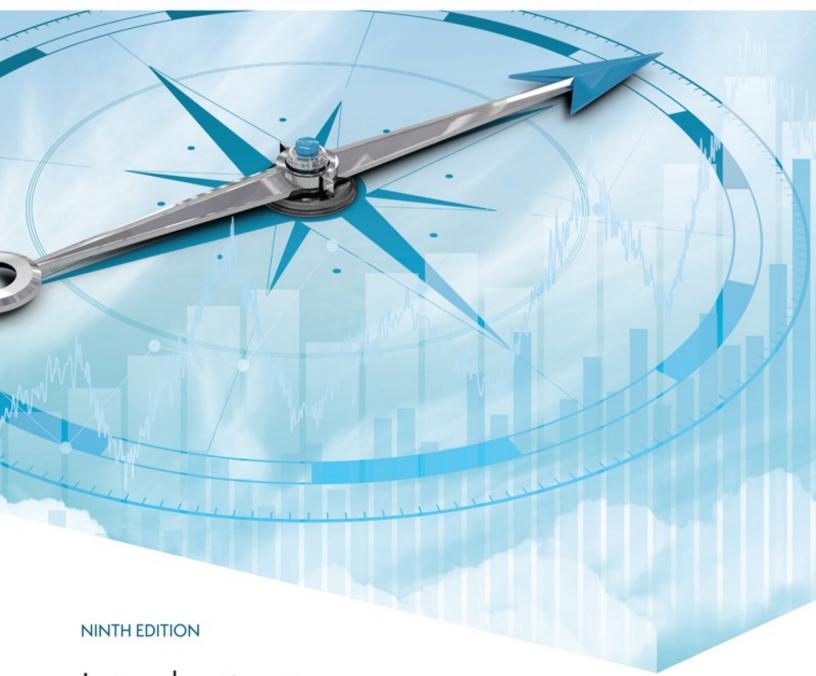
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# Introduction to MANAGERIAL ACCOUNTING

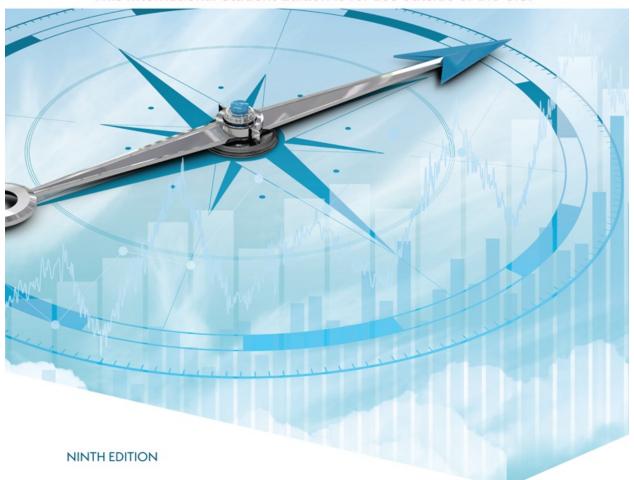
Brewer

Garrison

Noreen



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Introduction to MANAGERIAL ACCOUNTING

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## introduction to MANAGERIAL ACCOUNTING

#### 9TH EDITION

#### PETER C. BREWER, Ph.D.

Wake Forest University

#### RAY H. GARRISON, D.B.A., CPA

Professor Emeritus
Brigham Young University

#### ERIC W. NOREEN, Ph.D., CMA

Professor Emeritus
University of Washington
Accounting Circle Professor of Accounting
Temple University





#### INTRODUCTION TO MANAGERIAL ACCOUNTING

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#### **DEDICATION**

To our families and to our many colleagues who use this book.

#### About the Authors



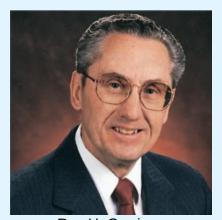
Peter C. Brewer

**Peter C. Brewer** teaches in the Department of Accountancy at Wake Forest University. Prior to joining the faculty at Wake Forest, he was an accounting professor at Miami University for 19 years. He holds a BS degree in accounting from Penn State University, an MS degree in accounting from the University of Virginia, and a PhD from the University of Tennessee. He has published more than 40 articles in a variety of journals, including *Management Accounting Research*, the *Journal of Information Systems*, *Cost Management, Strategic Finance*, the *Journal of Accountancy*, *Issues in Accounting Education*, and the *Journal of Business Logistics*.

