

**Descriptions — Accounting and Financial Administration
of
Courses**

**ACCOUNTING
AND FINANCIAL
ADMINISTRATION**

AFA

College of Business

200H. Honors Work

(400H.) *Fall, Winter, Spring. 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.

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) 201.

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, Summer. 4(4-0) 202. CPS 110.

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(5-0) 202.*

Asset and income definition and measurement problems. Analysis and interpretation of financial statements. Consolidated financial statements.

301. Intermediate Accounting: Equities

Fall, Winter, Spring, Summer. 4(5-0) 300.

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, Summer. 4(4-0) 300.

Product costing, overhead cost analysis, standard costs, variance analysis, contribution accounting, flexible budgeting, responsibility accounting.

333. Elements of Tax Accounting

Fall, Winter. 4(4-0) 202. 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, Summer. 5(5-0) 202.

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.

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, 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(4-2) 401.

Advanced federal tax concepts, including taxation of individuals, partnerships, trusts and estates, corporations. Gift and estate taxes.

410. Auditing

Fall, Winter. 4(5-0) 300, CPS 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.

Functional uses of accounting in management of the firm. Profit center and cost center performance measurement. Administrative and distribution cost control. Operating and program budgets, cost analysis models.

421. Accounting Information Systems

Fall, Spring. 4(4-0) 203, 301 or approval of department.

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

Spring. 4(5-0) 300.

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.

468. Field Studies

Winter, Summer. 1 credit. May re-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. 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 securing 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

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) 800.

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(5-0) 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.

Critical review of current and prospective developments in professional auditing. Probability theory and other statistical tools applied in the audit. Auditing in mechanized and electronic accounting systems.

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

(46.) 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.

327. Principles of Public Relations

(427.) Fall, Winter, Spring, Summer. 4(4-0) Majors: JRN 201.

Nature of public relations practice in business, education, government. Emphasis on public relations principles: identifying target publics, press relations, cost management, planning public relations programs.

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.

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.