ACCOUNTING AND FINANCIAL ADMINISTRATION

College of Business

201. Principles of Accounting  
Fall, Winter, Spring, Summer. 5(5-0)  
Sophomores or approval of department.  
Students may not receive credit in both 201 and 315.  
Study of fundamental principles applicable to the  
accounting cycle, asset valuation, income  
determination, financial reporting, basic business  
taxes, and owner's equity.

202. Principles of Accounting  
Fall, Winter, Spring, Summer. 5(5-0)  
Study of the use of working papers; application  
of accounting principles to cash, receivables,  
investments, liabilities, inventories, including  
the retail method and consignments, fixed assets,  
fundamental cost accounting and managerial and  
financial use of accounting data.

296. Principles of Risk and Insurance  
Fall, Winter, Spring, Summer. 4(3-0)  
Sophomores or approval of department.  
Risk and risk management methods with emphasis  
on the insurance mechanism. Fundamental  
principles, legal relationships, types of carriers and  
organization, principal types of coverage includ­  
ing social security and industry regulation.

301. Intermediate Accounting: Equities  
Fall, Winter, Spring, Summer. 4(4-0)  
Examination at the professional level of prob­  
lems involved in the definition and measurement  
of liabilities and stockholders' equity. Special  
emphasis on problems of income determination,  
price level changes and funds flow analysis.

302. Intermediate Accounting: Assets  
Fall, Winter, Spring, Summer. 4(4-0)  
Examination at the professional level of prob­  
lems involved in the definition and measurement  
of assets. Actuarial science applications. Ad­  
vanced partnership problems.

303. Cost Accounting  
Fall, Winter, Spring, Summer. 5(5-0)  
Accumulation, classification, distribution and  
control of costs, including analysis of overhead.  
Job order and process cost systems. Actual  
estimated and standard costs. Variance analy­  
sis and interpretation. Analysis and control of  
distribution costs.

315. Survey of Accounting Concepts  
Fall, Winter, Spring, Summer. 4(4-0)  
Not open to College of Business majors. Students  
may not receive credit in both 201 and 315.  
Non-technical approach to accounting concepts  
underlying income determination and asset valu­  
ation. Preparation and interpretation of financi­  
all statements, the evaluation of costs and per­  
formance, and accounting controls of business  
among the topics covered.

320. Survey of Cost Accounting  
Fall, Spring, Summer. 4(4-0)  
Accounting, reporting and analysis of costs re­  
lating to production, marketing and administra­  
tion of the typical manufacturing enterprise,  
with particular emphasis on cost analysis as  
related to management, control and reporting.  
Principles emphasized on the managerial and  
control elements of administration rather than  
on the accounting for costs.

333. Elements of Tax Accounting  
Fall, Winter. 4(4-0) 202.  
Nonprofessional approach to basic concepts of  
individual taxation applicable to individual tax­  
payers and small business firms.

391. Financial Management  
Fall, Winter, Spring, Summer. 5(5-0)  
Develop basic theoretical framework for decision  
making in financial management. Role of the  
financial manager in achieving liquidity and  
profitability. Financial planning to estimate  
needs for funds and to meet needs from various  
financial sources. Fundamentals of capital budgeting.  
In latter part of course, application of principles  
is illustrated by the use of case material.

392. Investment Planning  
Winter, Spring. 5(5-0) 391.  
Financial analysis of various investment alter­  
natives facing the individual. Emphasis on role  
of securities analysis in management of invest­  
ment program. Use of cases to relate general  
principles to specific situations.

395. Principles of Urban Real Estate Administration  
Fall, Spring. 5(5-0) 391 or approval of  
department.  
Concepts of urban real estate financing and city  
growth. Examines physical, local and national,  
social and economic factors. Role of markets,  
government and business. Examination of  
problems facing the urban real estate owner.

396. Personal Risks and Insurance  
Fall, Winter. 5(5-0) 296 or Juniors in  
business administration.  
Personal risk analysis and personal insurance.  
Emphasis on life, health, automobile, fire and  
liability insurance. Programming personal in­  
surance. Estate analysis and trusts. Social and  
economic aspects of personal insurance analyzed.

400H. Honors Work  
Fall, Winter, Spring. 1 to 15 credits.  
202, approval of department.  
Research in selected areas of accounting or  
financial administration.

401. Federal Income Tax Accounting I  
Fall, Winter. 5(5-0) 361 and 302.  
Seniors in business administration.  
Basic concepts applicable to all taxpayers, of  
tax management, exempt incomes, nondeductible  
items, corporate distributions, amortization, pe­  
riodic computation of income, realization and  
recognition of incomes and deductions.

402. Federal Income Tax Accounting II  
Spring. 4(4-0) 401.  
Special topics in areas of individuals, partners­  
ships, trusts and estates, corporations, farmers,  
GIs, estate and social security taxes.

410. Auditing  
Fall, Winter. 4(4-0) 302.  
Role of the auditor and accountant contrasted.  
Independence of the auditor. Standards of profes­  
sional conduct. Types of audits, their purposes,  
scope and methods. Audit evidence; content and  
presentation. The auditor's opinion. Audits of  
specialized institutions, such as government­  
mental agencies, non-profit organizations and  
regulated industries.

