# 800. Contemporary Accounting Theory I

Fall, Summer. 4(4-0) AFA 300.

Theoretical accounting models. Reveiw 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) AFA 800.

Continuation of AFA 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 AFA 800.

#### 802. Advanced Federal Tax Accounting

Winter, Spring. 4(5-0) AFA 401.

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

# 803. Taxation of Partnerships and Corporation

Winter. 4(4-0) AFA 401.

Taxation of partnerships and corporationsformation operation, distributions, dissolutions, reorganization, return preparation.

#### 804. Taxation of Decedents, Trusts, Estates, and Gifts-Estate Planning

Spring. 4(4-0) AFA 802, AFA 803.

Federal income taxation of decedents, trusts and estates; federal gift tax; federal estate tax; social security taxes and benefits, Michigan inheritance tax, estate planning.

## 810. Contemporary Auditing Theory Spring, 4(4-0) MGT 832.

Theory of the attest function and of audit evidence; internal control evaluation; applications of statistics; audits of EDP systems; types of auditors' reports; extensions of the attest function; auditors' ethical and legal responsibilities.

# 817. Quantitative Applications in Accounting and Finance

Winter. 4(4-0) MGT 833.

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

### 820. Cost Analysis and Budgeting

Fall, Summer. 4(4-0) AFA 840 or undergraudate 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) AFA 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) AFA 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.

# 850. Risk Management and Insurance Concepts

Winter, Summer, 4(4-0)

Analysis of business exposures and risk management techniques. Risk meeting alternatives and their economic, legal, and social implications. The role of insurance and employee benefits in risk management.

#### 855. Market Cost-Revenue Analysis

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

## 871. Portfolio Theory and Capital Markets

Fall, Spring. 4(4-0) AFA 300 or AFA 839, AFA 391 or AFA 888.

Theoretical and empirical development in portfolio analysis and capital markets. Included topics are implementation of the Markowitz and Sharpe portfolio models, development and implications of the capital asset pricing model, and empirical studies of capital markets.

## 872. Management and Financing of Coporate Assets

(891.) Fall, Summer. 4(4-0) AFA 871 or concurrently, AFA 300 or AFA 839, AFA 391 or AFA 888.

Principles of decision analysis in management of current assets, estimation of requirements for short term funds, and valuation of capital budgeting and merger proposals. Analysis of acutal business cases is supplemented by selected readings.

# 873. Long Term Financial Policies (892.) Winter, Summer, 4(4-0) AFA 871.

Planning capital structure and the cost of capital. Examines fundamental considerations of raising capital, debt management, dividend policy and problems in public issues. Analysis of actual business cases is supplemented by selected readings.

### 874. Investment Strategy

(893.) Spring, Summer. 4(4-0) AFA 871.

Analysis of various theories and techniques available to achieve superior selection and management of securities. Review and evaluation of significant literature in security analysis and investment.

### 878. Bank Management

Spring. 4(4-0) AFA 889 for nonfinance majors; AFA 871 for finance majors.

Provides a comprehensive working knowledge of commercial bank management. Topics include capital adequacy, liquidity, public policy and bank failures, regulation, consumer protection, and other internal and external banking industry issues.

### 888. Financial Concepts and Analysis

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

Principles of managerial finance. Working capital management, capital budgeting and methods of finance aimed at maintaining liquidity and profitability are considered. Emphasis is on decision making.

### 889. Financial Decision Making

Fall, Winter, Spring, Summer. 4(4-0) AFA 888, AFA 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.

# 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.

#### 999. Research

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

## ADVERTISING ADV

# College of Communication Arts and Sciences

(Name changed effective July 1, 1975. Formerly College of Communication Arts.)

#### 205. Introduction to Advertising

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

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(2-2) ADV 205, MTA 301 or concurrently, or approval of department.

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

## 317. Advertising Creative Strategy and Execution I

Fall, Winter, Spring, Summer. 4(3-2) ADV 306.

Process of making strategic and tactical creative decisions. Numerous writing assignments related to developing creative strategy, visualization techniques, basic copy structures, lifestyle advertising, conveying advertiser and brand images.

## 321. Advertising Graphics and Production

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

317.

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

#### 323. Consumer Behavior

(303.) Fall, Winter, Spring. 4(4-0) ADV 205, PSY 170, SOC 241.

Acquiring, analyzing, and interpreting consumer information for advertising decisions, including situation analysis, market and audience analysis, setting objectives, message and media decisions, advertising evaluation.

#### 327. Principles of Public Relations

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

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. Advertising Creative Strategy and Execution II

Fall, Winter, Spring. 3(2-22 ADV 317.

Continuation of ADV 317. Numerous writing assignments related to developing creative strategies, developing and coordinating meassages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative techniques, techniques of visualization.

## 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: ADV 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) ADV 205.

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

## 446. Advertising Media Planning and Strategy

Fall, Winter. 4(4-0) ADV 306 or approval of department.

Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process, and techniques and methods used in media planning process.

## 465. Advertising and Social Responsibility

Fall, Winter, Spring. 4(4-0) At least 10 credits in advertising courses or approval of devartment.

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, Summer. 4(3-2) ADV 323 or approval of department.

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

#### 486. Advertising Management II

(449.) Fall, Winter, Spring, Summer. 4(4-0) ADV 317, ADV 475.

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.

#### 499. Individual Projects

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

#### 823. Consumer Behavior

 $Winter, 4(4\text{-}0)~COM~820~or~approval~of~\\ department.$ 

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 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.

### 831. Media Research I

Fall. 4(4-0) Approval of department. Interdepartmental with and administered by the Department of Telecommunication.

Survey and experimental research designs and their relationship to mass media problems. Applied mass media research, audience research, consumer studies, mass media message research.

### 846. Management of Media Programs 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

Fall. 4(4-0) Approval of department.

Purposes and principles of audience analysis to develop solutions to public relations problems.

## 858. Management of Advertising Information

Spring, 4(4-0) ADV 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

Spring. 4(4-0) Approval of department.

Theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Social responsibilities of advertising and advertising regulation.

### 870. International Advertising

Summer. 4(4-0) ADV 826 or approval 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 reenroll 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. Leadership Laboratory

Fall, Winter, Spring. 0(0-1) Approval of department. Open only to students who are not enrolled in any other Aerospace Studies course. Basic concepts of leadership and the role of an Air Force officer; leadership development through practical experience.

## 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, l(1-1)

other military branches.

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)

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