ACCOUNTING AND FINANCIAL ADMINISTRATION

College of Business

200H. Honors Work (400H.) Fall, Winter, Spring. 1 to 15 credits.
Intensive semi-independent study covering content of 201 and 202 in one quarter, or independent research on selected accounting topics.

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.

203. Data Processing and Control Fall, Winter, Spring. 4(4-0)
Basic accounting procedures and techniques in processing business data for financial reporting, planning, and control; introduction to computer-based accounting systems and related concepts.

300. Intermediate Accounting I (AFA 300) Fall, Winter, Spring, Summer. 4(4-0) 202.
Asset and income definition and measurement problems. Analysis and interpretation of financial statements. Consolidated financial statements.

301. Intermediate Accounting: Equities Fall, Winter, Spring. 4(4-0)
Examination at the professional level of problems 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.

303. Cost Accounting Fall, Winter, Spring. 4(4-0)
300. Product costing, overhead cost analysis, standard costs, variance analysis, contribution accounting, flexible budgeting, responsibility accounting.

315. Survey of Accounting Concepts Fall, Winter, Spring. 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 valuation. Preparation and interpretation of financial statements, the evaluation of costs and performance, and accounting controls of business are among the topics covered.

320. Survey of Cost Accounting Fall, Winter, Spring. 4(4-0) 202 or 315.
Accounting, reporting and analysis of costs relating to production, marketing and administration of the typical manufacturing enterprise, with particular emphasis on cost analysis related to management, control and reporting. Primary emphasis is 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 or 315.
Not open to accounting majors. Nonprofessional approach to basic concepts of income taxation applicable to individual taxpayers and small business firms.

Juniors or approval of department. Risk and risk meeting methods with emphasis on the insurance mechanism. Fundamental principles, legal relationships, types of carriers and organization, principle types of coverage and industry regulation.

391. Financial Management Fall, Winter, Spring. 5(5-0)
Basic theoretical framework for decisions in financial management. Role of the financial manager in achieving liquidity and profitability. Financial planning for estimating and meeting the need for funds. Fundamentals of capital budgeting are discussed.

392. Investment Planning Fall, Winter. 5(5-0) 391.
Financial analysis of various investment alternatives facing the individual. Emphasis on role of security analysis in management of investment program. Extensive use of illustrations which relate general principles to the current environment.

395. Principles of Urban Real Estate Administration Fall, Spring. 5(5-0) 301 or approval of department; EC 201.
Concepts of urbanism, city functions and city growth. Examines physical, locational, legal, social and economic factors. Role of markets, governments and finance. Theories and techniques of valuing urban real estate.

396. Personal Risks and Insurance Fall, Summer. 5(5-0) 350 or Juniors in business administration.

397. Social Insurance Topics Fall. 4(4-0) EC 200.
Systematic study of the legal, actuarial, social and political aspects of social insurance. Federal and State programs will be analyzed. Problems, solutions and potential alternatives to be discussed.

401. Federal Income Tax Accounting I Fall, Winter. 4(4-0) 300 and 361, Seniors.
Basic concepts, applicable to all taxpayers, of tax management, exempt incomes, nondeductible items, corporate distributions, amortization, periodic computation of income, realization and recognition of incomes and deductions.

402. Federal Income Tax Accounting II Winter, Spring. 4(4-0) 401.
Advanced federal tax concepts, including taxation of individuals, partnerships, trusts and estates, corporations. Gift and estate taxes.

410. Auditing Fall, Winter. 4(4-0) 300, CFS 110, MTA 317.
Roles of the auditor and accountant contrasted. Independence of the auditor. Standards of professional conduct. Types of audits, their purposes, scope, and methods. Audit evidence, content and presentation. The auditor’s opinion. The use of statistics in auditing, audit of EDP systems.

420. Managerial Cost Analysis Winter, Summer. 4(4-0) 303.

421. Accounting Information Systems Fall, Spring. 4(4-0) 303.
Planning and operation of accounting systems, flow charting of financial and cost data movement, special attention to accounting applications of commercially available electronic computing systems.

