

# Introduction to Financial Accounting

*Introduction to Financial Accounting* is intended for a first course in introductory financial accounting. The text focuses on core introductory financial accounting topics that match pre-requisite requirements for students advancing to Intermediate Financial Accounting. It covers all essential topics, including: the accounting cycle; merchandising; assigning costs to inventory; cash and receivables; property, plant and equipment; debt financing; equity financing; statement of cash flows; financial statement analysis; and proprietorships and partnerships.

## INTRODUCTION TO FINANCIAL ACCOUNTING

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## Why Instructors Love It:

### ACTIVE LEARNING

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# Introduction to Financial Accounting MODULES

Introduction to Financial Accounting

The Accounting Process

Financial Accounting  
and Adjusting Entries

The Classified Balance Sheet  
and Related Disclosures

Accounting for the Sale of Goods

Assigning Costs to Merchandise

Cash and Receivables

Long-lived Assets

Debt Financing: Current  
and Long-term Liabilities

Equity Financing

The Statement of Cash Flows

Financial Statement Analysis

Proprietorships and Partnerships



We help you create a **SUCCESSFUL**  
learning environment for both the  
**INSTRUCTOR** and the **STUDENTS**.

## Why Students Love It:

- > Engaging activities
- > Visual reminders make assignments, points, and due dates clear
- > Mobile and tablet responsive
- > Straightforward user interface that saves time and effort to make learning easier
- > Help that is always a click away

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