FINANCIAL ACCOUNTING



ANTLE & GARSTKA

Accounting

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Dedicated to Nancy, Elizabeth, and Benjamin Janet, Jennifer, Stan, and Andrew

Preface

"This text reads more like a story than it does a traditional accounting text." Leonard Stokes, Siena College hy write another introductory financial accounting textbook? It is a question we are often asked. The publisher asked us when we proposed this text. Our colleagues asked us every time we told them what we were doing. We asked ourselves whenever we tired of the effort. After all, there is certainly no shortage of formidable competition. And there are only so many things one can do in an introductory text.

We have written this text because we wanted to do things differently. In particular, we wanted to present three things in a way that we had not found them presented in other textbooks. First, we wanted to give a thorough, yet concise, introduction to the basic financial statements and the techniques of accounting. Second, we wanted to include a rich variety of real financial reports. Third, and most importantly, we wanted to develop and apply a coherent conceptual structure that would knit the book together.

Organization of the Text

We have organized the content of the text into three parts: fundamentals of accounting, economic concepts, and topics in financial reporting.

Part One: Fundamentals of Accounting

The five chapters that make up Part One provide a comprehensive introduction to the basic accounting statements and techniques. Our experience in teaching financial statement analysis has taught us that this material should not be given short shrift. Cash flow statements and the articulation of financial statements are especially important, particularly for students interested in valuation. Many valuation methods begin with cash flow projections. Income statements and balance sheets are projected and analyzed to find the implied cash flows. Detailed knowledge of complex financial reporting alternatives is not required to do this kind of analysis, but understanding the articulation of balance sheets, income statements, and cash flow statements is vital. Part One lays this foundation.

Part Two: Economic Concepts

Part Two develops a conceptual framework for the traditional financial accounting topics. Two main factors are identified as being at the heart of accounting problems: time and uncertainty. The first chapter in Part Two develops the economic concepts of present value and expected value that are used to attack problems involving time and uncertainty. The second chapter of Part Two ties these economic concepts to accounting through an exploration of market-to-book ratios and returns on equity. The advantages of taking the time to develop both present value and expected value become apparent: They allow us to develop the important benchmark of normal earnings and to explain why the generation of abnormal earnings is the key to creating value.

"The definitions of accrual accounting and the notion of accrual and deferral are the best I have ever encountered..."

Matthew Anderson,

Michigan State University

Part Three: Topics in Financial Reporting

In many ways, Part Three is the payoff for the investment in techniques and concepts that we made in Parts One and Two. The chapters in Part Three address traditional and important areas in financial accounting, such as receivables, inventories, long-term assets, liabilities, and income taxes. We use a set structure within each of these chapters, beginning with a discussion of what the item is and what its place is in an organization. Next, the economic concepts of present value and expected value are used to explore its economic value. We then present the major accounting conventions for the item and its financial statement presentation. This allows a comparison of accounting values and economic values. Finally, we conclude each chapter in Part Three by presenting the major financial ratios involving that item.

The organization of these chapters is intended to accomplish several things. It gives the students a sense of the commonality of the issues involved in accounting problems. It enables you, the instructor, to cut preparation time by making the book's coverage more memorable and predictable. It consistently reinforces the application of the valuation framework developed in Part Two. Finally, it allows for flexible use of the book. You may, for example, assign selected sections of each chapter if you desire to cover only the accounting conventions.

Features of the Text

We have included many features, such as a variety of tables and illustrations, which we believe will help students master the text's concepts as well as stimulate and maintain their interest in accounting. The accrual accounting table shown below is an example of how the text helps students visualize and synthesize concepts.

Figure 3.4
Accrual Accounting (Revenues and expenses need not coincide with cash flows.)

Cash Flow Before Cash Flow After Revenue or Expense Revenue or Expense Recognition Recognition Income Statement Revenues Some revenues are Payment received after good prepayments before good is given up or service provided. given up or service provided. For example, normal sales For example, Company receives on credit. prepaid magazine subscriptions, Company is given a retainer to Expenses provide future services. Many expenses are "prepaid." For example, the cost of inven-Many expenses are paid after tory, plant, and equipment, the expense is recognized. the prepayment of rent or For example, the value of insurance. wages or interest already

Net

Income

consumed, but not yet paid

for.

