

**Descriptions — Accounting  
of  
Courses**

**ACCOUNTING ACC**

(Name changed September 1, 1981. Formerly the Department of Accounting and Financial Administration.)

**College of Business and Graduate  
School of Business Administration**

**200H. Honors Work**

(AFA 200H.) Fall, Winter, Spring. 1 to 10 credits.

Semi-independent study covering content of ACC 201 and ACC 202, for Honors College students or others with a 3.50 grade-point average; or independent research on selected accounting topics.

**201. Principles of Accounting**

(AFA 201.) 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**

(AFA 202.) Fall, Winter, Spring, Summer. 5(5-0) ACC 201.

Management uses of accounting data for decision making; analysis, budgeting and control of business costs with emphasis on manufacturing costs; accounting for cash and working capital flows; effects of sales volume and income taxes on business decisions.

**230. Survey of Accounting Concepts**

(AFA 230.) Fall, Winter, Spring. 4(4-0) Not open to majors in the College of Business.

Basic approach to accounting concepts underlying income determination, asset valuation, and managerial planning and control. Interpretation of financial statements, and development of costing techniques and budgets.

**300. Intermediate Accounting: Assets**

(AFA 300.) Fall, Winter, Spring, Summer. 4(4-0) ACC 202, Juniors.

The environment of financial reporting in the private and public sector. Examination at the professional level of problems in the definition and evaluation of assets and determination of periodic net income. Earnings per share, accounting changes, price level accounting, fair value accounting.

**301. Intermediate Accounting: Equities**

(AFA 301.) Fall, Winter, Spring, Summer. 4(4-0) ACC 300, Juniors.

Examination at the professional level of problems in the definition and valuation of liabilities and stockholders' equity. Leases, pension liabilities, income tax allocation, actuarial applications in debt measurement, funds statements.

**303. Cost Accounting**

(AFA 303.) Fall, Winter, Spring, Summer. 4(4-0) ACC 202.

Product costing, production process, cost controls, standard costing, variance analysis, contribution accounting, budgeting, responsibility accounting, and use of accounting data in various decision making environments.

**333. Elements of Tax Accounting**

(AFA 333.) Fall, Winter. 4(4-0) ACC 202. Not open to Accounting majors.

Nonprofessional approach to basic concepts of income taxation applicable to individual taxpayers and small business firms.

**401. Federal Income Tax Accounting I**

(AFA 401.) Fall, Winter. 4(4-0) ACC 300 and ACC 301; Seniors. Cannot receive credit in both ACC 401 and ACC 440.

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**

(AFA 402.) Winter, Spring. 4(4-0) ACC 401.

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

**410. Auditing**

(AFA 410.) Fall, Winter. 4(4-0) ACC 300, CPS 110, MTA 317. Cannot receive credit in both ACC 410 and ACC 444.

Functions of financial and operational audits and auditors' reports; audit evidence and techniques; internal control review and evaluation; applications of statistics; audits of EDP systems; auditors' ethical and legal responsibilities; applications of selected topics in public and private sector audits.

**420. Managerial Cost Analysis**

(AFA 420.) Winter, Summer. 4(4-0) ACC 303. Cannot receive credit in both ACC 420 and ACC 442.

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**

(AFA 421.) Fall, Spring. 4(4-0) ACC 303 or approval of department. Cannot receive credit in both ACC 421 and ACC 441.

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**

(AFA 430.) Spring, Summer. 4(4-0) ACC 300, ACC 301. Cannot receive credit in both ACC 430 and ACC 445.

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.

**440. Federal Tax Accounting**

(AFA 440.) Fall. 4(4-0) Program in Professional Accounting students or approval of department; ACC 300, ACC 301. Cannot receive credit for both ACC 401 and ACC 440.

Federal income taxation of individuals and corporations. Considers gross income, deductions, tax computations, and credits. Integration of financial and tax accounting.

**441. Computerized Information Systems**

(AFA 441.) Spring. 4(4-0) Program in Professional Accounting students or approval of department; CPS 306 or concurrently; cannot receive credit for both ACC 421 and ACC 441.

Hardware and software elements needed to support accounting information systems. Systems flowcharting. Internal controls in a computerized environment; development and use of accounting information in business application areas.

**442. Management Uses of Accounting Data**

(AFA 442.) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 303, MTA 317, MTH 112; cannot receive credit for ACC 420 and ACC 442.

Advanced topics in cost accounting; responsibility accounting and planning systems; performance measurement and cost control and controls.

**444. Auditing Theory**

(AFA 444.) Fall. 4(4-0) Program in Professional Accounting students or approval of department. ACC 301, ACC 441; MTA 317; cannot receive credit for ACC 410 and ACC 444.

Financial auditing purposes and approaches; the public accounting profession; audit evidence and techniques; interval control review and evaluation; auditing selected financial statement topics; audit reports.

**445. Advanced Financial Accounting**

(AFA 445.) Spring. 4(4-0) Program in Professional Accounting students or approval of department. ACC 301; cannot receive credit for ACC 430 and ACC 445.

Accounting for consolidated corporate units; partnership and governmental organizations; reporting requirements under the SEC and other regulatory agencies.

**468. Field Studies**

(AFA 468.) Fall, Winter, Spring, Summer. 1 credit. May reenroll for a maximum of 2 credits. 18-27 credits in Accounting, approval of department 4 weeks prior to enrollment. Not open to graduating Seniors.

Internship in public or industrial accounting.

**495. Special Problems**

(AFA 495.) Fall, Winter, Spring, Summer. 1 to 4 credits. Senior accounting major, approval of department.