Professor Brewer has served on the editorial boards of the *Journal of Accounting Education* and *Issues in Accounting Education*. His article "Putting Strategy into the Balanced Scorecard" won the 2003 International Federation of Accountants' Articles of Merit competition, and his articles "Using Six Sigma to Improve the Finance Function" and "Lean Accounting: What's It All About?" were awarded the Institute of Management Accountants' Lybrand Gold and Silver Medals in 2005 and 2006. He has received Miami University's Richard T. Farmer School of Business Teaching Excellence Award.

Prior to joining the faculty at Miami University, Professor Brewer was employed as an auditor for Touche Ross in the firm's Philadelphia office. He also worked as an internal audit manager for the Board of Pensions of the Presbyterian Church (USA).

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Ray H. Garrison

**Ray H. Garrison** is emeritus professor of accounting at Brigham Young University, Provo, Utah. He received his BS and MS degrees from Brigham Young University and his DBA degree from Indiana University.

As a certified public accountant, Professor Garrison has been involved in management consulting work with both national and regional accounting firms. He has published articles in *The Accounting Review*, *Management Accounting*, and other professional journals. Innovation in the classroom has earned Professor Garrison the Karl G. Maeser Distinguished Teaching Award from Brigham Young University.



Eric W. Noreen

**Eric W. Noreen** has taught at INSEAD in France and the Hong Kong Institute of Science and Technology and is emeritus professor of accounting at the University of Washington. Currently, he is the Accounting Circle Professor of Accounting, Fox School of Business, Temple University.

He received his BA degree from the University of Washington and MBA and PhD degrees from Stanford University. A Certified Management Accountant, he was awarded a Certificate of Distinguished Performance by the Institute of Certified Management Accountants.

Professor Noreen has served as associate editor of *The Accounting Review* and the *Journal of Accounting and Economics*. He has numerous articles in academic journals, including the *Journal of Accounting* 

Research; The Accounting Review; the Journal of Accounting and Economics; Accounting Horizons; Accounting, Organizations and Society; Contemporary Accounting Research; the Journal of Management Accounting Research; and the Review of Accounting Studies.

Professor Noreen has won a number of awards from students for his teaching.

## Pointing Students in the Right Direction

## "Why do I need to learn Managerial Accounting?"

Brewer's *Introduction to Managerial Accounting* has earned a reputation as the most accessible and readable book on the market, while leveraging assets from the Garrison Managerial Accounting franchise. Its manageable chapters and clear presentation point students toward understanding just as the needle of a compass provides direction to travelers.

However, the book's authors also understand that everyone's destinations different. Some students will become are while others are destined for accountants. careers management, marketing, or finance. Not only does the Brewer text teach students managerial accounting concepts in a clear and concise way, but it also asks students to consider how the concepts they're learning will apply to the real-world situations they will eventually confront in their careers. This combination of conceptual understanding and the ability to apply that knowledge directs students toward success, whatever their final destination happens to be.

Here's how your colleagues have described Brewer's Introduction to Managerial Accounting:

"This is the best introductory managerial accounting textbook that I know of. It is concise, easy to follow, and comes with a number of useful materials. I like this book especially because it is very much student-oriented."

Minwoo Lee, Western Kentucky University

"Brewer has always been an outstanding text and this newest edition continues the tradition while providing excellent options for students to utilize to enhance their learning and creative options for instructors to enhance their presentations."

Diane Marker, University of Toledo

"Great, readable text with streamlined coverage. The number of chapters combined with the readability make this a lean, up-to-date product."

Timothy Griffin, Hillsborough Community College

"A book with an appropriate level of coverage for students who may not all be majoring in accounting. This book has enough detail for accounting majors, with coverage that still keeps the interest and understanding of non-majors."

Dawn McKinley, Harper Community College

"Ground breaking, aimed at making it easy for students to appreciate the concepts and material."

Isaac Bonaparte, Towson University

#### **CONFIDENCE AT THE CORE**

Your students want a text that is concise and that presents material in a clear and readable manner. *Introduction to Managerial Accounting* retains accessible materials while avoiding advanced topics related to cost accounting. Students' biggest concern is whether they can solve the end-of-chapter problems after reading the chapter. Market research indicates that *Brewer*, *Garrison*, *and Noreen* helps students apply what they've learned better than any other managerial accounting text on the market. Additionally, the key supplements are written and continually revised to ensure that students and instructors will work with clear, well-written supplements that employ consistent terminology. Author Pete Brewer examined each and every end-of-chapter question in **Connect** to guarantee accuracy and consistency.

