821. Production and Inventory Planning and Control Winter, Spring, 4(4-0) MGT 800 or approval of department. Interdepartmental with the Department of Marketing and Transportation Administration.

Theory and practice of production and inventory planning and control. Focus on computer-based planning systems for material requirements including aggregate planning, master scheduling, capacity planning, shop floor control and inventory planning.

826. Personnel Training and Individual Development Winter. 4(4-0) MGT 510.

Training and development of personnel at all levels of the business enterprise. Planning, implementing and evaluating training programs; career stages and career planning; matching individual and organizational development needs.

831. Computers and Systems Analysis for Business Fall, Spring. 4(4-0) MTH 111, STT 315 or concurrent, 8 semester credits of college mathematics. Open only to MBA candidates without background in computer usage and systems analysis.

Computer programming and systems analysis in business administration.

832. Statistical Methods for Business Fall, Spring. 4(4-0) MTH 111, STT 315. Open only to MBA candidates without background in statistics.

Statistics for analysis and research in business.

833. Decision-Making Models Fall, Winter, Spring, Summer. 4(4-0) MGT 831, MGT 832; AFA 840 or concurrently.

Normative decision analysis in business under different assumptions of information availability.

837. Systems Simulation Summer, Fall, Winter, Spring. 4(4-0) MGT 833. Interdepartmental with the Department of Statistics and Probability.

The concept of a model, model building, characteristics of simulation models. Techniques of computer simulation. Simulation models in research and management planning/control. Validation and experimental design. Special purpose languages.

841. Materials and Logistics Management Policy Fall, Summer. 4(4-0) MGT 800 plus 30 credits in the MBA Program. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.

Case course that integrates the materials and logistics management program. Emphasis on problem recognition, applying course materials and preparation of plans that improve total systems performance.

845. Management Science Applications Summer. 4(4-0) MGT 833.

Analysis of cases utilizing techniques of management science. Problem definition, data collection, and problem solving and implementation.

860. Corporation Management and Society Spring. 4(4-0) MGT 806.

Analysis of the emerging character of administrative structure of the large corporation. Administrative autocracy, corporate government, stockholder and director relationship. Examination of ethics of decision making, strategic values and priorities basic to resource allocation decisions.

880. Organization and Control in the Political Economy: Institutions and Theory Winter of odd-numbered years. 4(4-0) MGT 831, MGT 832; AFA 840 or concurrently.

Interdepartmental with and administered by the Department of Economics.

Organization and technique in choice and implementation of economic, (especially planning, programming) functions of political authority.

908. Seminar in Organization Theory Winter. 4(4-0) MGT 806; doctoral candidates; master's candidates with approval of department. Interdepartmental with the Department of Psychology.

Directed reading and research on issues in contemporary organization theory.

911. Seminar in Personnel Research Spring. 4(4-0) MGT 810; doctoral candidates; master's candidates with approval of department.

Directed reading and research on issues in contemporary personnel administration theory and practice.

912. Special Topics Research Seminar Fall, Winter, Spring. 2 to 4 credits.

May reenroll for a maximum of 12 credits. Approval of department.

Specialized topics in management.

949. Advanced Applied Stochastic Processes Spring of odd-numbered years. 4(4-0) MGT 836; Interdepartmental with the Department of Statistics and Probability.

Selected topics from the following areas: Semi-Markov, Markov-renewal and regenerative process models; Markov and semi-Markov decision processes; decision theory; applications of production, inventory, reliability, queuing, and gaming theory.

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

MARKETING AND TRANSPORTATION ADMINISTRATION MTA

College of Business and Graduate School of Business Administration

292. Selected Topics Fall, Winter, Spring. 3(3-0) or 4(4-0)

May reenroll for a maximum of 5 credits when a different topic is taken. Selected subject matter of current interest in marketing: social, institutional, and managerial, etc., topics. Subject varies by terms.

300. Marketing Management in Business and Society I Fall, Winter, Spring. 4(4-0) EC 390, AFA 201 or AFA 300.

Firm and consumer roles in the exchange system for goods and services. Competitive analysis of market structures and marketing management. Fitting product-service offerings to various customer group needs.

301. Marketing Management in Business and Society II Fall, Winter, Spring. 4(4-0) MGT 500; AFA 300.

Juniors, MTA 500.

