



Accounting: A Smart Approach

By Mary Carey, Cathy Knowles, Jane Towers-Clark

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Are you looking for a fresh, innovative approach to accounting that will engage your students and truly bring the subject to life? Then meet Sam Smart. In chapter one we meet Sam as he is setting up his own business and looking at the financial information needed when starting to trade. We then follow him through the textbook as he assesses the success of his business, finances day to day activities, makes pricing decisions, opens new branches, looks at cash flow, and facilitates planning, control, and investment.

Developed specifically with non-specialist students in mind, and tested and reviewed by business students, this is the perfect textbook for your introductory accounting module. Covering all the core topics found on a typical introductory accounting module, this fully integrated case study will give students the confidence they need to successfully approach their course and exams. Combined with the wealth of additional examples and self-test exercises available, students will not only develop an appreciation of how accounting information allows a manager to make key business decisions, but they will also acquire the skills necessary to enable them to converse with accountants, and challenge their assumptions and methodologies.

Through the provision of integrated PowerPoint slides, a comprehensive question pack and a detailed assessment guide, lecturers are provided with a comprehensive and reliable package of support, which is vital when teaching large student cohorts.

An Online Resource Centre accompanies the textbook and includes:

For Students:

Additional questions and exercises (including questions covering higher level material)

RSS feeds for up-to-date news stories on relevant topics.

For Lecturers:

Fully integrated and customisable PowerPoint slides

Question pack plus solutions

Assessment guide

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Editorial Review

Review

"It is nice to see a new approach to covering what can be a generally 'dull' area!!" --Robert Shaw - Student at Durham University

"I have personally found accounting difficult in my first year and this [material] has made things clearer" --Alexandra Smith - Student at Loughborough University

"There are a myriad of texts seeking to access this market. This text IS a new approach to the market. That is a great strength and a potential competitive advantage." --Ian Crawford, Lecturer, School of Management, University of Bath

"I very much like the case study approach, it is easy to read, understand and work through. This should engage students and bring the topic to life." --Libby Scott, Senior Lecturer, Accounting and Finance, London South Bank University

About the Author

Mary Carey is a senior lecturer at Oxford Brookes University in the Department of Accounting, Governance and Information Management. She trained as a chartered accountant with Grant Thornton in London working within the audit department. She lectures in financial accounting and taxation and has a great deal of experience in delivering accounting courses for non-accounting students.

Cathy Knowles is a senior lecturer at Oxford Brookes University in the Department of Accounting, Governance and Information Management. She trained as a chartered management accountant with Unilever plc in London. She has held various management accounting posts with Marks and Spencer plc and H J Heinz Ltd, where she became Financial Controller for New Business Development. She lectures in management accounting at both undergraduate and post-graduate levels.

Jane Towers-Clark is programme director of the BSc in Applied Accounting programme at Oxford Brookes University. Jane trained as a chartered accountant with Ernst and Young in London, going on to work in Singapore and Australia as a lecturer and auditor before returning to the UK. Jane obtained her Diploma in Education in 2007 and starts her Doctorate in Education with the Institute of Education in October 2010.

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