

817. Quantitative Applications in Accounting and Finance

Fall, Spring. 4(4-0) MGT 833.

Application of Quantitative techniques to accounting, finance, and control activities, especially involving the data requirements of managerial decision models.

818. Quantitative Research in Accounting and Finance

Winter. 4(4-0) MGT 834, 835, 836.

Application of statistical, analytical, and modeling techniques to research problems in accounting and finance.

820. Cost Analysis and Budgeting

Fall, Summer. 4(4-0) 840 or undergraduate accounting major.

Examination of concepts and rationale underlying managerial accounting methods. Advanced topics in cost control, segmental profit and performance measurement, transfer pricing. Budgeting philosophy, organization and procedures.

821. Advanced Accounting Information Systems

Winter. 4(4-0) 421.

Application of general systems concepts to functional, accounting, operational, and related information requirements in business. Data-banks, real-time accounting and operating controls; integrated information systems. Case histories and case projects.

839. Accounting Concepts and Processes

Fall, Summer. 4(4-0) Graduate standing. For MBA students without a background in accounting.

Financial accounting and reporting. Nature and measurement of assets, liabilities, stockholders' equity, expense, and revenue. Expense and revenue recognition. Funds flow and cash flow analysis. Manufacturing cost flows and income determination. Basic matters in income taxation.

840. Managerial Accounting

Fall, Winter, Spring, Summer. 4(4-0) 839.

Accounting for planning and control. Cost behavior. Standards and flexible budgets for control. Responsibility accounting and the contribution approach. Relevant cost analysis for problem solving. Quantitative techniques in accounting measurement.

855. Market Cost-Revenue Analysis

Winter. 4(4-0) One course in accounting and one in marketing. Interdepartmental with and administered by the Marketing and Transportation Administration Department.

Analytical tools for use in planning and controlling marketing activities. Emphasis on the determination of factors causing marketing cost differences and the assignment of costs to those factors. Application of tools to determination of expenditure-revenue patterns and market potentials.

888. Financial Concepts and Analysis

Fall, Winter. 4(4-0) 839. For MBA students without a background in finance.

Managerial finance with emphasis upon decision making. Involves financial planning based

upon the objectives of adequate liquidity and profitability.

889. Financial Decision Making

Fall, Winter, Spring, Summer. 4(4-0) 888, 840 or concurrently; MGT 833.

Financial planning and control at corporate officer level. Investment decisions, growth and expansion strategies, dividend policy. Interaction of finance with other corporate functions, and of the firm with the financial community.

890. Special Problems

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

891. Management and Financing of Corporate Assets

Fall, Summer. 5(5-0) 300 or 839, and 391 or 888.

Analysis of principles leading to decisions in management of current assets, estimation of requirements for funds and fundamental considerations in raising capital. Intensive analysis of actual business cases is supplemented by selected readings.

892. Long Term Financial Policies

Winter, Summer. 5(5-0)

Planning capital structure and the cost of capital. Principles of valuation applied to capital budgeting, merger and reorganization. Debt management, dividend policy and problems in public issues. Intensive analysis of actual business cases is supplemented by selected readings.

893. Investment Strategy

Spring, Summer. 5(5-0)

Analysis of various theories and techniques available to achieve superior selection and management of securities. Review and evaluation of significant literature. Emphasis on problems of timing and strategies relating to switching of securities in response to changing economic and financial conditions.

900. Seminar in Accounting Theory

Fall. 5(5-0)

Theory construction and verification. Alternative approaches to structuring accounting theories. Formulation of research projects in accounting.

901. Seminar in Management Accounting

Winter. 5(5-0)

Investigation of selected cost analysis topics.

991. Seminar in Financial Management

Fall, Winter. 5(5-0)

Seminar dealing with current unresolved problems in the field of financial management. Both micro and macro aspects of the field are investigated, including such areas as models for financial decision making, money and capital markets, and international finance.

992. Research in Business Finance

Spring. 5(5-0) 991.

Formulation of financial hypotheses, collection of data, specification of tests (including simulation), and interpretation of results. Examples of both single-equation and multi-equation models drawn from current literature will be critically examined.

999. Research

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

ADVERTISING

ADV

College of Communication Arts

205. Introduction to Advertising

Fall, Winter, Spring, Summer. 3(3-0)

Comprehensive survey of basic principles and practices of advertising in their relation to our economy, our society, and our system of mass communication. Historical, social, and economic development of the field. Psychological and creative factors involved in advertising; research, media, and campaigns.

303. Consumer Behavior

Fall, Winter. 3(3-0) 205, SOC 241, or approval of department.

The emerging field of knowledge concerning consumer behavior, including relevant theory from the behavioral sciences, and emphasizing the process and effects of advertising and public relations.

306. Advertising Management I

(460.) Fall, Winter, Spring, Summer. 4(2-2) 205, MTA 300 or approval of department.

Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

307. Advertising Graphics and Production

Fall, Winter, Spring. 4(3-2) 205.

Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

317. Advertising Copy and Layout

Fall, Winter, Spring, Summer. 4(3-2) 307.

Copywriting and layout for newspapers, magazines; selection and presentation of appeals; form of copy, principles of layout; typography and selection of art. Weekly assignments in writing copy; use of mat services and creation of production layouts.

417. Advanced Advertising Copy and Layout

Fall, Winter, Spring. 3(2-2) 317.

Continuation of 317 with emphasis on writing copy for print, radio, and television. Importance of advertising ideas and their interpretation in words and pictures; audience selection; advertisement series on a central theme.