Development of distribution, communication and pricing policies. Integration of product, distribution, communication and price policies into a marketing plan. Emphasis on financial aspects of marketing and impact on society.
Descriptions — Marketing and Transportation Administration of Courses

303. Materials and Logistics Management
(MGT 300.) Fall, Winter, Spring. 4(4-0) 300. or approval of department. Interdepartmental with and administered by the Department of Management. Management concepts and techniques for purchasing, operations and distribution processes. Productivity and profit contributions. Planning, analysis and control of purchasing, production and transportation distribution.

304. Operations Planning and Control
(MGT 301.) Winter, Spring. 4(4-0) 300. or approval of department. Interdepartmental with and administered by the Department of Management. Managing the production system. Product development, process selection, facilities location and layout, staffing, materials, cost and quality control.

305. Purchasing Management
Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with and administered by the Department of Management. Planning, organizing and controlling the purchasing function within organizations. Purchasing responsibilities, objectives and policies. Source selection and evaluation. Price, cost and value analysis. Negotiation. Managing purchase inventories.

311. Personal Selling
Fall, Winter, Spring. Summer. 3(3-0) MTA 300. Theories, principles, methods and techniques of personal selling with application to different buyer-seller situations. Development of interpersonal communication skill. Career opportunities in selling.

313. Sales Management
Fall, Winter, Spring. Summer. 4(4-0) MTA 300. Organization and administration of the firm's personal selling. Topics include: recruitment, selection, training, compensation, evaluation, development and motivation of the sales force; market assessment, territory alignment, and quotas; segmentation analysis and budgeting.

316. Fundamentals of Statistical Inference
Fall, Winter, Spring. Summer. 4(4-0) STT 315. Primarily for students in the College of Business. Interdepartmental with and administered by the Department of Statistics and Probability. Description of sample data, applications of probability theory, sampling, estimation, tests of hypotheses.

317. Quantitative Business Research Methods
Fall, Winter, Spring. Summer. 4(4-0) STT 315. Interdepartmental with the Department of Statistics and Probability. Application of statistical techniques to business decision making. Topics covered include applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

320. Consumer and Buyer Behavior
Fall, Spring. Summer. 4(4-0) MTA 300. Consumer buyer behavior characteristics, theories and research methods for marketing and strategies and problem solving. Emphasis on predicting and understanding purchase behavior for best firm/buyer needs match.

335. Food Processing and Distribution Management
Winter. 3(3-0) MTA 300 or FSM 200. Interdepartmental with Food Systems Economics and Management. Analysis of problems faced in the food processing and distribution system. Includes functional interrelationships, consumer orientation and future development.

341. Transportation Distribution Systems
Fall, Winter, Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management. Application of economic and business principles to transportation and distribution systems. Functional analysis of all major transport modes. Identification of major issues, analysis of alternatives and discussion of probable future outcomes.

342. Traffic Management
Winter, Spring. Summer. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management. Basic practices related to purchasing and operating transportation services for public and private enterprises.

351. Retail Management
Fall, Winter, Spring. Summer. 4(4-0) MTA 300, MTA 201 or concurrently. Management methods, location analysis, store organization, personnel planning, merchandising, buying and pricing techniques and customer service policies for retail firms. Survey of retailing and its role in distribution.

400. Honors Work
Fall, Winter, Spring. 1 to 15 credits. Approval of department. Investigates models, concepts and research findings of particular significance to effective decision making in administration of marketing and transportation systems.

400H. Honors Work
Fall, Winter, Spring. 1 to 15 credits. Approval of department. Investigates models, concepts and research findings of particular significance to effective decision making in administration of marketing and transportation systems.

409. Field Studies in Business
Fall, Winter, Spring. Summer. 1 to 4 credits. May enroll for maximum of 8 credits. Minimum approval of department. Planned program of independent research or observation, study, and work in selected business firms. Designed to supplement classroom study in such a way as to make the maximum contribution to student's total educational experience.

414. Marketing Research
Fall, Winter, Spring. Summer. 3(5-0) MTA 301, MTA 317. Research process as an aid to decision making in marketing management. Specific attention to the planning of research and gathering analysis and interpretation of data.

415. International Market Systems
Fall, Winter. 4(4-0) MTA 300. Development of criteria for evaluating foreign markets. Design of international organization and marketing systems. Study of major methods, modes, and strategies of international trade and operations. Applications through reports and case decisions.