#### RELEVANCE AND DECISION MAKING

All students who pass through your class need to know how accounting information is used to make business decisions, especially if they plan to be future managers. That's why *Brewer*, *Garrison*, *and Noreen* make decision making a pivotal component of *Introduction to Managerial Accounting*. In every chapter you'll find the following key features that are designed to teach your students how to use accounting information: Each chapter opens with a **Decision Feature** vignette that uses real-world examples to show how accounting information is used to make everyday business decisions; **Decision Point** boxes within the chapters help students to develop analytical, critical thinking, and problem-solving skills; and end-of-chapter **Building Your Skills** cases challenge students' decision-making skills.

### A CONTEMPORARY APPROACH TO LEARNING

Today's students rely on technology more than ever as a learning tool, and *Introduction to Managerial Accounting* offers the finest technology package

**Examples** to online grading and course management, our technology assets have one thing in common: They make your class time more productive, more stimulating, and more rewarding for you and your students. **McGraw Hill Connect** is an online assignment and assessment solution that connects students with the tools and resources they'll need to be successful. These resources include an online, media-rich, searchable version of the text in addition to access to **Connect,** giving students a convenient way to access everything they need to succeed in their course.

## BREWER / GARRISON / NOREEN'S POWERFUL PEDAGOGY

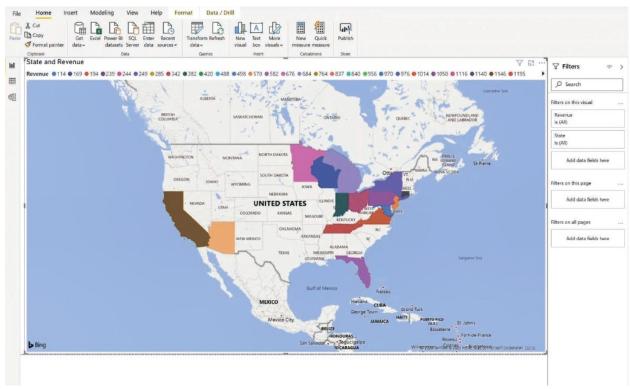
**Introduction to Managerial Accounting** includes pedagogical elements that engage and instruct students without cluttering the pages or interrupting student learning. Brewer's key pedagogical tools enhance and support students' understanding of the concepts rather than compete with the narrative for their attention.

#### **NEW DATA ANALYTICS**

New **Data Analytics Exercises** teach students how to use software tools to derive managerial insights and communicate them to stakeholders. These new exercises, which appear in **Connect**, are linked to a diverse range of learning objectives that span numerous chapters. Some of these exercises require students to use various Microsoft Excel-based tools, such as Goal Seek, Pivot Tables, and Solver to analyze data sets to derive solutions. Other exercises also teach students how to use a variety of **Data Visualization** techniques, such as charts, graphs, and maps, to communicate their findings in succinct and compelling ways. Students will also be given the opportunity to acquire the value-add skill of interpreting Tableau data visualizations.

#### **NEW APPLYING TABLEAU**

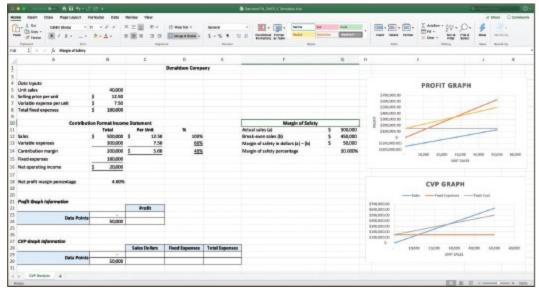
Tableau at the end of each chapter. These exercises are auto-gradable in **Connect** and help students develop in-demand skills in analyzing and interpreting data and effectively communicating findings. Students page ix will be provided data as well as a video tutorial and step-by-step instructions to build a dashboard using **Tableau software.** Over the course of these exercises, students will gain both managerial insights as well as confidence in telling the story of data through visualization software.



