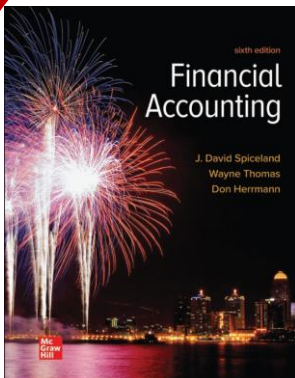


Financial Accounting Series

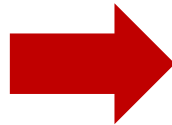
Wayne Thomas

Steed School of Accounting
Senior Associate Dean of Faculty
University of Oklahoma

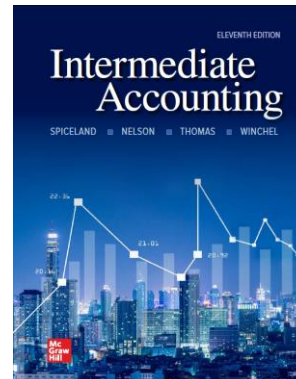
Financial Accounting



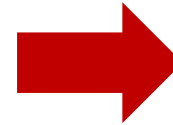
David Spiceland
Wayne Thomas
Don Herrmann



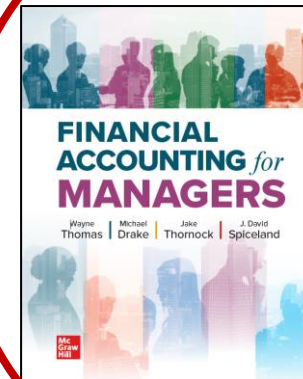
Intermediate Accounting



David Spiceland
Mark Nelson
Wayne Thomas
Jen Winchel



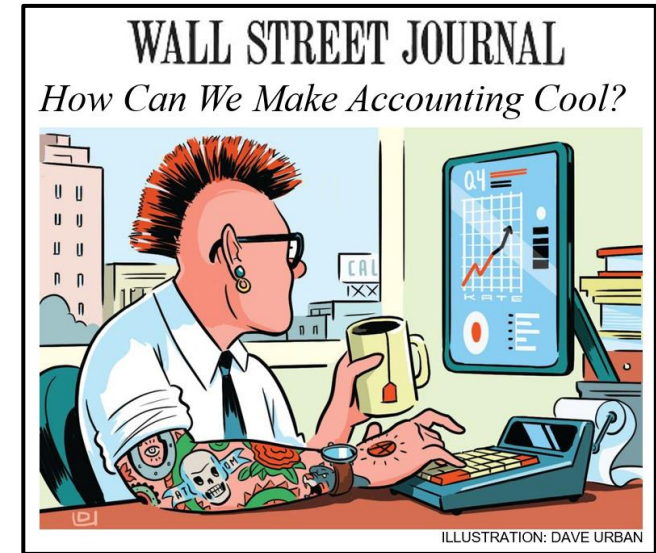
Financial Accounting for Managers



Wayne Thomas
Mike Drake
Jake Thornock
David Spiceland

Using Introductory Financial Accounting for Driving Students to the Major

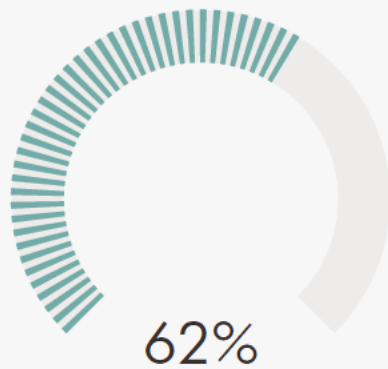
- Past two years, 300,000 accountants left the profession.
- At the same time, fewer students majoring in accounting
- Mindset of today's students:
 - work should have meaning
 - work should never be uninspiring or uncool
- The accounting profession must take steps to make itself seem more essential.
 - **Evolution (Rebranding)** → capture data analytics, ESG, decision making, risk analysis, tech skills, cloud computing, and more
- “A society that can’t produce enough accountants to keep track of where the money went is a society whose days may be numbered.”



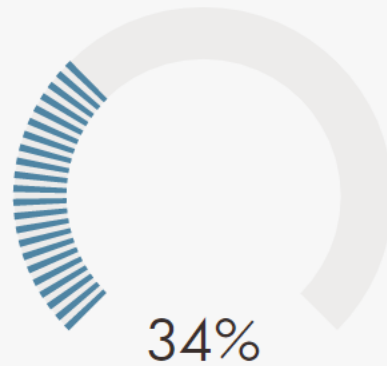
Shortage of Accountants

Finance and Accounting Managers Are Hiring — and Challenges Continue

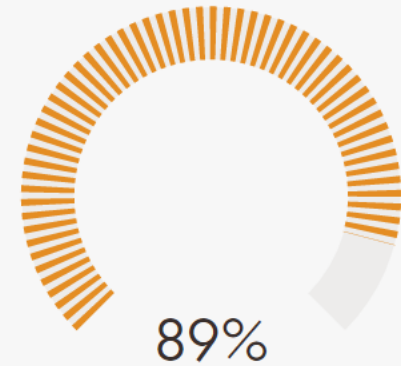
January-June 2023



Hiring for new roles



Hiring for vacated roles

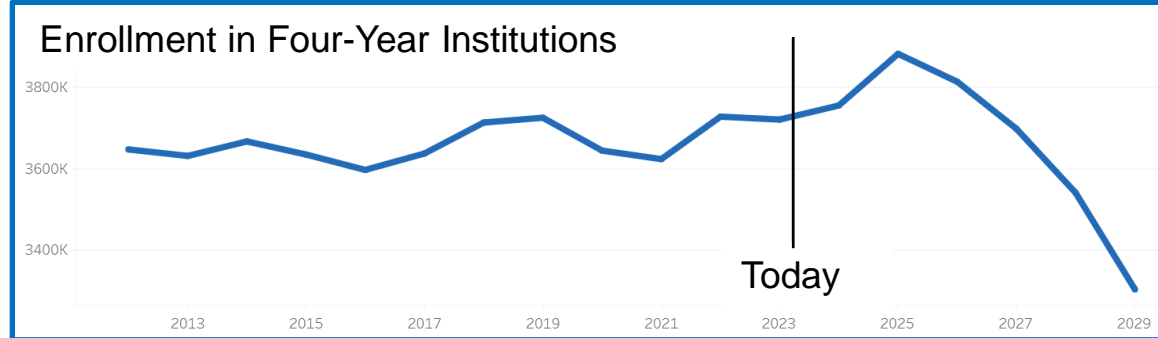
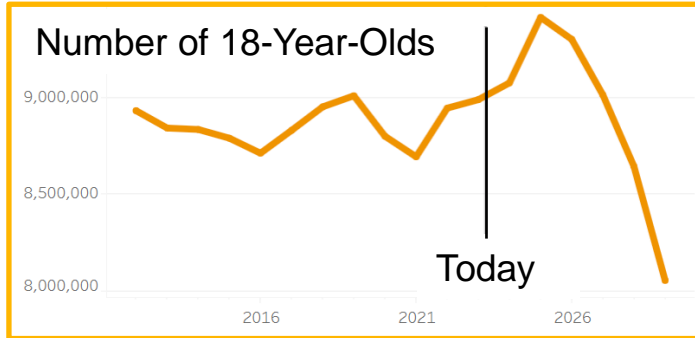


Facing challenges finding skilled talent

(Robert Half)

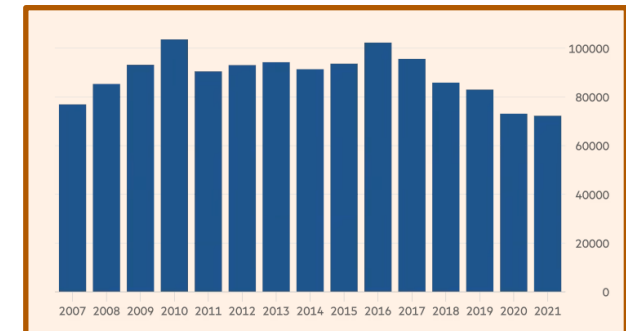
The Shortage is Expected to Widen

Polling Question #1



- Fewer college students (9.4% fewer since pandemic)
 - 2026 enrollment cliff (Great Recession of 2008)