Independent study of special topics in accounting, finance or insurance.

**802. Federal Tax Research and the Taxation of Partnerships**

(AFA 802.) Spring. 4(4-0) Program in Professional Accounting students or approval of department. ACC 401 or ACC 440.

Tax research methodology. Taxation of partnerships.

**803. Taxation of Corporations**

(AFA 803.) Fall. 4(4-0) Program in Professional Accounting students or approval of department; ACC 401 or ACC 440.

Taxation of partnerships and corporations; formation, operation, distributions, dissolutions, reorganization, return preparation.

**804. Taxation of Decedents, Trusts, Estates, and Gifts—Estate Planning**

(AFA 804.) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 401 or ACC 440.

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

**805. Special Topics in Taxation**

(AFA 805.) Spring. 4(4-0) Program in Professional Accounting students or approval of department; ACC 401 or ACC 440.

Problems of specially taxed organizations and specially taxed situations including taxation of exempt organizations, international operations, financial institutions, and affiliated corporations.

**806. Seminar in Taxation Practice**  
(AFA 806.) Spring. 1(1-0) May reenroll for a maximum of 2 credits. Program in Professional Accounting students or approval of department; ACC 401 or ACC 441, ACC 802. Presentations on techniques, specific issues, and case studies by taxation professionals, faculty and graduate students.

**811. Advanced Accounting Information Systems**  
(AFA 821., AFA 811.) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 421 or ACC 441. Advanced file organization methods in constructing accounting information systems. Accounting implications of data base processing, on-line systems, and systems analysis and design.

**812. Advanced Managerial Accounting**  
(AFA 820., AFA 812.) Fall. 4(4-0) Program in Professional Accounting students or approval of department; ACC 420 or ACC 442. Concepts and rationale underlying managerial accounting methods. Alternative approaches to cost control, segment performance measurement, and transfer pricing. Budgetary philosophy, organization, and evaluation.

**814. Auditing Issues**  
(AFA 810., AFA 814.) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 410 or ACC 444. Statistical sampling and computer audit applications; auditors' legal responsibilities; audit risk analysis and judgements; extensions of the attest function; auditing theory development and research.

**815. Contemporary Accounting Theory**  
(AFA 800., AFA 815.) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 445, F 1 871. Theoretical accounting models; review of historical development of accounting thought. Nature and measurement of assets, liabilities, equity, revenue, expense, and income.

**816. Contemporary Accounting Issues**  
(AFA 801., AFA 816.) Spring. 4(4-0) Program in Professional Accounting students or approval of department; ACC 815. Examination of current corporate financial reporting practices and problem areas.

**817. Quantitative Applications in Accounting and Finance**  
(AFA 817.) Winter. 4(4-0) MGT 833. Interdepartmental with and administered by the Department of Finance and Insurance. Application of quantitative techniques to accounting, finance, and control activities, especially involving the data requirements of managerial decision models.

**818. Research Techniques in Accounting and Finance**  
(AFA 818.) Spring. 4(4-0) MTH 113, STT 423. Interdepartmental with the Department of Finance and Insurance. Properties of time series in accounting and finance with emphasis on ARIMA model and transfer-function model development. Applications and potential research areas.

**839. Accounting Concepts and Processes**  
(AFA 839.) 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**  
(AFA 840.) Fall, Winter, Spring, Summer. 4(4-0) ACC 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.

**890. Special Problems**  
(AFA 890.) Fall, Winter, Spring, Summer. 1 to 4 credits. May reenroll for a maximum of 8 credits. Approval of department.

**900. Seminar in Accounting Theory**  
(AFA 900.) Fall. 4(4-0)

Theory construction and verification. Alternative approaches to structuring accounting theories. Formulation of research projects in accounting.

**901. Seminar in Management Accounting**  
(AFA 901.) Winter. 4(4-0)

Research on the use of accounting information by managers and on the impact of accounting information on managerial decision making.

**902. Seminar in Accounting Research**  
(AFA 902.) Spring. 1 to 4 credits. May reenroll for a maximum of 6 credits if different topics are taken. Doctoral students.

Research and research methodology in special accounting topics such as information economics, information systems, auditing, taxation, and behavioral accounting.

**999. Doctoral Dissertation Research**  
(AFA 999.) Fall, Winter, Spring, Summer. Variable credit. Approval of department.

## ADVERTISING ADV

### College of Communication Arts and Sciences

**205. Principles of Advertising**  
Fall, Winter, Spring, Summer. 4(4-0) 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.

**317. Advertising Creative Strategy and Execution**  
Fall, Winter, Spring, Summer. 4(3-2) MTA 300 or concurrently, ADV 205, JRN 201.

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**  
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**  
Fall, Winter, Spring, Summer. 4(4-0) MTA 300 or concurrently, 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.

**346. Advertising Media Planning and Strategy**  
(446.) Fall, Winter, Spring, Summer. 4(4-0) ADV 317, ADV 323, MTA 301, MTH 110, CPS 115.

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.

**417. Advanced Advertising Creative Strategy and Execution**  
Fall, Winter, Spring. 4(3-2) May reenroll for a maximum of 8 credits. ADV 317.

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

**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.

**445. Sales Promotion Management**  
Fall, Winter. 4(4-0) ADV 460 or concurrently.

Sales promotion techniques and the planning, implementation, evaluation and legal implications of appropriate strategies in consumer and trade markets. Emphasis on the coordination of sales promotion with the advertising program.

**460. Advertising Management**  
(306.) Fall, Winter, Spring, Summer. 4(4-0) ADV 346, MTA 301.

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