Source: Microsoft Power BI

#### **NEW APPLYING POWER BI**

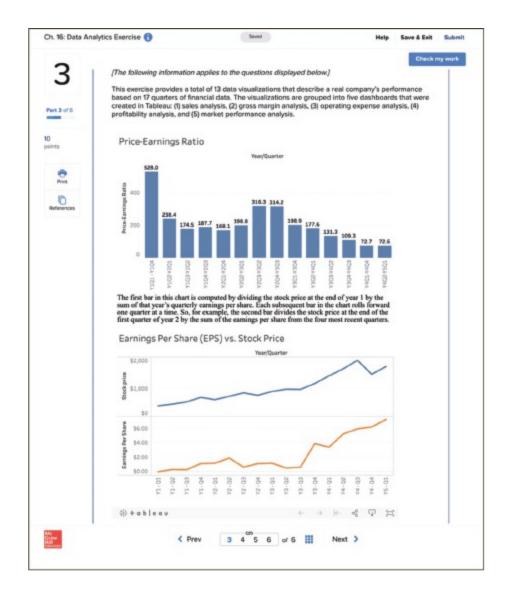
These exercises will introduce and teach students to drive better business decisions by analyzing data for insights via **Microsoft's Power Bi** software. **Power Bi** aims to provide interactive visualizations, business intelligence capabilities, and supports users' ability to gain deeper data insight. Users create their own reports and dashboards, harnessing data to tell a compelling business story.



Source: Microsoft Excel

#### **EXCEL ANALYTICS**

**Excel Analytics** were created to allow students to work with complex datasets in live Excel. They will need to use Excel-based tools to analyze data sets and derive solutions using a variety of Data Visualization techniques to communicate findings. These go beyond basic data manipulations and Excel skills and are an auto-graded feature in **Connect.** 



#### **NEW CONNECT-ONLY TEST BANK**

A new online-only test bank is now available in **Connect**, containing more than **1,400 new multiple-choice** test bank questions. These new, author-created **Connect-only Test Bank** questions were written in such a way to prevent students from finding answers on external sites. The questions are presented in a combination of static and algorithmic (both quantitative and qualitative algo) modes and they cover all learning objectives for all chapters. These qualitative or quantitative algo questions can span the entire degree of difficulty continuum.

#### ADDITIONAL INTEGRATION EXERCISES

We have 15 exercises located in the back of the text and in **Connect** that integrate learning objectives across chapters. These exercises will increase the students' level of interest in the course because they forge the connections across chapters. Rather than seeing each chapter as an isolated set of learning objectives, students begin to see how it all fits together to provide greater managerial insight and more effective planning, controlling, and decision making. The **integration exercises** are also tailor-made for flipping the classroom because they offer challenging questions that require students to work in teams to derive solutions that synthesize what they have learned throughout the semester.

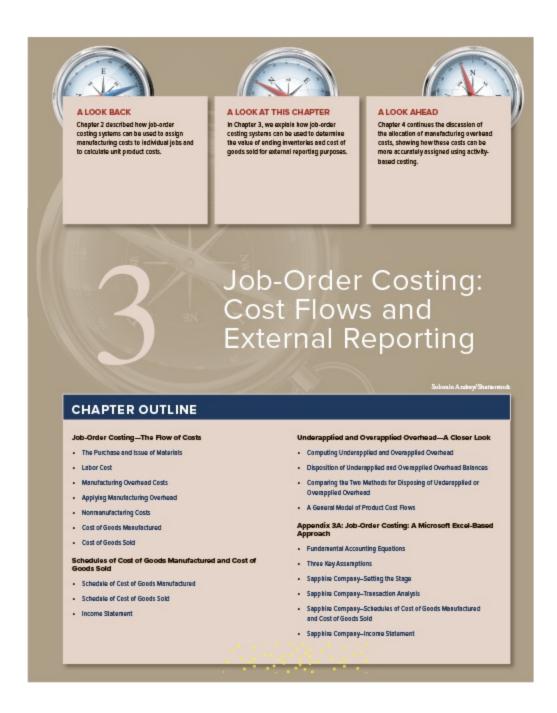
page x

#### **NEW AUDIO HINTS**

**Audio Hints** have been added to certain problems in **Connect** and offer brief explanations of the key steps students need to solve specific end-of-chapter problems. With callouts to individual chapter learning objectives, audio hints are both a helpful tool for completing an assignment as well as an additional opportunity for students to link their work to the chapter content.

#### **CHAPTER OUTLINE**

Each chapter opens with an **outline** that provides direction to the student about the road they can expect to traverse throughout the chapter. The **A Look Back/A Look at This Chapter/A Look Ahead** feature reminds students what they have learned in previous chapters, what they can expect to learn in the current chapter, and how the topics will build on each other in chapters to come.