- 10-year low for CPA exam candidates (AICPA) →

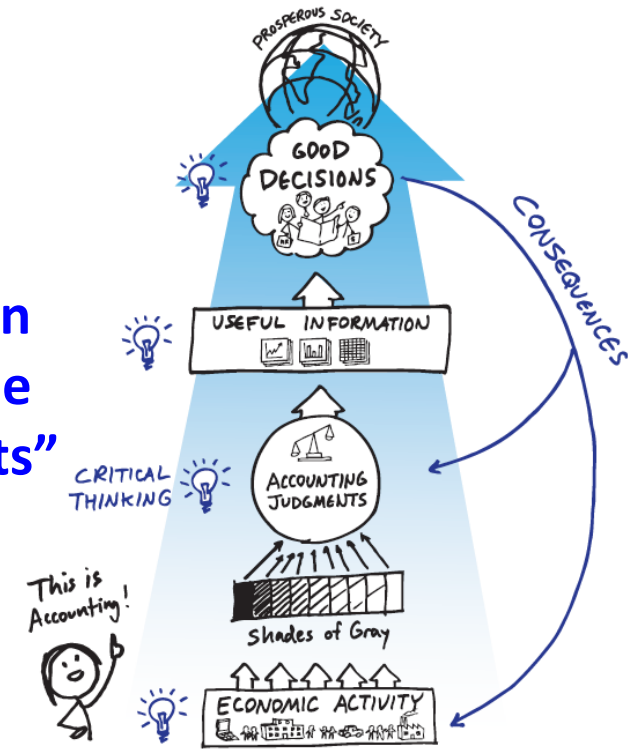


- Great Resignation (labor force participation rate ↓, remote work appeal ↑)
- Retirement of CPAs (Baby Boomers, 1946-1964)
 - 75% of today's accountants will retire in the next 15 years (AICPA)

Using Introductory Financial Accounting for Driving Students to the Major

- There's good news!
- Accounting IS cool, inspiring, and meaningful
- We just need to get the word out
- We're lucky
 - Accounting is a profession
 - Accounting is a dynamic social science
 - Accounting matters to our market-based economy
- We have so much more to tell them than just...
 - 12 chapters + 2 Appendices with 99 Learning Objectives

**“To engage and retain
the strongest possible
community of students”**



(Pathways Commission)

Using Introductory Financial Accounting for Driving Students to the Major

- **Framework:** Organize their perception of accounting
- **Decision making:** Focus on accounting as a business tool
- **Real-world:** Make the course relevant
- **Career readiness:** Help build skills they'll need



Learning Platform = Text + Assignments + Supplements

- What learning platform do you need to drive the best students to the accounting major?

Framework for Financial Accounting

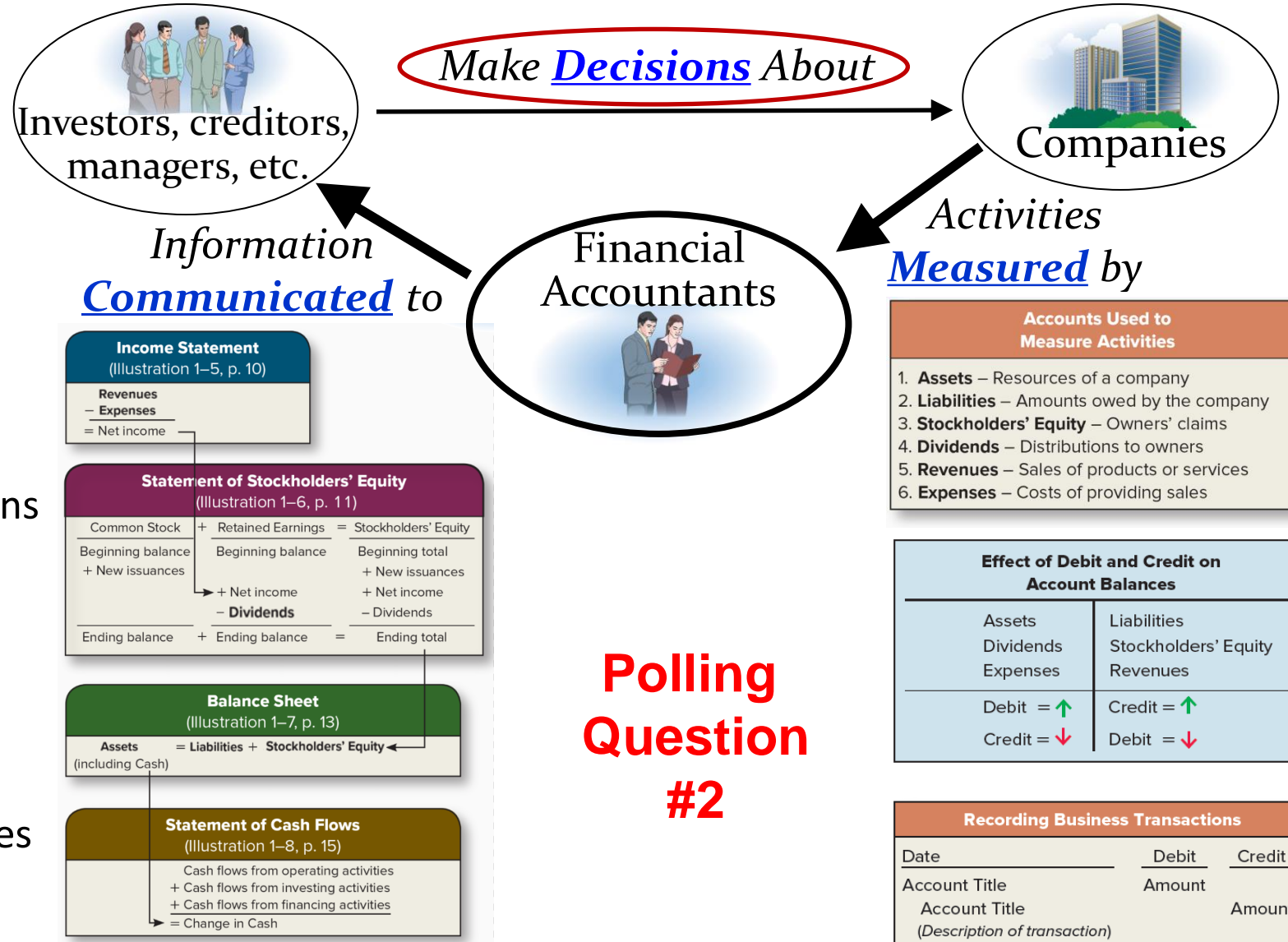


Approach

- Build a framework
- Reinforce the framework
- Enrich the framework

Assignments (auto-graded)

- Brief Exercises
- Exercises
- Problems
- General Ledger Software
- Chapter Framework questions
- Data Visualizations
- Dashboard Activities
- Financial Analysis Cases
- EDGAR Cases
- Ethics Cases
- Earnings Management Cases
- Integrated Excel
- SmartBook



Journal Entry with Financial Statement Effects (measurement/communication)

Purchase inventory on account

Income Statement				
R	-	E	=	NI
No effect				

Balance Sheet				
A	=	L	+	SE
+2,700		+2,700		
Inventory		Accts. Pay.		

April 25			Debit	Credit
Inventory		2,700	
Accounts Payable			2,700
(Purchase inventory on account)				

Sell inventory on account

Income Statement				
R	-	E	=	NI
+4,500		+2,500		+2,000
Sales Rev.		COGS		

Balance Sheet				
A	=	L	+	SE
+4,500				+2,000
Accts. Rec.				
-2,500				
Inventory				

July 17			Debit	Credit
Accounts Receivable		4,500	
Sales Revenue			4,500
(Sell inventory on account)				
(\$4,500 = 300 units × \$15)				
Cost of Goods Sold		2,500	
Inventory			2,500
(Record cost of inventory sold)				
(\$2,500 = [100 units × \$7] + [200 units × \$9])				

Brief Exercises with Financial Statement Effects

- Assign **Brief Exercises** for recording journal entries and their related **Brief Exercise** for financial statement effects.

BE6–10 Shankar Company uses a perpetual system to record inventory transactions. The company purchases inventory on account on February 2 for \$40,000 and then sells this inventory on account on March 17 for \$60,000. **Record transactions** for (a) the purchase of inventory on account and (b) the sale of inventory on account.

BE6–24 Refer to the information in BE6–10. **Determine the financial statement effects** for (a) the purchase of inventory on account and (b) the sale of inventory on account.

Brief Exercises with Financial Statement Effects

BE6–10

Record transactions

Journal entry worksheet



1

2

3



Record the purchase of inventory on account for \$40,000.

Note: Enter debits before credits.

Date	General Journal	Debit	Credit
February 02	Inventory	40,000	
	Accounts Payable		40,000

Record entry

Clear entry

View general journal

Brief Exercises with Financial Statement Effects

BE6–24

Determine the financial statement effects

Shankar Company uses a perpetual system to record inventory transactions. The company purchases inventory on account on February 2 for \$40,000 and then sells this inventory on account on March 17 for \$60,000.

Required:

- (a) Determine the **financial statement effects** for the purchase of inventory on account.

Income Statement					
Revenues		-	Expenses		= Net Income
Balance Sheet					
Assets		=	Liabilities		+ Stockholders' Equity
40,000	Inventory		40,000	Accounts Payable	

Brief Exercises with Financial Statement Effects

BE6-24

Determine the financial statement effects

Shankar Company uses a perpetual system to record inventory transactions. The company purchases inventory on account on February 2 for \$40,000 and then sells this inventory on account on March 17 for \$60,000.

Required:

- (b) Determine the **financial statement effects** for the sale of inventory on account.

