

Communications for Accounting
ACCT 351COM – Spring 2013

Assignment Objectives

- To research accounting topics using the FASB Codification system.
- To clearly communicate research findings.
- To document using paraphrasing, direct quotes, citations, and references.
- To write a topic sentence for each response and one more sentence(s) containing relevant, detailed information with proper documentation.

Research Questions

Maria Ecobar, a partner at your firm, has given you a research assignment. She wants to know how to treat the following accounting issues for clients that are publicly-traded companies.

Question 1.

Ping Internet Search, which is Doogole's largest competitor, entered into an agreement with Wahoo Internet to place advertisements on each other's websites. No cash was exchanged. Ping has requested advice as to how it should account for the ads Ping places on Wahoo's website and the ads Wahoo places on Ping's website.

Question 2.

Gorrick Company has significant production and sales operations in Russia. This past year, Gorrick was forced to sell a major factory in Russia at a loss due to a labor strike that has since been resolved. Gorrick would like to record this as an extraordinary item because sales in Russia have been growing and Gorrick expects its operations in Russia to continue to expand in the future. [The factory is not considered a component of the business.]

Writing Assignment

Write a memo of not more than one page that clearly and concisely answers the two research questions. Use direct quotes and paraphrasing to demonstrate that you understand proper documentation. Use direct quotes to answer research question 1 and paraphrasing to answer research question 2. Also, use APA style for citations and references. References should be listed on a separate page.

Use the FASB online Accounting Standards Codification (ASC) for researching these questions. To access this online database and search engine, you will need the login name and password you received in ACCT 350. The login URL for the ASC is <http://aaahq.org/ascLogin.cfm>

Class Section: _____ Day _____ Time _____

STUDENT PEER REVIEW FORM

(To be completed after receiving instructions from your ACCT 351COM professor)

Writer's

Name _____

Your

Name _____

Has the author numbered the two responses to the research questions? (Do not repeat the research question.) Does each response begin with a topic sentence? Does the topic sentence include the research topic and the conclusion?

Does response 1 have at least one direct quote from the accounting standards to explain the treatment? Are the quotes properly formatted and cited using APA style?

Does response 2 use only paraphrasing from the accounting standards to explain the treatment? Does the author use his/her own writing style to paraphrase? Is the information clear, concise, and adequate? Are the paraphrases properly cited using APA style?

Do the references appear on a single, separate page? Are the sources formatted in proper APA style? Is there a continuation-page heading in the left-hand corner? Is proper capitalization used for APA style?

Does the document maintain surface level correctness in terms of syntax, grammar, spelling, punctuation, word choice, and format (margins, spacing, and font)? Has proper memo format been used? Is there a brief purpose paragraph that connects with the reader and a goodwill closing?