Questions, Exercises, Problems, and Cases

The student activities that accompany the text are provided in a separate booklet. We believe that this arrangement will permit much greater flexibility in their use as well as frequent updating. Many of these activities are based on real company data.

Use of Real Financial Reports

Real financial reports are used throughout the text as illustrations and as the basis for problem material. Our extensive use of these reports is intended to provide an accurate impression of the ultimate tasks that await students in their accounting, finance, or other business careers. We use the most recent examples that suit our purposes, but we do not shy away from using an "older" example if it is particularly relevant. For example, Chapter 5 focuses on America Online, Inc.'s, financial reports for 1997 because we find them to be especially useful.

Exhibit 5.2 America Online, Inc. Consolidated Statement of	America Online, Inc. Consolidated Statement of Operations for the Year Ended June 30, 1997			
Operations	(Amounts in thousands, except share data)			
	Revenues:			
Two categories of	Online service revenues	\$1,429,445		
evenues	Other revenues	255,783		
	Total revenues	\$1,685,228		
	Costs and expenses:	Ψ1,003,220		
argest expense ———	Cost of revenues	\$1,040,762		
8	Marketing	Ψ1,010,702		
Second largest expense ——	Marketing	409,260		
3 1	Write-off of deferred subscriber acquisition costs	385,221		
Inusual item ————	Product development	58,208		
	General and administrative	193,537		
	Acquired research and development			
	Amortization of goodwill	6,549		
	Restructuring charge	48,627		
	Contract termination charge	24,506		
	Settlement charge	24,204		
	Total costs and expenses	\$2,190,874		
	Income (loss) from operations	\$ (505,646)		
	Other income (expense), net	6,299		
	Merger expenses			
	Income (loss) before provision for income taxes	(499,347)		
	Provision for income taxes			
arge net loss ————	Net income (loss)	\$ (499,347)		
	Earnings (loss) per share:			
	Net income (loss)	\$ (5.22)		
	Weighted average shares outstanding	95,607		
	See accompanying notes.			

Our goal of providing students with an accurate impression of real reports means that we edit them less than is typical in an introductory text. We leave in any item that we would be willing to discuss in class within the context of the material covered to that point. If we would have answered a question about an item with, "We will get to that later," we have edited that item. For example, in the early chapters, we do not present financial statements that include the equity account, "Unrealized gains (losses) from available-for-sale securities." We do not, however, shield students from the variety of assets and liabilities that we find in real financial statements.

Debits and Credits

Although we did not write this text in order to train students as bookkeepers, we believe that students need to be exposed to the techniques that underlay financial reports. Thus, we do not shy away from presenting debits, credits, T-accounts, and journal entries.

7. On January 1, 2000, Websell paid \$2,000 for an unlimited-service cellular phone contract for one year.

8. On January 1, 2000, Websell acquired the rights to various software programs. The software consists of word processors and accounting programs in support of basic office functions, as well as technical packages to be used in developing its own products. Websell paid \$50,000 cash for these rights that are expected to last for 2 years.

In-Text Study Notes and Definitions of Terms

To assist students in their study of what is sometimes complex material, we provide study notes and definitions in the margin. Students may use these notes to review the exhibits in the text and to help them recall the concepts learned by reading the material and participating in class.

Sales revenue is the dollar value of all the products Novell sold during the period (the inflow of resources from sales).

Cost of sales is the resources (wages to workers and cost of materials) that went out of Novell in order to generate the sales.

Decisions Relying on Accounting Information Granting Credit Investments From AOL's 10K: "Cost of revenues includes network-related costs, consisting primarily of data network costs, costs associated with operating the data centers and providing customer support, royalties paid to information and service providers, the costs of merchandise sold, and product development amortization expense."

Review Questions

At appropriate points, we provide thought-provoking questions that test students' ability to apply the concepts that have just been discussed.

"... What is different [about the way the text shows the effect of transactions on the accounting equation], and I think adds to the explanatory effect, is the use of the concept of incremental change, which is represented by a delta."