Income Statement						
Revenues		-	Expenses		=	Net Income
60,000	Sales Revenue		40,000	Cost of Goods Sold		20,000
Balance Sheet						
Assets		=	Liabilities		+	Stockholders' Equity
60,000	Accounts Receivable					20,000
(40,000)	Inventory					

End chapter with Analysis Section (Decision Making)

ANALYSIS

INVENTORY ANALYSIS

Best Buy vs. Tiffany

$$\text{Inventory turnover ratio} = \frac{\text{Cost of goods sold}}{\text{Average inventory}}$$

$$\text{Average days in inventory} = \frac{365}{\text{Inventory turnover ratio}}$$

$$\text{Gross profit ratio} = \frac{\text{Gross profit}}{\text{Net sales}}$$

	Inventory Turnover Ratio	Average Days in Inventory
Best Buy	$\$33,590 \div \$5,291.5 = 6.3 \text{ times}$	$\frac{365}{6.3} = 58 \text{ days}$
Tiffany	$\$1,662 \div \$2,446.0 = 0.7 \text{ times}$	$\frac{365}{0.7} = 521 \text{ days}$

	Gross Profit/Net Sales	Gross Profit Ratio
Best Buy	$\$10,048/\$43,638$	23%
Tiffany	$\$2,762/\$4,424$	62%

Chapter Framework

- Every chapter
- One-page illustration
- Summarize for major topics:
 - Measurement** (during vs. end)
 - Communication** (IS & BS)
 - Decision Making** (Ratios & interp.)

Also:

- Video walk-through (2-4 min.)
- 10 Questions in Connect
- Pre-class assignment, post-class assignment, or review

CHAPTER FRAMEWORK

This chapter discusses three key topics: (1) Recognizing accounts receivable from providing services on account, (2) estimating future uncollectible accounts at the end of the year, and (3) recording notes receivable with interest. Receivable transactions **during the year** and their related adjusting entries at the **end of the year** affect amounts reported in the financial statements.



Entries associated with chapter topics

Measurement

1. Provide services on account

Accounts Receivable	x
Service Revenue	x

2. Accept note for services

Notes Receivable	x
Service Revenue	x

Related adjusting entries

Estimate future uncollectible accounts

Bad Debt Expense	x
Allowance for Uncoll Accts	x

Accrue interest on the note

Interest Receivable	x
Interest Revenue	x

Financial Statements

Income Statement	Balance Sheet
Revenues Service revenue x Interest revenue x Expenses Bad debt expense (x) Net income xx	Assets Accounts receivable x Less: Allowance (x) Interest receivable x Notes receivable x Total assets xx Liabilities x Equities x Total liab. and eq. xx

Analysis

Decision Making

Receivables turnover ratio

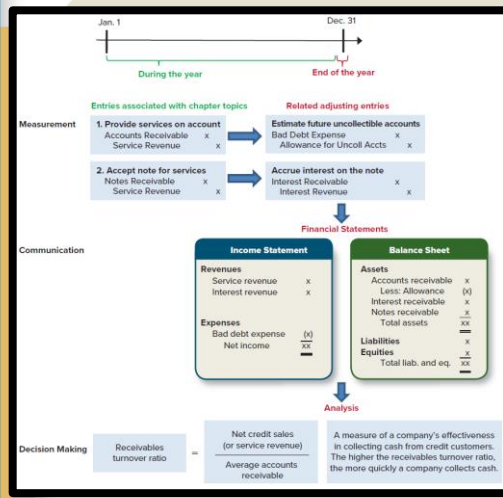
$$= \frac{\text{Net credit sales (or service revenue)}}{\text{Average accounts receivable}}$$

A measure of a company's effectiveness in collecting cash from credit customers. The higher the receivables turnover ratio, the more quickly a company collects cash.

- 1. Provide services on account.** During the year, a company provides services to customers on account and expects to receive payment in the future. The right to receive cash from customers is an asset. The amount of revenue to record is the amount the company is *entitled* to receive (which can be further reduced by discounts, returns, and allowances). At the end of the year, an adjusting entry is made to **estimate future uncollectible accounts**. These are customer accounts not expected to be collected. Allowance for Uncollectible Accounts is reported as a contra (or negative) asset account in the balance sheet.
- 2. Accept note for services.** During the year, a company provides services and accepts a written promise (or note) from a customer for future payment. The note specifies when the customer's payment is due and the interest that will be earned over that time. At the end of the year, an adjusting entry is made to **accrue interest on the note** for the current year. The amount of accrued interest is the interest earned in the current year.

Chapter Framework

These 5 questions
+ 5 more



Purposeful order:

Measurement (during the year)



Measurement (end of the year)



Communication (income statement)



Communication (balance sheet)



Decision Making (ratio analysis)

Chapter Framework Questions

- Measurement (during the year):** During the year, a company provides services to customers on account and expects to receive cash in the future. The company records these services on account to which of the following accounts?
 - Cash.
 - Accounts Receivable.
 - Allowance for Uncollectible Accounts.
 - Services on account are not recorded until the cash is collected.
- Measurement (end of the year):** At the end of the year, an adjusting entry is recorded to estimate future uncollectible accounts. The adjusting entry involves:
 - Debit Bad Debt Expense; credit Allowance for Uncollectible Accounts.
 - Debit Bad Debt Expense; credit Accounts Receivable.
 - Debit Service Revenue; credit Accounts Receivable.
 - Debit Allowance for Uncollectible Accounts; credit Accounts Receivable.
- Communication (income statement):** The balance of Bad Debt Expense from estimating future uncollectible accounts has what effect on the income statement in the *current* year?
 - Increases net income.
 - Decreases net income.
 - No effect.
- Communication (balance sheet):** Which of the following is reported in the balance sheet as a contra (or negative) asset account equal to the amount of estimated future uncollectible accounts?
 - Bad Debt Expense.
 - Accounts Receivable.
 - Allowance for Uncollectible Accounts.
 - Service Revenue.
- Decision Making (ratio analysis):** A company that provides credit sales or services to customers and then more effectively collects cash from those credit customers would report a _____ receivables turnover ratio.
 - Higher.
 - Lower.

General Ledger Assignments

Measurement → Communication → Decision Making

Requirement	General Journal	General Ledger	Trial Balance	Income Statement	Balance Sheet	Analysis
-------------	-----------------	----------------	---------------	------------------	---------------	----------

Prepare the journal entries for transactions. If no entry is required for a particular transaction/event, select "No journal entry required" in the first account field.

No	Date	Account Title	Debit	Credit
1	Jan 02	Prepaid Rent	9,600	
		Cash		9,600
2	Jan 09	Supplies	4,700	
		Accounts Payable		4,700
3	Jan 13	Accounts Receivable	26,700	
		Service Revenue		26,700
4	Jan 17	Cash	4,900	
		Deferred Revenue		4,900
5	Jan 20	Salaries Expense	12,700	
		Cash		12,700
6	Jan 22	Cash	25,300	
		Accounts Receivable		25,300
7	Jan 29	Accounts Payable	5,200	
		Cash		5,200

General Ledger Assignments

Dynamite Fireworks		
Income Statement		
For the year ended January 31, 2021		
Revenues:		
Service Revenue	\$ 30,800	
Total Revenue		30,800
Expenses:		
Salaries Expense	17,660	
Rent Expense	800	
Supplies Expense	5,000	
Total Expenses		23,460
Net Income	\$ 7,340	

Income Statement

Account balances
auto-fill once student
enters account

Balance Sheet

Dynamite Fireworks		
Balance Sheet		
January 31, 2021		

Assets		Liabilities	
Current Assets:		Current Liabilities:	
Cash	\$ 27,700	Accounts Payable	\$ 3,900
Accounts Receivable	7,800	Deferred Revenue	800
Supplies	4,000	Salaries Payable	4,960
Prepaid Rent	8,800		
		Total Current Liabilities	9,660
Total Current Assets	48,300	Total Liabilities	9,660
Long-term Assets:		Stockholders' Equity	
Land	62,000	Common Stock	77,000
		Retained Earnings	23,640
			0
		Total Stockholders' Equity	100,640
Total Assets	\$ 110,300	Total Liabilities & Stockholders' Equity	\$ 110,300

- Not just the accounting cycle chapters
- All chapters
- Reinforce the more advanced topics

Polling
Question
#3

Enrich the Class: Real-World Perspective Cases

- **Data Analytics & Excel**
- **EDGAR** (unique for each chapter, visit SEC website)
- **Financial Analysis – American Eagle Outfitters** (all chapters, Appendix A)
- **Financial Analysis – Buckle** (all chapters, Appendix B)
- **Comparative Analysis – American Eagle vs. Buckle** (all chapters)
- **Sustainability** (unique company for each chapter)
- **Ethics** (algorithmic)
- **Earnings Management** (algorithmic)
- **Great Adventures** (Continuing problem in all chapters, Start-up company)

A red starburst graphic with a jagged, multi-pointed border, containing the text "Auto-graded!".

Auto-graded!