418. Marketing Development and Policies
Fall, Winter, Spring. Summer. 4(4-0) MTA 301, MTA 414 and at least 3 additional credits of MTA electives. Study and integration of major tasks and decisions involved in developing and marketing products. Comprehensive discussion of cases involving different decisions for a variety of products.

430. Advanced Food Processing and Distribution Management
Fall. Summer. MTA 301, MTA 351. Interdepartmental with Food Systems Economics and Management. Managerial principles and techniques applied to food processing and distribution. Emphasizes adjustment to changing social, economic and international company environment. Student interaction with industry, labor and government representatives. Field trips, special projects.

445. Physical Distribution Management
Fall, Winter, Spring. 4(4-0) MGT 305 or approval of department. Interdepartmental with the Department of Management. Micro analysis of private and public physical distribution systems. Emphasis on component parts of the movement system; analytical tools used in planning, implementing and controlling the system.

452. Retail Policies and Problems
Spring. 4(4-0) MTA 351. Analysis of retail problems with examination of selected current major problem areas. Critical review of budgetary and other controls, standards and techniques used to achieve management objectives.

800. Materials and Logistics Management
Fall, Winter, Spring. 4(4-0) Graduate students. Interdepartmental with and administered by the Department of Management. Management concepts and frameworks for acquisition, conversion and distribution processing. Impact on business and society, productivity and profits. Emphasis on planning, analysis and control of purchasing, production and physical distribution.
801. Operations Management
Winter. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management. Managing the production system. Strategies of product and process selection. Design of production facilities: location, layout and capacity. Organizational and staffing operations and work measurement. Controlling quality and costs.

802. Research Analysis for Marketing Decisions
Fall, Spring. 4(4-0)
Use of research techniques as an aid in marketing decision making. Research process involving research problem definition, hypotheses formulation, data collection, interpretation, and presentation. Class projects may be used.

803. Purchasing Administration
Winter, Spring. 4(4-0) MGT 800. Interdepartmental with and administered by the Department of Management. Purchasing objectives, responsibilities, policies and organization. Source selection, evaluation and development. Negotiations. Purchase planning and evaluation.

804. Marketing Concepts and Processes
Fall, Winter. 4(4-0)
The business is considered relative to its external environment. Institutions comprising the marketing system, the principal environmental opportunities and constraints facing the marketing manager, and the major marketing informational, control and coordination devices available to the firm will be studied.

805. Marketing: Models, Theories and Strategies
Fall, Winter, Spring, Summer. 4(4-0) MTA 804.
Analysis of marketing functions, programming marketing effort, and control and coordination are considered within the context of industrial and consumer demand. Strategic and decision-making aspects of marketing are stressed.

806. Emerging Issues in the Business Environment
Winter, Spring. 4(4-0) May reenroll for a maximum of 12 credits if course content changes. Thirty credits of MBA core program, or approval of department. Selected significant current organization, social, political, economic and cultural issues are examined in relation to business policy and decision making. Discussions, readings and research reports. Topics selected may vary from term to term.

809. Transportation Distribution Strategies
Fall, Winter. 4(4-0) MGT 800. Interdepartmental with the Department of Management. Planning and control of the enterprise's transportation and physical distribution system. Emphasis on detailed examination of component parts of the movement storage system.

811. Seminar in Marketing
Fall. Winter, Spring, Summer. 1 to 5 credits. May reenroll for a maximum of 15 credits.

812. Systems Design Modeling
Spring. 4(4-0) MGT 800. Interdepartmental with the Department of Management. Research procedure and planning models for design of the firm's logistical system. Emphasis on situational analysis, research methodology, data analysis, analytical techniques and implementation.

815. Business and Material Forecasting (MGT 802)
Fall. Winter. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management. Causes and consequences of supply dynamics. Analyses and forecasts of national and international materials and purchasing business trends. Influences of material resource problems on policies, strategies and behaviors.

816. Transportation Policy and Plans
(S810)
Fall, Winter. 4(4-0) MGT 800. Interdepartmental with the Department of Management. An operational model and theoretical perspective on national policies that are apt to shape the future of the transportation system. Interaction of government, carrier, and user logistics and distribution strategies.