#### **HELPFUL HINT**

**Helpful Hint** boxes are found several times throughout each chapter and highlight a variety of common mistakes, key points, and "pulling it all together" insights for students.

#### HELPFUL HINT

When students prepare variable costing income statements they often mistakenly assume that variable selling and administrative expense is a product cost. The confusion arises because variable selling and administrative expense is included in the calculation of contribution margin; however, it is not a product cost. Variable selling and administrative expense is always a period cost and the total amount of this expense included in the income statement is always derived by multiplying the variable selling and administrative expense per unit by the number of units sold—not the number of units produced.

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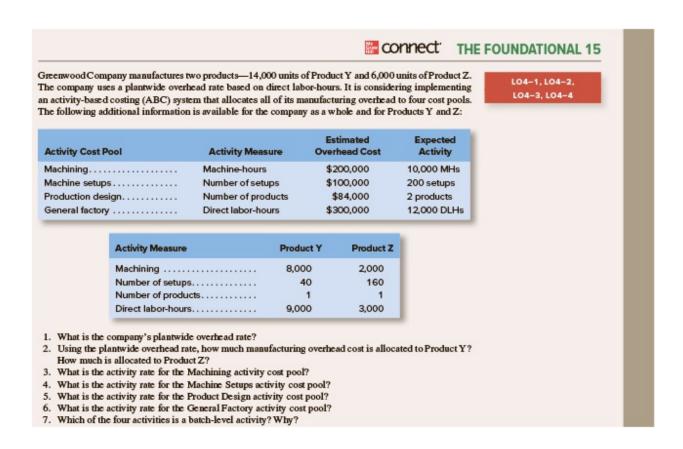
#### **DECISION POINT**

The **Decision Point** feature fosters critical thinking and decision-making skills by providing real-world business scenarios that require the resolution of a business issue. The suggested solution is located at the end of the chapter.

# The Pricing Decision Each year Webb Company produces and sells 20,000 units of its only product. The selling price for this product is \$100 per unit and its direct materials, direct labor, and variable manufacturing overhead costs per unit are \$25, \$15, and \$10, respectively. Webb's annual fixed manufacturing overhead expenses and fixed selling and administrative expenses are \$400,000 and \$150,000, respectively. It does not have any variable selling and administrative expenses. The company's marketing manager believes a 10 percent price increase would lead to a 20 percent decline in the number of units sold. He claims that if the level of production stays at 20,000 units his price hike will increase gross margins and net operating income by \$40,000. Would you support the price increase? Do you think it will increase profits?

#### THE FOUNDATIONAL 15

Each chapter contains one **Foundational 15** exercise that includes 15 "building-block" questions related to one concise set of data. These exercises can be used for in-class discussion or as homework assignments. They are found before the Exercises and are available in **Connect.** 



"The textbook is very good, with the Foundational 15 being my favorite feature. The Review Problems are also very thorough and serve as an outstanding study tool for students to use independently. The writing flows very well. If a student takes the time to read each chapter thoroughly, there is no excuse not to do well in the Managerial Accounting Course."

Randall Williams, Catawba Valley Community College

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#### **DECISION FEATURE**

Each chapter opens with a **Decision Feature** that provides a real-world example for students, enabling them to see how the chapter's information and insights apply to the world outside the classroom. **Learning Objectives** alert

students to what they should expect as they progress through the chapter.



#### IN BUSINESS BOXES

These helpful boxed features appear in every chapter and demonstrate how selected managerial accounting topics apply to real organizations and contexts.

#### The Administrative Costs of Redesigning the Office

For decades American companies sought to "cram workers into tighter spaces with few separations between colleagues . . . [spending] millions of dollars . . . to create rows of open desks, intimate conference rooms, and elaborate communal gathering areas." However, in the post-COVID-19 era companies are incurring additional administrative costs as they reexamine and redesign their office spaces. For example, HP welcomed back each employee to one of its offices with a kit containing three new office essentials—hand sanitizer, a mask, and gloves.

McCann Worldgroup's New York office has closed its cafeteria and ordered dozens of refrigerators and microwaves so employees can bring their lunches to work. Discover Financial Services is considering seating its employees at every other workstation, whereas WeWork is removing 30,000 conference-room chairs from its global offices to enable proper social distancing.

Source: Chip Cutter and Suzanne Vranica, "Offices Revemp to Keep Germs at Bay," The Wall Street Journal, May 12, 2020, pp. B1 and B5.