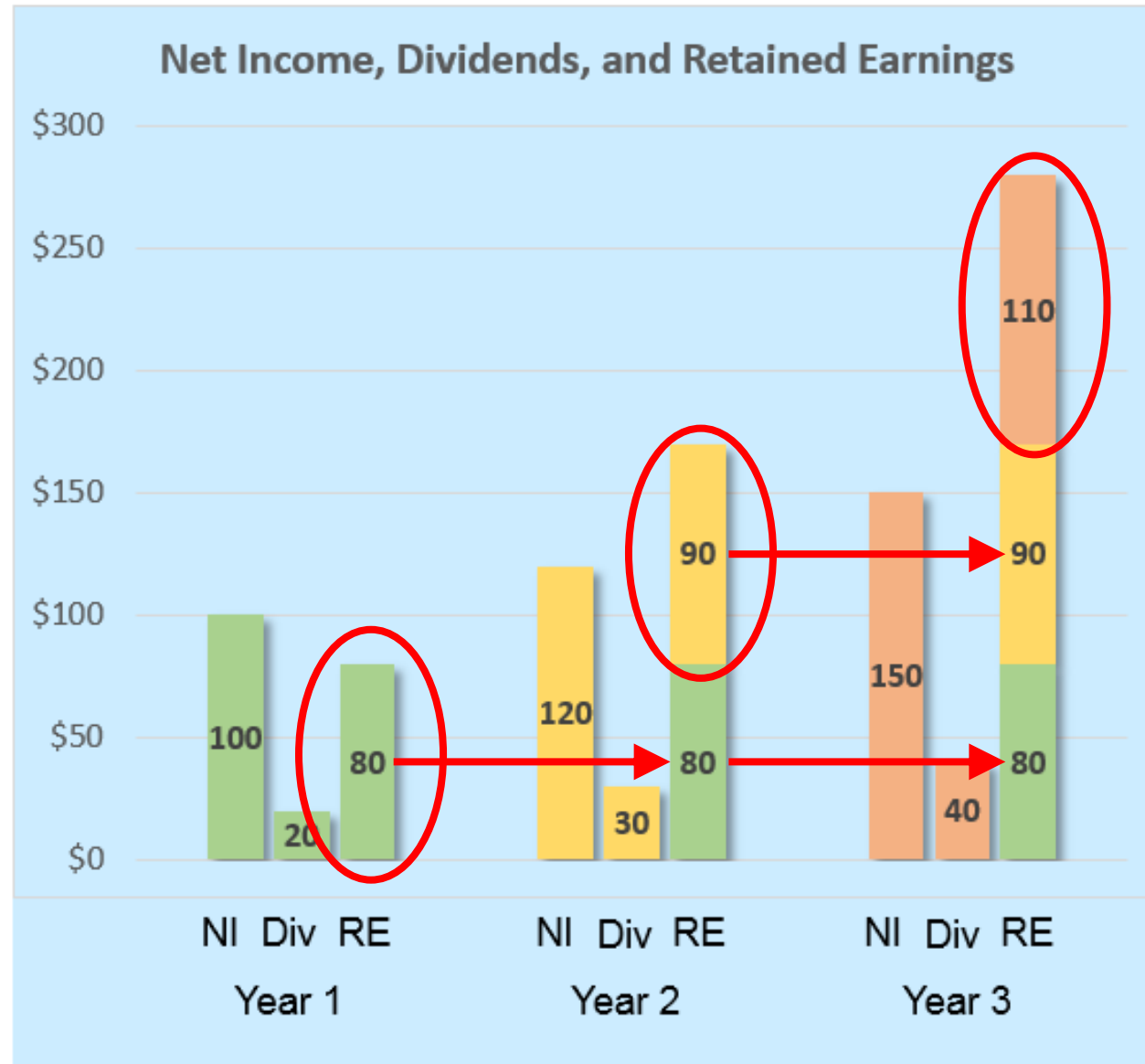
Data Analytics & Excel

(Auto-Graded)

1. **Data Visualizations** (Turn accounting concepts into visuals)
2. **Dashboards** (Student must “interact” with the visual to extract answer)
3. **Applying Tableau** (video and step-by-step instruction)
4. **Integrated Excel** (work in Excel within Connect)
5. **Applying Excel** (video and demonstration of the power of Excel)

Data Visualizations

(Auto-Graded)



Data Visualizations

(Auto-Graded)

1. What is the amount of Retained Earnings at the end of Year 1? **\$80**

2a. At the end of Year 2, the company reports Net Income of \$120.

This amount includes:

Revenues minus expenses in Year 2 only

2b. What amount of Dividends did the company declare in Year 2? **\$30**

2c. What is the ending balance of Retained Earnings in Year 2? **\$170**

2d. The ending balance of Retained Earnings in Year 2 includes:

Net Income minus dividends from Year 1 and Year 2

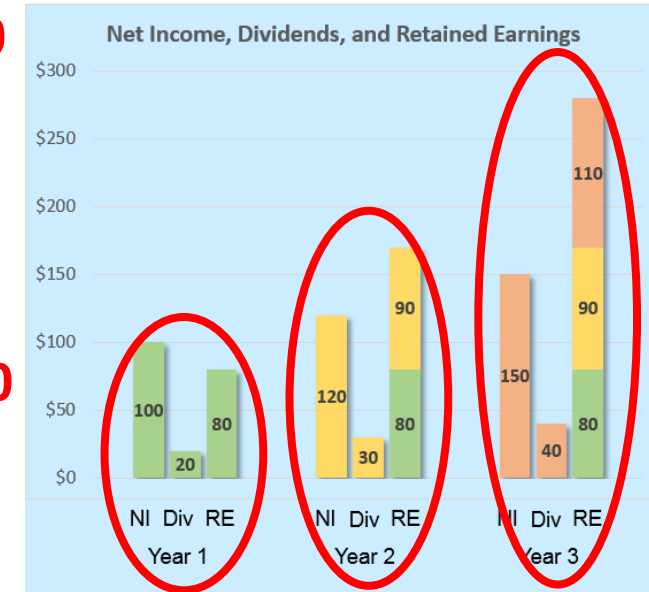
3a. What amount of Net Income did the company report in Year 3? **\$150**

3b. What amount of Dividends did the company declare in Year 3? **\$40**

3c. What is the ending balance of Retained Earnings in Year 3? **\$280**

3d. The ending balance of Retained Earnings in Year 3 includes:

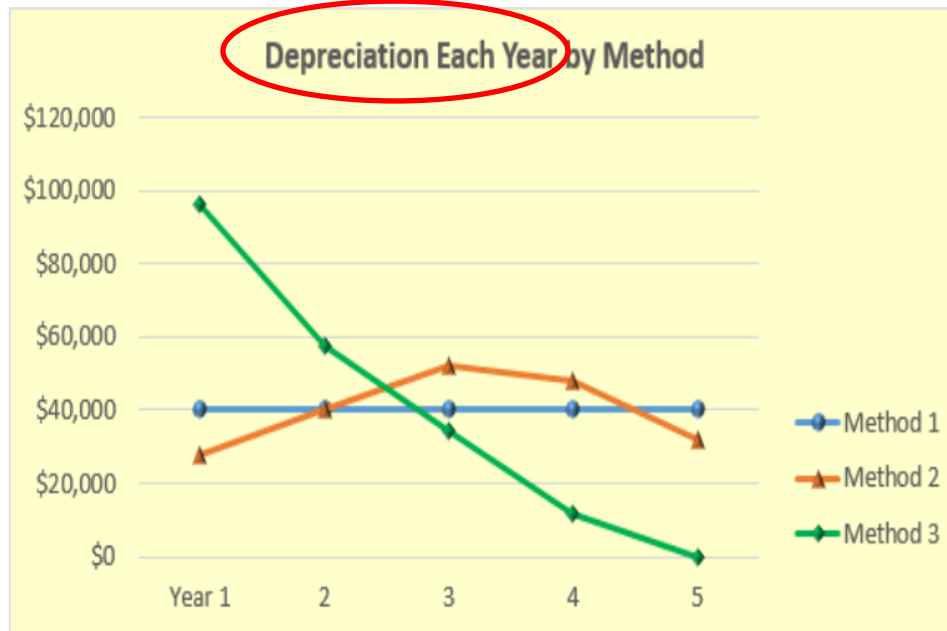
Net Income minus dividends from Year 1, Year 2, and Year 3