821. Production and Inventory Planning and Control
Winter, Spring. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management. Theory and practice of production and inventory planning and control. Focus on computer-based planning systems for material requirement including aggregate planning, master scheduling, capacity planning, shop floor control and inventory planning.

823. Seminar in Retailing
Winter. 4(4-0)
Critical analysis of available generalizations concerning the economic, social, and commercial role of retailing. Special attention to concepts of retail competition and productivity. Emphasis on research in improving retail efficiency.

824. Marketing Channel Management
Spring. 4(4-0) MTA 805. Seminar in selected organizational, social, political, economic and cultural issues related to management in marketing channels.

831. Food Marketing Management
Fall, Spring. 4(4-0) May reenroll for a maximum of 8 credits. Interdepartmental with the Department of Agricultural Economics. Food industry adjustment to changing social, economic and internal company environment. Managerial principles and techniques applied to food processing and distribution. Student interaction with industry, labor and government representatives.

841. Materials and Logistics Management Policy
Spring, Summer. 4(4-0) MGT 800 plus 30 credits in the MBA Program. Interdepartmental with the Department of Management. Case course that integrates the materials and logistics management program. Emphasis on problem recognition, applying course materials and preparation of plans that improve total systems performance.

851. Market Behavior and Competitive Strategy
Fall, Winter, Summer. 4(4-0) MTA 805. Industrial and consumer market structure and behavior and their impact upon the firm's competitive operations and actions.

853. Market Programming
Winter, Spring, Summer. 4(4-0) MTA 805.
Planning processes leading to programming the various elements of market cultivation. Major emphasis is given to the development of a total marketing strategy for the firm. Case analysis.

854. Problem-Solving Processes in Marketing
Fall, Spring. 4(4-0) MTA 853.
The problem-solving process is approached through the investigation and solution of current marketing problems by research teams.

855. Market Cost-Revenue Analysis
Winter. 4(4-0) One course in accounting and one in marketing. Interdepartmental with the Department of Finance and Insurance. 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.

860. International Business
Fall, Summer. 4(4-0) MTA 850.
The economic environment within which the international firm operates is presented. Special emphasis on relating trade and payments theory, regional analysis, and economic development to strategy formulation of the firm. Marketing, financial, and organizational factors are considered.

862. International Marketing
Winter. 4(4-0) MTA 860.
Models for headquarters planning and control of international marketing operations are developed. Social, cultural, institutional, and economic variables are considered in studying marketing operations in foreign environments.

863. Problems in International Business
Spring. 4(4-0) MTA 862.
Examination of strategies and organization for international business. In-depth consideration of headquarters and overseas personnel, marketing, financial, and legal issues.

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

905. Analysis of Business Enterprise Systems
Fall. 3 credits. MTA 865; MGT 806.
Research concepts and scientific methods for the study of business enterprise systems. The design of research, formulation of hypotheses, concepts of measurements and use of quantitative methods in the study of business systems.

909. Theory of Transportation-Distribution Systems
Fall. 4(4-0)
Examination of the functions of transportation distribution systems. Development of the relevant elements of networks, systems, and economic theory with empirical design. Applications to electronic communication, control of representative macro and micro systems.

910A. Advanced Research in Marketing I
Winter. 4(4-0) Second-year doctoral students in marketing.
Advanced concepts and quantitative methods in the scientific investigation of market phenomena and the tools of market cultivation.
MATHMATICS

College of Natural Science

One and one-half years of high school algebra and one year of geometry and a satisfactory score on the placement test are prerequisites for all courses in the Department of Mathematics which carry credit.

0513. Elements of Algebra
Fall, Winter, Spring, Summer. 3(3-0) See page A-1 item 3. Current enrollment in MTH 1033. Fractions, decimals, real number properties, algorithms of arithmetic, simple factoring, simplifying algebraic expressions, parentheses, reciprocals, linear equations, integer exponents, applied problems, coordinate systems, graphing, solving equations by graphing. Approved through Summer 1986.

0523. Intermediate Algebra
Fall, Winter, Spring, Summer. 3(3-0) See page A-1 item 3. Current enrollment in MTH 1043, one year of high school algebra, satisfactory score on placement exam. Properties of real numbers, polynomials, factoring, exponents, roots and radicals, first and second degree equations, linear inequalities, complex numbers, word problems, system of equations, operations on algebraic expressions, simplifying algebraic expressions. Approved through Summer 1986.

