INTRODUCTION TO ACCOUNTANCY AND FINANCE

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Introduction to Accountancy and Finance

R. J. BRISTON

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PREFACE

The object of this text is to provide an extremely broad introduction to accountancy and finance. As such it is suitable both for academic and professional courses for which the lecturers wish to adopt a broad approach and for managers who wish to gain an understanding of these subjects which goes beyond the narrow professional approach found in more traditional texts.

From a teaching viewpoint it is hoped that lecturers will be attracted by the possibility of developing their own course by selecting for study those subjects which they regard as important out of the many areas covered herein. This is regarded as particularly important at the introductory level, where some teachers may wish to build up a general introductory course involving both the less technical aspects of accountancy and the theory of finance while others may prefer or be required to concentrate upon a more mechanical approach. This book is the first British introductory text to offer such flexibility at this level.

Although it is introductory in its emphasis it nevertheless covers in a very straightforward fashion relatively advanced topics such as accounting systems and control, portfolio theory, public sector accounting, national accounts, international accounting and the financial policy of multinationals. All of these topics are developed at a level which could be incorporated in introductory courses.

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