Janet Kimbrell, Oklahoma State University

Review Questions

- 1. Define assets, liabilities, and equities. Give an example of each. How are assets valued? How are liabilities valued?
- 2. Explain what is meant by the entity concept.
- 3. A company signs a ten-year employee contract with a vice president. The salary is \$500,000 per year, guaranteed. Is this contract an asset? Would it appear on the balance sheet? Explain.
- 4. A company purchased a parcel of land 10 years ago at a cost of \$300,000. The land has recently been appraised at \$900,000. At what value is the land carried in the balance sheet? How does the appraisal affect the carrying value in the balance sheet?

Supplements for the Instructor

The supplements described below are available on a single CD-ROM as well as in print form. In addition, except for the Test Bank, these supplements can be downloaded from the text's web site. Visit the Antle home page (http://antle.swcollege.com) to see the power of the Internet in accounting education for both you and your students. You may download instructor resources, including sample syllabi and author notes. In addition, you may read or submit great ideas for teaching financial accounting. Your students have links to EdgarScan for current company information, to cases for which they can e-mail their solutions, and to interactive quizzes.

- Instructor's Manual. Each chapter contains a list of key terms, a lecture outline, a selected bibliography of current readings, transparency masters, class participation ideas, supplemental examples and illustrations, and selected group learning activities.
- **Solutions Manual.** The Solutions Manual contains answers to all questions, exercises, problems, and cases in the text.
- Test Bank. The Test Bank contains a wealth of short-answer questions, problems, and discussion questions, with complete solutions.
- Computerized Test Bank. A computerized version of the Test Bank allows instructors to quickly and easily customize tests for their students.
- PowerPoint Lecture Presentations. These presentations enhance lecture quality and shorten preparation time. Each chapter's slides outline the chapter content and feature key exhibits from the text.

Supplements for Students

Several study aids for students are available free of charge at the text's web site (http://antle.swcollege.com). These include self-quizzes, PowerPoint slides, an EdgarScan Demo that facilitates the retrieval of current financial reports, and hot links to related sites and materials.

The following supplements are available for student purchase through the college bookstore or at the Antle web site:

- **Study Guide.** The Study Guide includes lecture outlines, extra problems, mastery problems, and study tips for additional study and review of chapter content.
- EdgarScan. EdgarScan technology provides access to actual SEC quarterly and annual filings (10-Qs and 10-Ks). Students can efficiently extract specific information in common formats, create bar or pie charts comparing the performance of selected companies, and even download them as Excel charts.

- Interactive Cases in Financial Analysis. Featuring three distinct case studies, this interactive CD-ROM by Jamie Pratt, K. Ramesh, and David Foster prepares students for real-world decisions by having them actually make the decisions. Each case is delivered in a compelling style, allowing student recommendations to be based on an in-depth analysis of real financial statements, press releases, commentary, and industry data.
- Interactive Accounting Tutorial. INTACCT is an online tutorial by Dasaratha Rama and K. Raghunandan of the University of Massachusetts at Dartmouth. This self-paced and fully interactive tutorial reinforces the mechanics of the accounting cycle to foster a deeper understanding of the key financial concepts and terminology. It contains practice assignments, homework assignments, and student instructions, along with an ingenious automatic feedback function that enables students to e-mail results directly to their instructor.

Acknowledgments

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Joel Demski, Frank Heflin, and Stephen Ryan contributed extensively to our thinking about this material, which has its roots in our efforts to teach the "right" first course in accounting at the Yale School of Management. Stephen and Joel helped us realize the opportunity for building some economic concepts into the book. Frank contributed greatly to our ability to incorporate actual financial statement material throughout.

Bill Beaver made a very brief but important contribution. We were discussing with him the idea of writing a text that connected economics and accounting and Bill said, "You'll never do it until you incorporate uncertainty." It took a while, but we eventually decided he was correct, and the structure of Chapter 6 is part of the result.

Three people deserve acknowledgment for different sorts of contributions. Steve Ross provided insight and experience on how to write a textbook, as well as a lot of encouragement. Oscar Hills knows what he did, and we are thankful for it. Georgia Thompson's proofing skills were invaluable.

Many of our students tolerated our various approaches during our search for the right path through this material. Some, like Jason Silvers, provided valuable, detailed editorial comments.

Several reviewers provided valuable comments on the manuscript.

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