



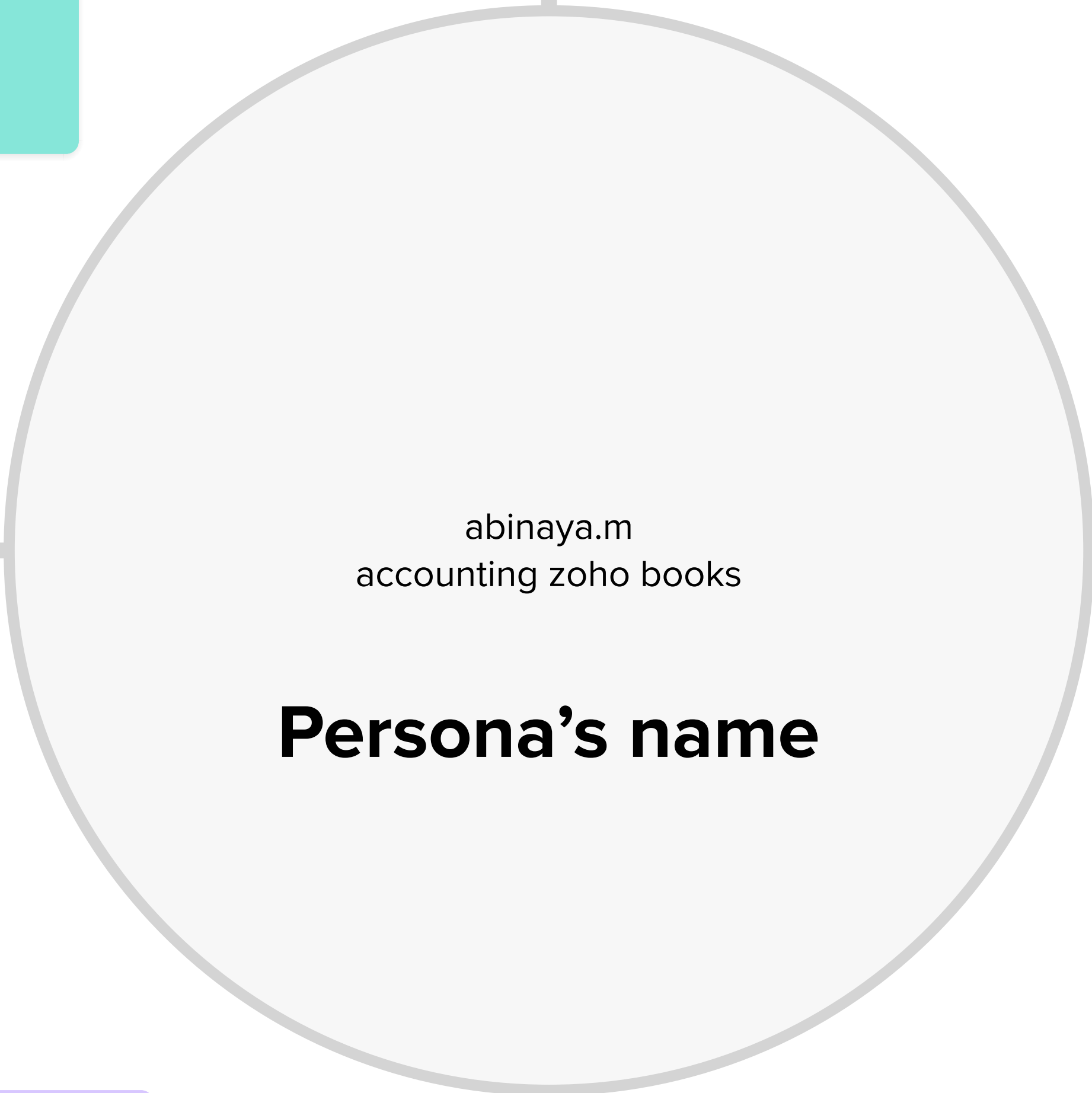
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



stock
account

payment
account

trading account
profit and loss
account
trial balance
balance sheet

Real account:
debit what
comes in
credit what
goes out

personal
account:
debit the
receiver
credit the giver

nominal account:
debit all expenses
and losses
credit all income
and profit

Asset
account
checking

types of bank account:
1.saving account
2.current account
3.requires deposit
account
4.fixed deposit account
5.salary account
6.demat account
7.NRI

types of accounting
1.financial accounting
2.managerial accounting
3.project accounting
4.government
government accounting
5.tax accounting
6.cost accounting
7.forensic accounting

debit
account

cash
account

receipt
account



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?