800. Contemporary Accounting Theory I
Fall, Summer. 4(4-0) AFA 300.
Theoretical accounting models. Review of historical development of accounting thought. Exploration of 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 Corporations
Winter. 4(4-0) AFA 401.
Taxation of partnerships and corporations - formation, 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 audit function and of audit evidence; internal control evaluation; applications of statistics, audits of EDP systems, types of auditor's reports, extensions of the audit 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 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) 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.

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

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. Interdepartmental 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 383, and AFA 391 or AFA 888.

872. Management and Financing of Corporate Assets
Fall, Summer. 4(4-0) AFA 871 or concurrently, AFA 399 or AFA 499 or AFA 898.
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 actual business cases is supplemented by selected readings.

873. Long Term Financial Policies
Winter. 4(4-0) AFA 571.
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
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.

875. 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.

878. Financial Concepts and Analysis
Fall, Winter. 4(4-0) AFA 599. 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. 4(4-0) AFA 889, 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. Variable credit. Approval of department.

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, management control systems, and international finance.

999. Research
Fall, Winter, Spring. Variable credit. Approval of department.

ADVERTISING ADV

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

265. Introduction to Advertising
Fall, Winter, Spring. 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.

A-5
306. Advertising Management I (469) Fall, Winter, Spring, Summer. 4(3-2) ADV 305, 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 (303) ADV 205, Spring. 4(4-0) ADV 217.

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

323. Consumer Behavior (303) Winter, Spring, Summer. 4(4-0) ADV 205, Spring. 4(4-0) ADV 217.

Attributes and methods used in advertising. Emphasis on 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 department.

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, approval of department.

Nature, scope, and applications of research in advertising theory, concept, and method in the research process, dimensions of advertising research data collection, field investigation, measurement of advertising and media audiences; evaluation of advertising messages.

486. Advertising Management II (469) 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(4-0) COM 520 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 strategies, establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

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. Organisation of the U.S. Air Force Fall. 1(0-1)

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. 1(1-1)

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 and defensive 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 other military branches.