420. Auditing  
Fall, Winter. 4(4-0) 302.  
Role of the auditor and accountant contrasted.  
Independence of the auditor. Standards of profes­  
sional conduct. Types of audits, their purposes,  
scope and methods. Audit evidence; content and  
presentation. The auditor's opinion. Audits of  
specialized institutions, such as government­  
mental agencies, non-profit organizations and  
regulated industries.

491. Market Strategy in Financial Enterprise  
Spring. 5(5-0) 391.  
Survey of money and capital markets, of fluctu­  
ating economic and governmental forces that  
influence them and of the appropriate strategies  
of financial managers in securing funds from  
and using funds in achieving corporate object­  
ives. Designed to familiarize students with the  
investment policies of major institutional investors.

493. Advanced Financial Management  
Fall. 5(5-0) 391.  
Survey of management of current and fixed assets,  
of short-term credit and investments, of public  
and corporate social responsibility, and of the  
management of financial resource and liquidity  
problems in the international environment.  
Designed to familiarize students with the  
investment policies of major institutional investors.
800. Contemporary Accounting Theory I
Fall, Summer. 4(4-0)
Analysis and evaluation of current accounting thought relating to the nature, measurement and reporting of business income and financial conditions. Concepts of income. Theories of the entity. Special attention to controversial areas relating to asset definition, recognition and measurement.

801. Contemporary Accounting Theory II
Winter. 4(4-0)
Continuation of 800 with attention centered on the analysis, measurement and reporting of liabilities and owners' equities.

802. Advanced Federal Tax Accounting
Winter, Spring. 4(4-0) 401.
Advanced federal tax concepts, including taxation of corporations, partnerships, estates and trusts. Gift and social security taxes.

810. Evolution of Accounting and Auditing Thought
Spring. 4(4-0)

817. Management Programming and Control I
Fall, Spring, Summer. 5(5-0) 817.
Application of quantitative techniques to the administrative decision making process in business. Special emphasis is placed on problems of managerial programming and control.

818. Management Programming and Control II
Winter, Summer. 5(5-0) 817.
Continuation of 817. Application of quantitative techniques in business decision making. Non-linear programming, integer linear programming, network flow analysis, and goal programming in planning and control.

820. Cost Analysis and Budgeting
Fall, Winter, Summer. 4(4-0) 840 or undergraduate accounting major.
Advanced cost accounting; standards, estimates, overhead allocation, direct costing, differential costs. Transfer pricing cost and revenue controls; budgeting philosophy, organization and procedures, operational planning, flexible budgeting technique. Revenue and profit analysis; cost-volume-profit relationship; profit contribution analysis. Evaluation of profit performance for divisions, products, business segments.

821. Advanced Accounting Information Systems
Spring. 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.

840. Administrative Control
Fall, Winter, Spring, Summer. 4(4-0).
For graduate students in Business Administration. Basic concepts of a control system, managerial control and budgeting, management’s use of financial data, project planning, specific controls in marketing, production, personnel, and planning capital acquisitions.

555. Market Cost-Revenue Analysis
Winter. 4(4-0) One course in accounting and one in marketing. Interdepartmental problems administered by the Marketing and Transportation Administration Department.
Analytical tools were developed for use by representatives in pricing and controlling marketing activities. Emphasis is on the assessment of factors causing market cost differences and the assignment of costs to these factors. Application of the tools are utilized by the determination of expenditure revenue patterns.

584. Insurance Companies as Financial Institutions
Winter. 4(4-0)
Analysis of insurance company investment behavior in the capital market. Emphasis on liquidity requirements, interest rates, legal and organizational requirements affecting investment decisions. Micro and macro aspects are investigated.

586. Seminar in Insurance Problems
Spring. 4(4-0)
Analysis of insurance problems affecting the public interest. Special emphasis on problems due to changing economic and social conditions. Insurance regulatory, financial, marketing and social problems are evaluated.

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

891. Management and Financing of Corporate Assets
Fall, Summer. 5(5-0)
Analysis of principles leading to decisions in management of current assets, estimation of requirements for funds and considerations in raising capital. Intensive analysis of actual business cases is supplemented by selected readings.

902. Seminar in Accounting Theory
Fall. 5(5-0)
Detailed and critical study of accounting, economic and legal theories of income and of currently controversial problem areas in financial accounting theory and practice.

901. Seminar in Management Accounting
Winter. 5(5-0)
Investigation of selected cost analysis topics.

902. Seminar in Federal Income Taxation
Summer of even-numbered years. 4(4-0) 402 or approval of department.
Income tax policy, history and development; taxing process; concepts underlying determination of taxable income; tax research, opinion, protest and refund cases; professional problems; revision of income tax law.

991. Seminar in Financial Management
Spring. 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.

ADVERTISING
ADV
College of Communication Arts

265. Introduction to Advertising
Fall, Winter, Spring. 3(3-2)
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.

307. Advertising Typography and Production
Spring. 5(5-0)
Juniors or approval of department.
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(3-4)
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
Winter. 3(3-0) 317.
Continuation of 317 with emphasis on writing 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 Majors.
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. 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(0-0)
Juniors.
Problems of interpreting an organization or business to its various publics and interpreting the public to the organization. Projects related to student's major interest.