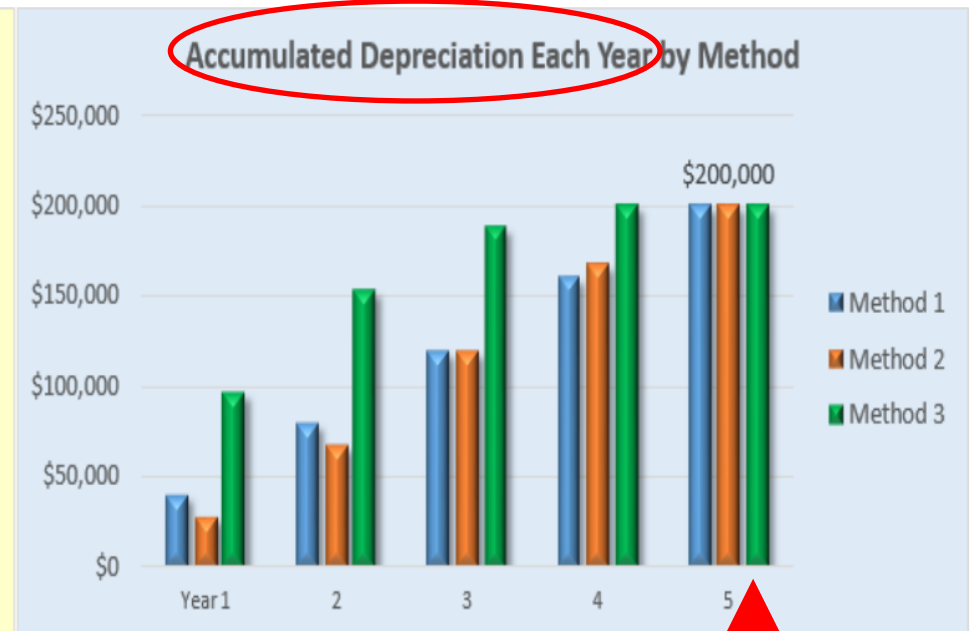
Data Visualizations

(Auto-Graded)

Delivery Service Express (DSE) specializes in the delivery of refrigerated foods. The warehouse manager **purchased a delivery truck for \$240,000**. Part of the job of the Chief Financial Officer (CFO) is to depreciate the delivery truck over its estimated useful life. The CFO is **considering three depreciation methods**: activity-based, straight-line, and double-declining-balance. The truck has an **estimated five-year useful life**.



Different amounts each year



But equal over all years

Data Visualizations (Auto-Graded)

1. Which method is depicted by each option? **SL, DDB, Activity**

2A. Which depreciation method results in the most depreciation in the first year of the truck's five-year useful life? **Double-declining-balance**

2B. Which depreciation method results in the same amount of depreciation each year? **Straight-line**

3. Which depreciation method results in the most accumulated depreciation by the end of the truck's five-year useful life? **Same**

4. What is the truck's estimated residual value (Hint: Recall the purchase cost of the truck is \$240,000)? **\$40,000**

5A. By the end of Year 2, Accumulated Depreciation under Method 1 is \$80,000. What would be the reported book value of the truck at that time? **\$160,000**

5B. If the CFO instead uses Method 3, Accumulated Depreciation by the end of Year 2 would be \$153,600. What would be the reported book value of the truck at the end of Year 2 using Method 3? **\$86,400**

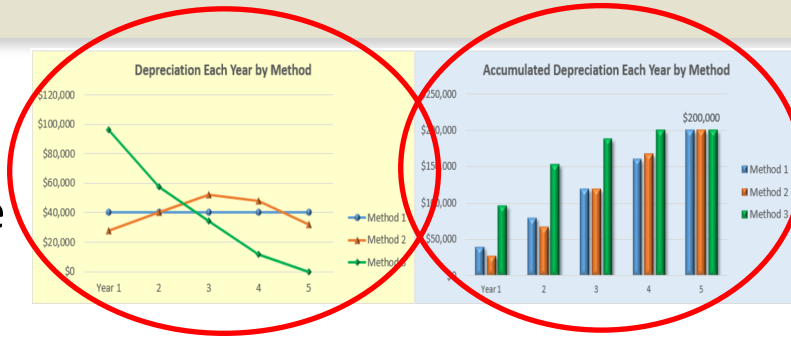


Tableau Dashboard Activities

(Auto-Graded)

Polling Question #4

- ❖ Form of Data Visualization
- ❖ Created using software, such as Tableau
- ❖ Allows users to interact with data
- ❖ Pop-ups, filters, sorts, etc.
- ❖ No knowledge of software required by student (or instructor)
- ❖ Supplement current assignments/concepts
- ❖ Some concepts perhaps easier to demonstrate
- ❖ Ask new questions

More than
busy work?

Tableau Dashboard Activities (Auto-Graded)

Look at the comparison between **Nike** and **Under Armour** and answer the following questions:

- 1a. Which company has the greater increase in stock price over the period?
- 1b. Which company shows a more favorable profitability over the period?
- 1c. What could explain Under Armour's net income in 2020?

Look at the comparison between **Domino's Pizza** and **Papa John's Pizza** and answer the following questions (You can un-select Nike and Under Armour and then select Domino's and Papa John's):

- 2a. Which company has the greater increase in stock price over the period?
- 2b. Which company's sales of products and services to customers shows a more favorable trend over the period?
- 2c. What is the total amount of sales of products and services of Domino's in 2020?

Look at the comparison between **Microsoft** and **IBM**.

- 3a. Which company has the greater increase in stock price over the period?
- 3b. Which company's total resources have increased by the greater dollar amount over the period?
- 3c. Which company reports greater stockholders' equity in 2020?

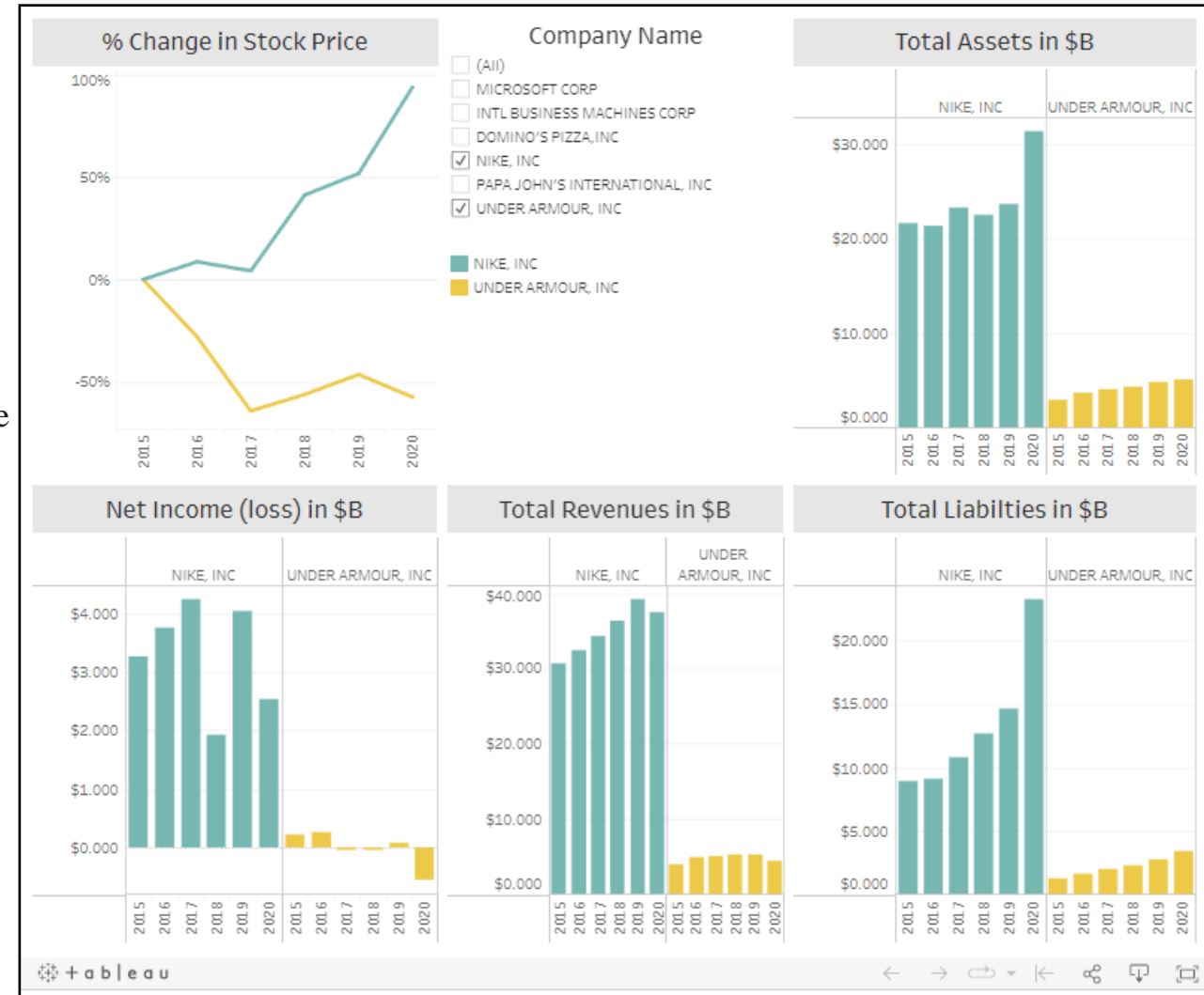


Tableau Dashboard Activities (Auto-Graded)

1. Estimate the amount of uncollectible receivables.
2. Record the adjusting entry for uncollectible accounts. Assume the balance of Allowance for Uncollectible Accounts prior to the adjusting entry is \$2,173 (credit).
3. Calculate net accounts receivable reported in the balance sheet.
4. What amount of bad debt expense is reported in the income statement.
5. For accounts over 60 days past due, what customer owes the most and how much is owed by that customer?

