



Intangible Asset Valuation COURSE OVERVIEW

INTRODUCTION

This QAS self-study course is designed to provide accounting professionals with a basic understanding of intangible asset valuation. To complete this course and receive credit, you must read the material and, during the course, to test your comprehension of each of the learning objectives, answer the review questions. After completing each section's review questions, you can evaluate your progress by comparing your answers to both the correct and incorrect answers and the reason for each. Once you have read all of the materials and completed the review questions, fully understanding the correct and incorrect answers, you can complete the final examination, of which you must score a 70 percent or higher in order to receive CPE credit.

AUTHOR

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COURSE DESCRIPTION

This is a basic accounting course designed to provide financial professionals, including but not limited to CPAs, PAs, Managers, and CFOs with a basic understanding of intangible asset recognition and valuation methods. First, the course presents a historical perspective and current trends in intangible asset creation and valuation. Next, U.S. Generally Accepted Accounting Principles' rules are discussed. A discussion of various intangible asset categories follows. The course concludes with a presentation of various intangible asset valuation techniques.

TOPICS COVERED

- Trends in Aggregate Asset Value
- Price-to-Book Comparison
- Research Interest
- Accounting Standards Codification
- U.S. Generally Accepted Accounting Principles
- Description and Examples of Intangible Assets
- Classification of Intangible Assets
- Income-based Valuation Methods



- Market-based Valuation Methods
- Cost-based Valuation Methods
- Intangible Assets Monitor
- Intangible "Bookkeeping"
- Game Theory

FIELD OF STUDY

Accounting

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Please Note: This course must be completed within 1 year of date of receipt of the course for CPE credit.



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Intangible Asset Valuation LEARNING OBJECTIVES

Chapter 1. Background: The Need to Address Intangible Asset Recognition and Valuation

Completion of this chapter will enable you to:

- Define intangible assets and the important role they play in today's business and financial economy.
- Identify the issues with intangible asset recognition and valuation.
- Determine why financial professionals need to address the current intangible asset recognition and valuation issues.
- Formulate a market value to book value comparison.

Chapter 2. Generally Accepted Accounting Principles – Intangible Asset Recognition and Valuation Guidelines

Completion of this chapter will enable you to:

- Identify and define the two distinct conditions set forth by the Financial Accounting Standards Board required for intangible asset recognition.
- Distinguish between three categories that identifiable intangible assets are valued.
- Classify identifiable intangible assets into one of the three distinct categories used for intangible asset valuation.
- Indicate which intangible assets are not recognized as assets by U.S. GAAP and thus not included in U.S. GAAP-compliant balance sheets.
- Explain why U.S. GAAP-compliant balance sheets do not sufficiently reflect a company's intangible asset value.



Chapter 3. Intangible Assets - Description and Examples

Completion of this chapter will enable you to:

- Identify different types of intangible assets.
- Differentiate between the different intangible asset categories and be able to classify the examples into one of the major categories.
- Determine which intangible assets appear separately on a U.S. GAAP compliant balance sheet.

Chapter 4. Intangible Asset Valuation Methods

Completion of this chapter will enable you to:

- Identify the four categories of intangible asset valuation methods.
- Compare the differences between the four categories of intangible asset valuation methods.
- Analyze the different intangible asset valuation calculations that fall under the four main categories.
- Formulate the specific intangible valuation calculations that fall under the four main categories.



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