

ACCOUNTING 1



Accounting Basics

Accounting Standards

- Accounting principles have been in existence since the late 1400s when Luca Pacioli, an Italian mathematician, first wrote about them.
- Most of the accounting principles in the United States are voluntarily accepted accounting principles (GAAP). These principles guide the work of accountants and auditors.
- The U.S. Securities and Exchange Commission (SEC) has regulatory authority over accounting principles used by public corporations.
 - The SEC is a federal agency responsible for enforcing the federal securities laws and regulating the securities industry.
 - It is responsible for the development of SECAP to the accounting profession via the Financial Accounting Standards Board (FASB).
- The FASB develops new standards to deal with new business activities that arise from changes in the economy and in business practices.
- The International Accounting Standards Board (IASB) develops global accounting standards.
 - Most national corporations follow IASB standards.
 - The IASB works with other key global accounting standards bodies to create a single system of accounting standards.
- The Environmental Accounting Standards Board (EAASB) sets state and local government standards for accounting.
 - The EAASB is a private, non-governmental organization subject to oversight and funding by the Environmental Protection Agency (EPA).
 - The federal government follows standards set by the EAASB when performing accounting for its costs.

Concepts & Principles

- Entity concept**
 - An enterprise must stand apart from other organizations as a separate economic unit.
 - Assets and obligations must be accounted for separately from the personal assets and obligations of its owner.
- Going concern concept (i.e., continuity assumption)** The entity will continue to exist long enough to meet its contractual obligations and carry out plans.
 - Businesses should report information on regular intervals.
 - Annual reports show income for the last 12 months and end on the last day of the fiscal year. Therefore, annual reports show the financial position as of the last day of the fiscal year.
 - Public companies report financial information quarterly (3-month time intervals).
- Reliability principle**
 - Accounting records must be based on the most reliable data available.
 - Reliable measurements in amounts, objectives, methods, and verifiability.
- Relevance principle**
 - Accounting information must be timely.
 - Accounting information in production provides feedback and helps decision making.
- Cost principle** Assets and services acquired are recorded at actual historical cost unless their market value.
- Conservation**
 - Costs must be measured to avoid overvaluing assets and overstate and understate expenses and liabilities.
 - Accounting entries should be based on conservative assumptions.
- Revenue principle**
 - Revenue should only be recorded when earned.
 - Revenue is earned when the business has completed rendering services to the customer.
 - The amount to record is equal to the cash value of services or goods.
 - The collection of cash must be reasonably assured or credit sales.
- Matching principle**
 - Expenses must be matched against revenues in the same accounting period.
 - Costs incurred in previous periods in a period are recognized as expenses.
- The accounting period**
 - The accounting period is the period connecting the business activities.
 - It is usually 1 year ending on Dec. 31 (called the fiscal year in the calendar year).
 - Other fiscal year ends will use any other date of the year elected by management.
- Cost basis accounting**
 - The impact of costs is not recognized until cash is paid or received.
 - Revenue is recorded when cash is received; expenses are recorded when cash is paid.
 - This method is adequate for small companies that don't report to external parties, but it is not acceptable under GAAP.
- Accrual basis accounting**
 - The impact of costs is recognized as they occur.
 - Revenue is recorded when earned; expenses are recorded when incurred.
 - Transactions are recorded when cash has not been received or paid.
 - This method is required by GAAP.