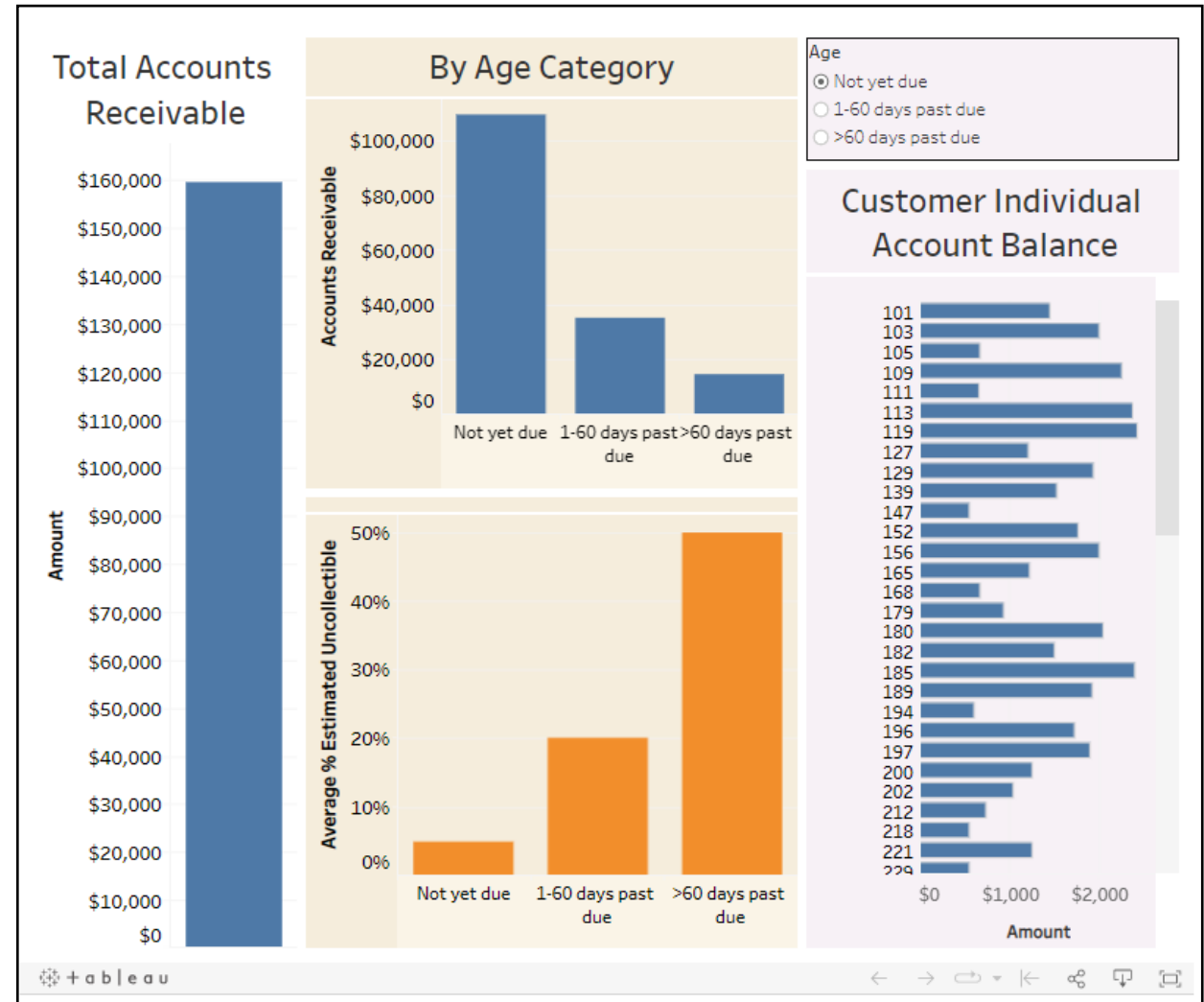
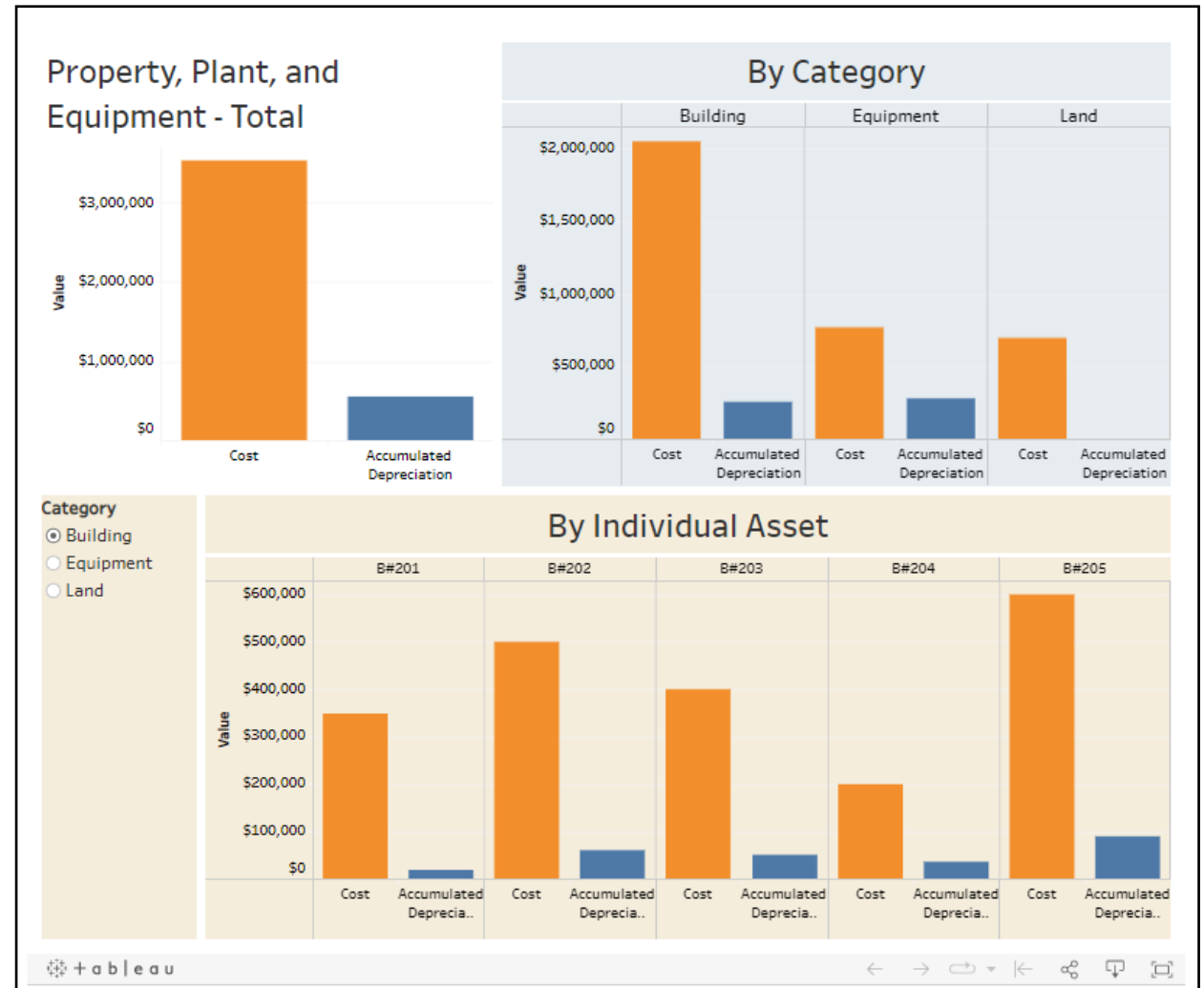


Tableau Dashboard Activities

(Auto-Graded)

1. What is the net amount of property, plant, and equipment reported in the balance sheet?
2. What is the net amount reported separately for buildings, equipment, and land?
3. Suppose the company decides to sell Building #203 for \$425,000. What is the gain or loss on the sale reported in the income statement?
4. What is the gain or loss on the sale if the company sells Equipment #303 for \$30,000?
5. Which piece of equipment is most likely to need replaced because it's nearest the end of its service life?



