Vancouver Door Company"
"How Many Bucks in a Bag"
- Volume II: "Moving the Merchandise"
"Ogre Mills, after the Curtain Fell"

- Volume III: "Lean Production"
"Quality"
"The Manufacturing Process"

- Volume IV: "Computer-Integrated Manufacturing"
"Inventory Management"
"Service"

- Volume V: "Manufacturing"
"Supplier Development Outreach Program"
"Accounting Careers"

- Volume VI: "Atlas Foundry and Machine Company"
"Management Accounting and Concepts"
"International Accounting"

STUDENT SUPPLEMENTS

STUDY GUIDE

Students will find this essential in preparing for exams. The Study Guide allows the students to practice what they have learned by providing a variety of multiple choice, true/false, matching, and short answer questions, as well as numerical problems with solutions. Students can also use the Study Guide for a review of learning objectives, chapter summaries, and outline of topical coverage.

WINDOWS TUTORIAL

Irwin Windows Tutorial summarizes the essential points in each chapter and tests students' knowledge using objective questions and exercises. Students will find it an effective way to prepare for exams.

WEB TUTORIAL

Now students will be able to go on-line to review concepts presented in *Managerial Accounting*. Offering true-false and multiple-choice review, this tutorial will give enterprising students another learning option.

PRAXIS READY NOTES

Selected screens are printed from the PRAXIS Ready Shows product to enable students to be efficient note takers during classroom presentations. Ready Notes are available to students at a nominal cost and again will be an effective exam preparation tool.

SPATS (*Spreadsheet Applications Template Software*)

Selected numerical problems in the end of chapter material are available in Excel® for Windows® template format for student problem solving. These templates are available for duplication from a master or are shrinkwrapped with *Managerial Accounting* for a nominal charge.

RAMBLEWOOD MANUFACTURING, INC.

This computerized practice set was recently updated by Leland Mansuetti and Keith Weidkamp, both of Sierra College. This software simulates the operations of a company that manufactures customized fencing. It can be used to illustrate job-order costing systems with JIT inventory in a realistic setting. The entire simulation requires 10–14 hours to complete. A new feature prevents files from being transferred from one disk to another without detection. It is available in DOS and Windows formats and soon will be available in a multimedia format.

ROOM ZOOM: THE CPA SOURCE DISC

This multimedia, interactive CD-ROM provides an exciting guide to a CPA career. Students will be able to experience a day in the life of the CPA, review salary statistics, learn about scholarships and internships, understand the technology inherent in the profession, learn about the CPA exam, and much more. Available to students for a nominal charge when purchased from Irwin with *Managerial Accounting*, this innovative technology component would also be perfect for the first day of class.

ACKNOWLEDGMENTS

From the outset, we wanted to create a unique, yet accessible undergraduate textbook—one that would set the standard for future texts. To the extent we have succeeded in achieving our goals, this success is attributable to the efforts of numerous individuals. Much of the intellectual capital in the book is drawn from our colleagues at Cornell University, University of Oregon, and the University of Rochester, especially Tom Dyckman, Ron Hilton, John Elliott, Ray Ball, James Brickley, Clifford Smith, and Ross Watts. Some of the ideas in *Managerial Accounting* owe their existence to the extensive review and development process underlying *Accounting for Decision Making and Control* by Jerold Zimmerman (Burr Ridge, IL: Richard D. Irwin, 1995). Steve Ault and Kechia Anderson helped on earlier drafts by reading and providing comments. Barbara Schnathorst and Kate Walsh did a superb job of copyediting. Kathy Jones provided enormous assistance with the manuscript and solutions manual.

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Dale C. Morse
Jerold L. Zimmerman

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