430. Advanced Accounting (Fall. 4(4-0).
Participation, home office and branch; parent and subsidiary companies; business combinations; diversified companies and their subdivisions; governmental funds; principal and income on estates and trusts. Problems and library readings.

450. Field Studies Winter, Summer. 1 credit. May re-enroll for a maximum of 2 credits. 13-27 credits in Accounting and Financial Administration and approval of department & weeks prior to enrollment. Not open to graduating seniors.
Ten weeks internship in public or industrial accounting.

456. Business Risks and Insurance Winter. 5(4-0) 350 or Seniors in business administration.
Business insurance as it relates to business risks and decision making. Emphasis on business exposures, coverages and problems of the risk manager.

457. Management of Insurance Enterprise Spring. 5(5-0) 350 or approval of department.
Organizational requirements and functional operations of insurance enterprise with emphasis on methods of ratemaking, reserves, financial statement and investment requirements, loss adjustment, underwriting, and marketing. Statutory limitations on management freedom.

491. Market Strategy in Financial Management Spring. 5(5-0) 391.
Survey of money and capital markets, of fluctuating economic and governmental forces that influence them and of the appropriate strategies of financial managers both in financial and non-financial businesses in the security of funds from or employing funds in these markets.

492. Institutional Investment Management Winter. 5(5-0) 392.
Construction and administration of portfolios for major types of institutions, such as commercial banks, savings institutions, pension funds, trust accounts, life insurance companies, mutual funds, etc. Extensive use of cases.
493.  Advanced Financial Management  
Fall. 3(5-0) 391.  
Survey of management of current and fixed assets, of problems of capital budgeting, particularly those created by rapidly expanding industries; of mergers, consolidations, reorganizations and the valuation problems in selling a going concern. Cases will be used and attention will be given to the current problems of financial management created by changing economic conditions.

800. Contemporary Accounting Theory I  
Fall, Summer. 4(4-0)  800.  
Theoretical accounting models. Review of historical development of accounting thought. Exploration at the conceptual level of the nature and measurement of assets, liabilities, stockholders' equity, revenue, expense, and income. 

801. Contemporary Accounting Theory II  
Winter, Summer. 4(4-0)  800.  
Continuation of 800. An examination of problems arising and a review of existing practices in the measurement of periodic income and of financial position in the light of concepts and principles explored in 800. 

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 estate taxes. 

810. Contemporary Auditing Theory  
Spring. 4(4-0)  MTA 802.  

817. Management Programming and Control I  
Fall, Spring. 5(5-0)  Approval of department.  
Application of quantitative techniques to the administrative decision making process in business. Linear programming, integer programming. 

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

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 processing 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.  

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

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 the tools to determination of expenditure-revenue patterns and market potentials. 

884. Insurance Companies as Financial Institutions  
Winter. 4(4-0)  855.  
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. 

886. Seminar in Insurance Problems  
Spring. 4(4-0)  884.  
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. 

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 333.  
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. 4(4-0)  Variable credit. Approval of department.  

891. Management and Financing of Corporate Assets  
Fall, Winter. 5(5-0)  890.  
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)  891.  

893. Investment Strategy  
Spring, Summer. 5(5-0)  892.  
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)  840.  
Critical and critical study of alternative approaches to structuring a theory of accounting, and of accounting, economic and legal theories of income and financial position. 

901. Seminar in Management Accounting  
Winter. 5(5-0)  886.  
Investigation of selected cost analysis topics. 

911. Seminar in Financial Management  
Fall. 5(5-0)  884.  911.  
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 decisions, making money and capital markets, and international finance. 

991. Research in Business Finance  
Spring. 5(5-0)  992.  
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)  205.  
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. 

306. Advertising Management I  
(460.) Fall, Winter, Spring. Summer. 4(3-2)  205. MTA 300 or approval of department.  
Decision theory and techniques used in planning, directing, and evaluating advertising efforts. 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. 

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