1033. Elements of Algebra
Fall, Winter, Spring, Summer. 2(2-0) Current enrollment in MTH 0813. Fractions, decimals, real number properties, algorithms of arithmetic, simple factoring, simplifying algebraic expressions, parentheses, reciprocals, linear equations, integer exponents, applied problems, coordinate systems, graphing, solving equations by graphing. Approved through Summer 1986.

1043. Intermediate Algebra
Fall, Winter, Spring, Summer. 3(3-0) Current enrollment in MTH 0823, one year of high school algebra, satisfactory score on placement exam. Properties of real numbers, polynomials, factoring, exponents, roots and radicals, first and second degree equations, linear inequalities, complex numbers, word problems, system of equations, operations on algebraic expressions, simplifying algebraic expressions. Approved through Summer 1986.

108. College Algebra and Trigonometry I
Fall, Winter, Spring, Summer. 5(5-0) 1-1/2 high school units in algebra and satisfactory score on placement test, or MTH 0833; 1 high school unit in geometry. Not open to students with credit in MTH 111.
Number systems; variables; functions and relations; mathematical induction; exponents and radicals; elementary theory of equations; binomial theorem; determinants; matrices and systems of equations.

109. College Algebra and Trigonometry II
Fall, Winter, Spring, Summer. 5(5-0) MTH 108; not open to students with credit in MTH 111.
Continuation of MTH 108 plus trigonometry including definition of circular functions, angular measure, fundamental identities.

110. Finite Mathematics with Applications
Fall, Winter, Spring, Summer. 5(5-0) MTH 105 or MTH 111. Elementary combinatorial analysis, binomial theorem, vectors and matrices, convex sets and linear programming, graph theory, applications to theory of games.

111. College Algebra with Trigonometry
Fall, Winter, Spring, Summer. 5(5-0) 1-1/2 years of high school algebra, 1 year of high school geometry, satisfactory score in algebra placement examination, trigonometry or MTH 102 or concurrently. Not open to students with credit in MTH 105 or MTH 108.
Sets and equations, simultaneous equations and matrices, vectors, inequalities, functions and relations, inverse functions, elementary theory of equations, trigonometric equations and identities, polar coordinates, parametric equations, straight line analytic geometry.

112. Calculus and Analytic Geometry I
Fall, Winter, Spring, Summer. 5(5-0) MTH 109 or MTH 111. The sequence MTH 112, MTH 113, MTH 214, MTH 215 is an integrated course in calculus and analytic geometry, covering derivatives, curve sketching, definite and indefinite integrals, area, volume, transcendental functions, vector analysis, solid geometry, partial differentiation, multiple integrals, line integral series, power series.

113. Calculus and Analytic Geometry II
Fall, Winter, Spring, Summer. 5(5-0) MTH 112. A continuation of MTH 112.

122. Calculus I
Fall, Winter, Spring, 5(5-0) MTH 199 or MTH 111; not open to engineers, physical science or mathematics majors or to students with credit in MTH 112.
The first of a two-term course in primarily single variable calculus with an introduction to several variables for students who want only one or two terms of calculus.

190. Freshman Mathematics Seminar
Fall, Winter, Spring, 3(3-0) Freshmen Mathematics majors; prior or concurrent calculus enrollment.

201. Mathematical Foundations for Elementary School Teachers
Fall, Winter, Spring, 4(4-0) 1-1/2 high school units in algebra and satisfactory score on placement test, or MTH 0833-1043; 1 high school unit in geometry. Open only to elementary education majors.
Fundamental concepts and processes of mathematics for prospective elementary school teachers.

204. Applied Mathematics in Elementary School
Fall, Winter, Spring, 4(4-0) MTH 201, elementary education majors. Concepts and applications of algebra and geometry for prospective elementary teachers.

214. Calculus and Analytic Geometry III
Fall, Winter, Spring, 4(4-0) MTH 113. Continuation of MTH 113.

215. Calculus and Analytic Geometry IV
Fall, Winter, Spring, 4(4-0) MTH 214. Continuation of MTH 214.

216. Mathematics of Finance
Winter. 3(3-0) MTH 106 or MTH 111. Mathematical theory of interest with applications to such topics as ordinary and deferred annuities, amortization of debts, depreciation, capitalized cost, purchase price of bonds.