418. Newspaper Advertising and Business Management

Fall, Winter. 4(4-0) Advertising or journalism Seniors.

Newspaper advertising, staff management, rates, circulation and promotion, research, editorial and business office supervision, law, finance, purchasing, and employee relations.

423. Retail Advertising and Promotion
Fall, Winter, Spring. 4(4-0) Majors:
317; others: Juniors.

Planning and preparation of retail advertising and promotion with emphasis on smaller retailer; practice in retail copy and layout; selecting media; research; outside project related to the student's interest.

427. Principles of Public Relations
Fall, Winter, Spring, Summer. 3(3-0)
Juniors.

Problems of interpreting an organization or business to its various publics and interpreting the publics to the organization. Projects related to student's major interest.

441. Television and Radio Advertising
Fall, Winter, Spring. 4(4-0) 205.

Principles and practices underlying successful radio-television advertising; emphasis on media research, rate structure, programming, creativity; instruction in televising commercials.

449. Advertising Management II
Fall, Winter, Spring. 4(2-2) 306, 317.

Role of advertisers, agencies and media in applying advanced decision theories and techniques. Use of major projects to apply methods of planning, directing and controlling comprehensive advertising and public relations programs.

465. Advertising and Social Responsibility
Fall, Spring. 3(3-0) At least 10
credits in advertising courses or approval of
department.

Assessing the impact of advertising on society, the culture and the economy. Study of ethical systems as basis for evaluating advertising. Self-regulation, laws and government regulation of advertising.

475. Advertising Research
Fall, Winter, Spring. 4(3-2) 205.

Nature, scope, and applications of research in advertising; theory, concept, and fact in the research process; dimensions of advertising research: data collection, field investigation, measurements of advertising and media audiences; evaluation of advertising messages.

499. Individual Projects
Fall, Winter, Spring, Summer. Variable
credit. Approval of department.

823. Consumer Behavior
Winter. 4(4-0) COM 820 or ap-
proval of department.

Examination of the emerging knowledge concerning consumer behavior. Emphasizes inquiry into the theory and process whereby consumer behavior is influenced by means of interpersonal and mass communication.

826. Advertising Management
(805.) Fall, Winter. 4(4-0)

Planning and formulating promotional strategy; establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

846. Management of Media Programs
(810.) Spring. 4(3-1)

Planning, execution and control of media programs. Theory and techniques of media allocation, including use of marginal analysis, mathematical programming, simulation and game theory in formulation of media strategy.

850. Problems in Public Relations
(832.) Spring. 4(4-0) 427 or ap-
proval of department.

Public relations practice in the U.S. and abroad. Study of recent cases in public relations of corporations, associations, education, government and welfare organizations.

858. Management of Advertising Information
Spring. 3(2-2) 826.

Management of information for advertising planning, decision-making and control. Design of advertising information systems, decision to buy information, collection and analysis of information, data bank management.

865. Advertising and Society
(815.) Spring. 4(4-0)

Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

870. International Advertising
(470.) Spring. 4(4-0) 826 or ap-
proval of department.

International advertising and promotion; formulation and implementation of international promotional strategies and policies; cases and problems from the viewpoint of advertisers and advertising agencies.

890. Special Problems
Fall, Winter, Spring, Summer. Variable
credit. Approval of department.

899. Research
Fall, Winter, Spring. Variable credit.
Approval of department.

990. Independent Study
Fall, Winter, Spring, Summer. 3 to 12
credits. May re-enroll for a maximum of 12
credits. Approval of department.

Independent study of advanced theory, research and history of advertising thought.

AEROSPACE STUDIES A S

All University

041. Corps Training
Winter. 0(0-1) Approval of depart-
ment.

Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

110. Organization of the U.S. Air Force
Fall. 1(1-1)

The doctrine and mission of the U. S. Air Force; includes its history, organization, and how it is structured for mission accomplishment. Comparison of armed services mission relationships.

111. U. S. Strategic Offensive and Defensive Forces
Winter. 1(1-1) 110.

Comparison of the missions and functions of specific Air Force commands, including employment of contemporary aerospace equipment and systems, as well as naval strategic offensive forces and army ABM systems.

112. U. S. General Purpose Forces
Spring. 1(1-1) 111.

Tactical air forces. The mission, organization and function of the Air Force support commands and separate operating agencies as well as forces of other military branches.

210. Aerospace Developments, Kitty Hawk Through World War II
Fall. 1(1-1) 112.

Development of manned flight through World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which prompted research and technological change.

212. Aerospace Developments, Post-World War II to Present
Spring. 1(1-1) PLS 160 or M C 220.

Aeronautical developments since World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which have prompted research and technological change.

310. National Security Forces Policy Formulation
Fall. 3(3-1) 212.

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Impact of technological and international developments upon strategic preparedness.

312. The Military and American Society
Spring. 3(3-1) HST 307, PLS 365
or M C 323.

Role of the professional officer in a democratic society; socialization processes within the Armed Services; political, economic and social constraints upon the national defense structure.

410. Concepts of Air Force Leadership
Fall. 3(3-1) 312.

Military professionalism. Its meaning, foundations and responsibilities. Leadership theory, functions and practices.

411. Military Justice and Introduction to U.S. Air Force Administration
Winter. 3(3-1) 410.

Military justice and its application within the U.S. Air Force. Air Force administration.

412. Concepts of Air Force Administration
Spring. 3(3-1) 411.

Continuation of 411, examining the various aspects of aerospace administration. Last week: Final preparation for assumption of duties of an Air Force officer.

AFRICAN LANGUAGES

See Linguistics and Oriental and African Languages