EDGAR, Analysis, and Sustainability Cases

(Auto-Graded)

1. EDGAR

- Unique for each chapter
- Visit SEC website (www.sec.gov)
- Search for 10-K
- Financial statements and disclosures

**Polling
Question
#5**

2. Financial Analysis – American Eagle Outfitters (all chapters, Appendix A)

3. Financial Analysis – Buckle (all chapters, Appendix B)

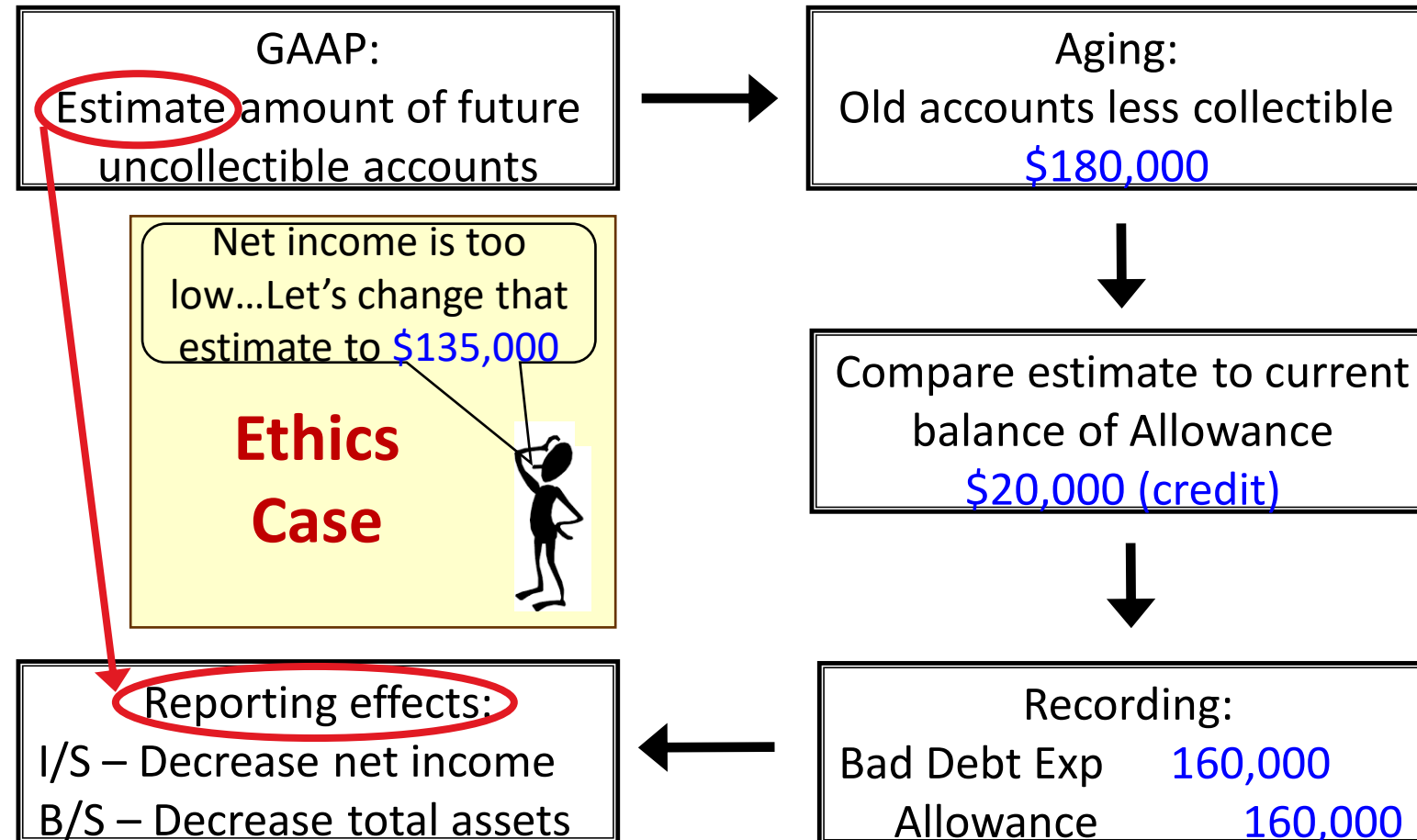
4. Comparative Analysis – American Eagle vs. Buckle (all chapters)

5. Sustainability (unique company for each chapter)

Ethics Cases

Example: Uncollectible Accounts

- What do we typically teach? How can we enhance the dynamic nature?



Ethics Cases

(Auto-Graded)

You have recently been hired as the assistant controller for Stanton Industries. Your immediate superior is the controller who, in turn, reports to the vice president of finance.

The controller has assigned you the task of preparing the year-end adjusting entries. For receivables, you have prepared an **aging of accounts receivable** and have applied historical percentages to the balances of each of the age categories. The analysis indicates that an appropriate balance for **Allowance for Uncollectible Accounts is \$180,000**. The existing balance in the allowance account prior to any adjustment is a \$20,000 credit balance.

After showing your analysis to the controller, **he tells you to change the aging category of a large account** from over 120 days to current status and to prepare a new invoice to the customer with a revised date that agrees with the new aging category. This will change the required allowance for uncollectible accounts **from \$180,000 to \$135,000**. Tactfully, you ask the controller for an explanation for the change and he tells you, **“We need the extra income; the bottom line is too low.”**

Ethics Cases

(Auto-Graded)

1. Understand the reporting effect:

What is the effect on income before taxes of lowering the allowance estimate from \$180,000 to \$135,000, as requested by the controller?

2. Specify the options:

If you do not make the change, how would the additional \$45,000 of Allowance for Uncollectible Accounts affect total assets?

3. Identify the impact:

Are investors and creditors potentially harmed by the controller's suggestion?

4. Make a decision:

Should you follow the controller's suggestion?

Earnings Management Cases (Auto-Graded)

- How well do students full understand that assumptions, estimates, and judgements are embedded in accrual accounting?

- For example:

- Standard Problem

Equipment purchased= 4,200,000

Estimated service life= 12 years →

Estimated residual = \$600,000 →

Straight-line

Depreciation = \$300,000

- What if a manager wanted to **lower** net income?

Option 1: 12 yrs to 6 yrs

Option 2: Residual \$600K to \$0

Option 3: Both

Straight-line

Depreciation = ?

Earnings Management Cases

(Auto-Graded)

Edward L. Vincent is CFO of Energy Resources, Inc. The company specializes in the exploration and development of natural gas. It's near year-end, and Edward is feeling terrific. Natural gas prices have risen throughout the year, and Energy Resources is set to report record-breaking performance that will greatly exceed analysts' expectations. However, during an executive meeting this morning, **management agreed to “tone down” profits due to concerns that reporting excess profits could encourage additional government regulations** in the industry, hindering future profitability.

At the beginning of the current year, the company **purchased equipment for \$4,200,000**. The company's standard practice for equipment like this is to use straight-line **depreciation over 12 years** using an estimated **residual value of \$600,000**. To address the issue discussed in the meeting, Edward is considering three options. **Option 1:** Adjust the estimated service life of the equipment from 12 years to 6 years. **Option 2:** Adjust estimated residual values on the equipment from \$600,000 to \$0. **Option 3:** Make both adjustments.

Earnings Management Cases (Auto-Graded)

1. Calculate annual depreciation using the company's standard practice.

\$300,000

2. Calculate annual depreciation for each of the three options and state whether the option would increase or decrease net income.

Option 1: **\$600,000 Decrease net income**

Option 2: **\$350,000 Decrease net income**

Option 3: **\$700,000 Decrease net income**

3. Which option has the biggest effect on net income?

Option 3

**Polling
Question
#6**

Video Resources

video details close window

COV LO 07-04 Part 4: Straight-Line Depreciation

Cost of the new truck \$50,000
Estimated residual value \$ 5,000
Estimated service life 5 years or 100,000 miles

$\$45,000/5 = \$9,000$ or $\$45,000 \times 20/100 = \$9,000$

Classic Wheels
Depreciation Schedule—Straight-Line

Year	Calculation			End-of-Year Amounts	
	Depreciable Cost	Depreciation Rate	Depreciation Expense	Accumulated Depreciation	Book Value
1	\$45,000	0.20	\$ 9,000	\$ 9,000	\$41,000
2	45,000	0.20	9,000	18,000	32,000
3	45,000	0.20	9,000	27,000	23,000
4	45,000	0.20	9,000	36,000	14,000
5	45,000	0.20	9,000	45,000	5,000
Total			\$45,000		

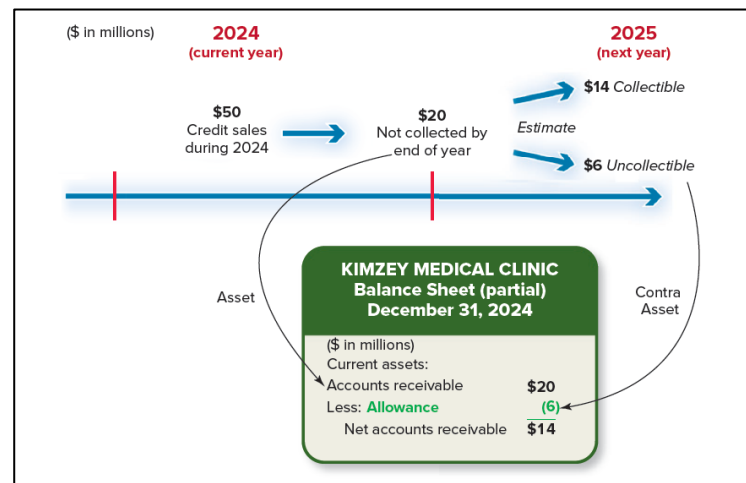
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Concept Overview Videos

- Concisely written scripts
- **Every major topic (286)**
- Assignable knowledge checks