#### IN BUSINESS



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#### **CONCEPT CHECK**

**Concept Checks** allow students to test their comprehension of topics and concepts covered at meaningful points throughout each chapter.

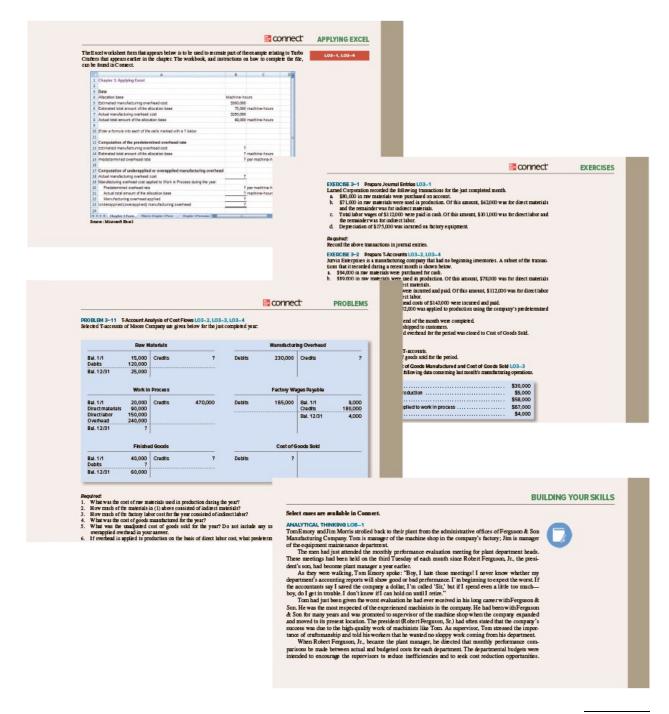
- Which of the following statements is false with respect to the schedule of cost of goods manufactured? (You may select more than one answer.)
  - The beginning raw materials inventory plus raw materials purchases minus ending raw materials inventory equals the raw materials used in production.
  - b. Direct labor costs and actual manufacturing overhead costs are included in the schedule of cost of goods manufactured.
  - The cost of goods manufactured represents the amount that will be debited to Cost of Goods Sold during an accounting period.
  - d. If the finished goods inventory increases during an accounting period, it will decrease the cost of goods manufactured.



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#### **END-OF-CHAPTER MATERIAL**

Introduction to Managerial Acounting has earned a reputation for the best end-of-chapter review and discussion material of any text on the market. Our exercises and problems conform to AICPA, AACSB, and Bloom's Taxonomy categories, and they make a great starting point for class discussions and group projects. With review problems, discussion questions, Excel problems, the Foundational 15 set, exercises, problems, and Building Your Skills, Brewer offers students practice material of varying complexity and depth.



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#### **CONCEPT OVERVIEW VIDEOS**

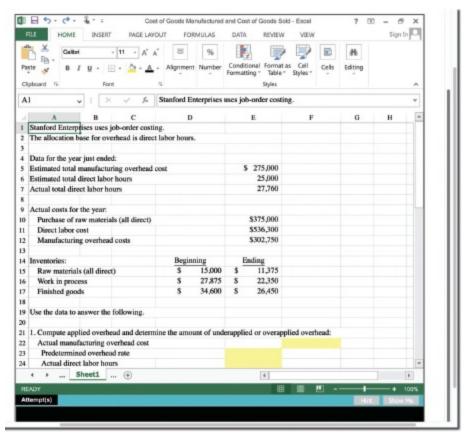
**Concept Overview Videos,** available within Connect, teach the core concepts of the content in an animated, narrated, and interactive multimedia

format, bringing the key learning objectives of the course to life. Checkpoint questions allow instructors to assign points to knowledge checks and grade for accuracy, not just completion. **Concept Overview Videos** are particularly helpful for online courses and for those audio and visual learners who struggle reading the textbook page by page.



#### **EXCEL SIMULATIONS**

**Simulated Excel** questions, assignable within Connect, allow students to practice their Excel skills, such as basic formulas and formatting, within the context of Managerial Accounting. These questions feature animated, narrated "Help and Show Me" tutorials (when enabled), as well as automatic feedback and grading for both students and professors.



Source: Microsoft Excel

#### **GUIDED EXAMPLES/HINT VIDEOS**

**Guided Example/Hint Videos** provide an animated walk-through with narration of select exercises similar to those assigned. These short presentations, which can be turned on or off by instructors, provide reinforcement when students need it most.