ACCOUNTING
AND FINANCIAL
ADMINISTRATION

College of Business

200I. Honors Work
Fall, Winter, Spring. (400I.) 1 to 15 credits.
Intensified 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. 5(5-0)
Study of the use of working papers; application of accounting principles to cash, receivables, investments, liabilities, inventories, including the cost 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)
Computer Use:
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: Assets
(AFA 302.) 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)
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, Summer. 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 as 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.

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 programs. Extensive use of illustrations which relate general principles to the current environment.

401. Federal Income Tax Accounting I
Fall, Winter. 4(4-2) 300 and 301.
Seniors.
Basic concepts, applicable to all taxpayers, of tax management, exempt incomes, non-deductible items, corporate distributions, amortization, periodic computation of income, realization and recognition of incomes and deductions.

402. Federal Income Tax Accounting II
Winter. 4(4-2) 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, CPS 110, MTA 317.

420. Managerial Cost Analysis
Winter, Summer. 4(4-2) 303.

431. Accounting Information Systems
Fall, Spring. 4(4-0) 305.
Planning and operation of accounting systems, flowcharting of financial and cost data movements, special attention to accounting applications of commercially available electronic computing systems.

430. Advanced Accounting
Spring. 4(4-0) 306.
Partnerships; home office and branch; parent and subsidiary companies; business combinations; diversified companies and their subunits; governmental funds; principal and income on estates and trusts. Problems and library readings.

486. Field Studies
Winter, Summer. 1 credit. May enroll for a maximum of 2 credits. 18-27 credits in Accounting and Financial Administration and approval of department 4 weeks prior to enrollment. Not open to graduating seniors.
Ten weeks internship in public or industrial accounting.

491. Market Strategy in Financial Management
Fall. 3(3-0) 391.
Survey of corporate 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 securing funds from or employing funds in these markets.

492. Institutional Investment Management
Winter. 4(4-0) 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
Spring. 5(5-0) 391.
Survey of management of current and fixed assets, of problems of capital budgeting, particularly those met in 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) 300.
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) 500.
Continuation of 800. An examination of problem areas 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. Quantitative Applications in Accounting and Finance  
Fall, Spring. 4(4-0) MGT 632.  
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 634, 635, 636.  
Application of statistical, analytical, and modeling techniques to research problems in accounting and finance.

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 and data, real-time accounting and operating control, integrated information systems. Case histories and case projects.

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.

825. Cost Analysis and Budgeting  
Winter. 4(4-0) MGT 634, 635, 636.  
Application of statistical, analytical, and modeling techniques to research problems in accounting and finance.

831. Cost Accounting  
Fall, Winter. 4(4-0) 420 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.

832. Advanced Accounting Information Systems  
Winter. 4(4-0) 421.  
Application of general systems concepts to functional, accounting, operational, and related information requirements in business and data, real-time accounting and operating control, 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.

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.

888. Financial Concepts and Analysis  
Fall, Winter. 4(4-0) 839. For MBA students without a background in finance.

991. Online Management Accounting  
Fall, Winter, Spring, Summer. 5(5-0) 991 or 391 or 839.

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 the 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 processes 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.

308. 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 mechanical and computer systems.

418. Advertising Management II  
Fall, Winter, Spring, Summer. 4(2-2) 717.
Seminars on basic principles and practices of advertising in their relation to the 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.

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.