The Accounting Equation

Assets = Liabilities + Owners' Equity

Assets

- Assets are economic resources acquired to benefit the company in the future; they would have their fair market value.
 - It could be tangible (physical) or intangible (non-physical).
 - Assets are identifiable and in financial statements usually arise from either cash or non-cash transactions.
 - Assets are categorized into current and non-current.
 - Current assets include cash, accounts receivable, inventory, prepaid expenses, and other assets expected to be converted into cash within one year.
 - Non-current assets include land, buildings, equipment, and other assets expected to be held for more than one year.
 - Assets are listed on the balance sheet in order of liquidity.
 - Assets are listed according to whether cash is being received.
- Liabilities** Liabilities are obligations or debts payable to others resulting from past transactions.
 - Accounts payable (due or implied promise to pay others that arise from credit purchases).
 - Notes payable (written promise by the company to pay on a result of signing a promissory note for goods or services).
 - Owner payable (wages and salaries payable).
 - Unsettled accounts (bills received for services not yet settled or products not yet delivered; companies include cash received for utility bills, etc. (bills not yet received, utility bills not yet paid).
- Owner's equity** Owner's equity is the difference between assets and liabilities, divided into two main categories.
 - Contributed or paid-in capital** Amounts received from the owner(s) for the value of the company's common stock.
 - Preferred capital is capital of a firm that has a right to a share of the cash flow or the value of the company's assets.
 - Common capital is capital of a firm that has no right to a share of the cash flow or the value of the company's assets.
 - Retained earnings** Amounts retained from operations.
 - Retained earnings are retained earnings resulting from operations.
 - Retained earnings are retained earnings resulting from operations.
 - Retained earnings are retained earnings resulting from operations.
 - Retained earnings are retained earnings resulting from operations.

Financial Statements: Formal Reports of an Entity

Balance Sheet (Statement of Financial Position)

- Assets are balanced with the sum of liabilities and owners' equity as of a specific date.
- Prepared after the income statement and the statement of retained earnings.
- Current assets**
 - Cash and other resources expected to be cash, sold, or used up during the current operating cycle of the business (usually 1 year).
 - Current current assets: Cash, accounts receivable, inventory, prepaid expenses, and other assets expected to be converted into cash within one year.
- Non-current assets**
 - Assets that are not current assets.
 - Current non-current assets: Buildings, equipment, furniture, fixtures, land, natural resources, and intangible assets (patents and copyrights).
- Current liabilities**
 - Liabilities that will be paid within the operating cycle (usually 1 year).
 - Current current liabilities: Accounts payable, wages and salaries payable, notes payable, current maturities, and other current liabilities.
- Non-current liabilities**
 - Liabilities that are not current liabilities.
 - Current non-current liabilities: The non-current portion of payables, notes payable, bonds payable, and other non-current liabilities.
- Equity**
 - The difference between assets and liabilities.
 - Owner's equity: Capital contributed by owners and retained earnings.

Company Balance Sheet for Year Ended Dec. 31, 200X

Current assets	
Cash	\$100,000
Accounts receivable	\$50,000
Inventory for finished products	\$2,000
Prepaid expenses	\$1,000
Other current assets	\$1,000
Total current assets	\$154,000

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web sep 7 2021 product mix also known as product assortment refers to the total number of product lines that a company offers to its customers the product lines may range from one to many and the company may have many products under the same product line as well all of these product lines when grouped together form the product mix of the

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web nov 2 2023 the different elements of a product mix strategy a product mix can be broken into the following three elements width this represents the total number of product lines in your portfolio for example three of apple s product lines are mobile personal computing and music length here you consider the number of products

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web products product line and product mix adjustments to products marketers must often make product adjustments in order to keep the product competitive and continue to provide satisfaction to the buyer learning objectives discuss strategies for adjusting products in response to changes in consumer taste and the marketplace key takeaways

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web product mix also known as product assortment or product portfolio refers to the complete set of products and or services offered by a firm a product mix consists of product lines which are associated items that consumers tend to use together or think of as similar products or services

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web in simple words the product mix is the amalgamation of all the product lines a firm has under it the deeper and wider a product mix is the more products a company can offer which will ultimately lead to more reach but what exactly is the difference between a product line product mix

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web a product line is a set of products that are similar or complementary for example domino s sells crunchy thin handmade pan brooklyn style and gluten free crust along with its hand tossed pizza crust as a part of a product line a product mix contains all the products that a company sells

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web aug 29 2023 in contrast the product mix aims to cater to a wide range of customer needs across different market segments in a product line products are related and have common features benefits and uses conversely in a product mix products may or may not be similar to one another because of a wide range of categories