Interactive Illustration Videos

- In-chapter illustrations
- **Animated** to draw attention



BECKHAM SOCCER ACADEMY Adjusted Trial Balance December 31			BALANCE SHEET	
ACCOUNTS	DEBIT	CREDIT	Stockholders' Equity	
Cash	\$ 2,600		Assets =	Liabilities + Stock + Retained Earnings
Supplies	3,900			
Accounts Payable		\$ 1,000		
Salaries Payable		300		
Common Stock		3,000		
Retained Earnings		1,700		
Dividends	200			
Service Revenue		4,300		
Salaries Expense	2,400			
Supplies Expense	700			
Rent Expense	500			
Totals	\$10,300	\$10,300		

INCOME STATEMENT		
Revenues	Expenses	Net Income
\$4,300	\$3,600	\$700

Let's Review Videos

- In-chapter demo problems
- Additional example of a key topic
- Walk students through **each step**

Video Resources

Guided Examples

- **Nearly all** Exercises
- Appear as hints to students
- Instructor preference

McGraw Hill Connect

General Journal		
	Debit	Credit
March 1 Cash (+A)	25,000	
Common Stock (+SE)		25,000
March 5 Office Equipment (+A)	5,000	
Cash (-A)		5,000
March 10 Rent Expense (+E, -SE)	4,500	
Cash (-A)		4,500
March 15 Construction Equipment (+A)	30,000	
Notes Payable (+L)		30,000
March 22 Accounts Receivable (+A)	15,000	
Service Revenue (+R, +SE)		15,000
March 27 Salaries Expense (+E, -SE)	6,000	
Cash (-A)		6,000
March 28 Cash (+A)	15,000	
Accounts Receivable (-A)		15,000

...and we will decrease Accounts Receivable by crediting it for the same amount.

Applying Tableau

- Free version
- Step-by-step

Data Analytics

Data analytics is the process of examining data sets in order to draw conclusions about the information they contain. To prepare for this case, you will need to download Tableau to your computer. If you have not completed any of the prior data analytics cases, follow the instructions listed in the Chapter 1 Data Analytics case to get set up. You will need to watch the videos referred to in the Chapter 1, Chapter 2, and Chapter 3 Data Analytics cases. No additional videos are required for this case. Future cases will build off of your knowledge gained from these, and additional videos will be suggested. All short training videos can be found here: www.mhhe.com/connect/usingphg1start.

In the Chapter 3 Data Analytics Case, you applied Tableau to examine a data set and create calculations to compare two companies' liquidity. In this case, you continue in your role as an analyst conducting introductory research into the relative merits of investing in one or both of these companies. This time assess the companies' returns on assets and how that return is calculated, both profit margin and asset turnover.

Prework:

Use Tableau to calculate (a) profit margin and (b) asset turnover, and (c) return on assets for each of the two companies in each year from 2012 to 2021. What do you find? Answer the following questions:

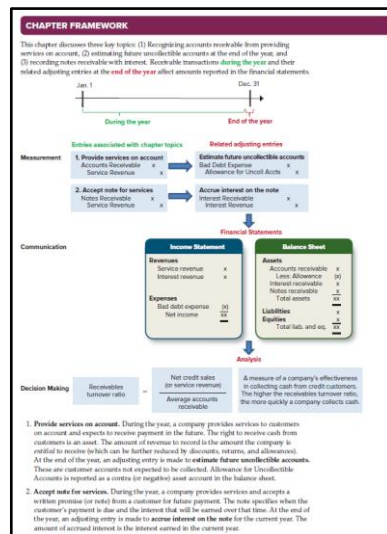
1. What is the return on assets for (a) Big Store in 2012 and (b) in 2021?
2. What is the return on assets for Discount Goods (a) in 2012 and (b) in 2021?

To help determine why the relative profitability of the two companies has shifted over the ten-year period and to get a better company-to-company comparison, drag the second "profit" (Profit Margin) to the left of the "profit" (Company) Dimension in the next chart.

3. The return on assets is a result of the profit margin and the asset turnover. Demonstrate this for Big Store in 2021 by showing that the profit margin times the asset turnover equals return on assets.
4. Analyzing the asset turnover ratios over the ten-year period, is Big Store's asset turnover (a) generally increasing, (b) roughly the same, or (c) generally decreasing from year to year?
5. Analyzing the asset turnover ratios over the ten-year period, is Discount Goods' turnover (a) generally increasing, (b) roughly the same, or (c) generally decreasing from year to year?
6. As of 2021, which company reports a more favorable return on assets and is this primarily attributable to its asset turnover or profit margin?

Chapter Framework

- Chapter summary illustrations



Applying Excel

- Using Excel to solve problems

Applying Excel 3-1: Using Basic Excel Skills to Prepare Adjusting Entries

In this Applying Excel exercise you will practice using cell referencing to create adjusting journal entries and to quickly recalculate account balances.

Watch the tutorial video and then complete Parts 1 and 2 to practice and apply the skills demonstrated in the video.

APPLYING EXCEL #3-1

Microsoft Excel - Applying Excel 3-1

Select Company Accounts and Additional Information:			
Account name	Account Balance	Account name	Account Balance
Supplies	\$12,000	Service revenue	\$145,800
Interest receivable	0	Interest revenue	0
Salaries payable	0	Supplies expense	0
Deferred revenue	7,200	Salaries expense	64,700
1. Supplies remaining at the end of the year.	4,300		
2. Services remaining to be provided to customers who paid in advance.	1,900		
3. Employees are owed additional salaries at the end of the year.	5,600		
4. A note receivable was accepted on March 31.	6,000		
Interest rate on note	8%		

(a) Adjusting entries:

- 1 ? Supplies ?
- 2 ? ?
- 3 ? ?
- 4 ? ?

(b) Adjusted balances:

Account name	Account Balance	Account name	Account Balance
Supplies	?	Service revenue	?
Interest receivable	?	Interest revenue	?
Salaries payable	?	Supplies expense	?
Deferred revenue	?	Salaries expense	?

Financial Accounting for Managers



- Many undergraduate students want to manage other parts of the company (non-majors)
- Many graduate students (MBAs) are coming back to school to be business managers
- Managers need to know:
 - What information is required to be reported
 - How that information is used by external capital providers
 - How does this information reflect a company's operations
 - How can managers themselves use this information to better operate the company

Debits and Credits?

- Emphasis on **financial statements effects**
- **Optional** use of debits/credits
- For example, sell inventory on account for \$4,500 (cost of \$2,500).

Balance Sheet					Income Statement		
		Stockholders' Equity					
Assets	=	Liabilities	+	Common Stock + Retained Earnings	Revenues	– Expenses	Net Income
+4,500				+2,000	+4,500	+2,500	+2,000
Accounts Receivable					Sales Revenue	Cost of Goods Sold	
–2,500							
Inventory							

Skip?

Instructors NOT covering debits and credits can skip these call-out boxes.

DEBITS & CREDITS		
Mario's would record the sale of inventory on account on July 17 as follows:		
	Debit	Credit
Accounts Receivable.....	4,500	
Sales Revenue.....		4,500
Mario's also would record the cost of the inventory sold:		
Cost of Goods Sold.....	2,500	
Inventory.....		2,500

Accounts Receivable	
4,500	
Sales Revenue	
	4,500
Cost of Goods Sold	
2,500	
Inventory	
	2,500

Debits and Credits?

- All assignments are available for both approaches.

(1) Identify the financial statement effects

BRIEF EXERCISES

BE6–10 Shankar Company uses a perpetual system to record inventory transactions. The company purchases inventory on account on February 2 for \$40,000 and then sells this inventory on account on March 17 for \$60,000. **Determine the financial statement effects of the purchase of inventory on account and sale of inventory on account.**

(2) Record the transactions

JOURNAL ENTRIES

Journal Entries–Brief Exercises

JBE6–1 Shankar Company uses a perpetual system to record inventory transactions. The company purchases inventory on account on February 2 for \$40,000 and then sells this inventory on account on March 17 for \$60,000. **Record the transactions for the purchase and sale of inventory.**

Polling Questions #7 & #8

Using a
perpetual
inventory system
(LO6–5) See
JBE6–1 for journal
entries.

Corresponding assignments
are cross referenced.

Record inventory
transactions (LO6–
5) See BE6–10 for
financial statement
effects.

Financial Accounting Series

Thank you!

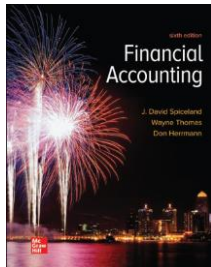
Please feel free to contact me for more questions or discussion

Wayne Thomas
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The Goal:
Your Enrollment



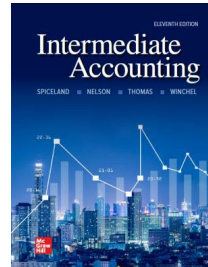
Financial Accounting



David Spiceland
Wayne Thomas
Don Herrmann



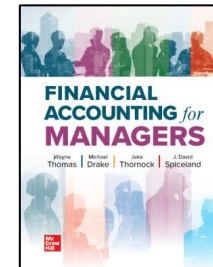
Intermediate Accounting



David Spiceland
Mark Nelson
Wayne Thomas
Jen Winchel



Financial Accounting for Managers



Wayne Thomas
Mike Drake
Jake Thornock
David Spiceland