

**ACCOUNTING AND FINANCIAL ADMINISTRATION AFA**

**College of Business**

**201. Principles of Accounting**  
*Fall, Winter, Spring, Summer. 5(5-0)*  
*Sophomores or approval of department. Students may not receive credit in both 201 and 315.*  
 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.

**296. Principles of Risk and Insurance**  
*Fall, Winter, Spring, Summer. 4(3-0)*  
*Sophomores or approval of department.*  
 Risk and risk meeting methods with emphasis on the insurance mechanism. Fundamental principles, legal relationships, types of carriers and organization, principal types of coverage including social insurance and industry regulation.

**301. Intermediate Accounting: Equities**  
*Fall, Winter, Spring, Summer. 4(4-0)*  
 202.  
 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.

**302. Intermediate Accounting: Assets**  
*Fall, Winter, Spring, Summer. 4(4-0)*  
 301.  
 Examination at the professional level of problems involved in the definition and measurement of assets. Actuarial science applications. Advanced partnership problems.

**303. Cost Accounting**  
*Fall, Winter, Spring, Summer. 5(5-0)*  
 302.  
 Accumulation, classification, distribution and control of costs, including analysis of overhead. Job order and process cost systems. Actual, estimated and standard costs. Variance analysis and interpretation. Analysis and control of distribution costs.

**315. Survey of Accounting Concepts**  
*Fall, Winter, Spring, Summer. 4(4-0)*  
*Not open to College of Business majors. Students may not receive credit in both 201 and 315.*  
 Non-technical approach to accounting concepts underlying income determination and asset valuation. Preparation and interpretation of financial statements, the evaluation of costs and performance, and accounting controls of business are among the topics covered.

**320. Survey of Cost Accounting**  
*Fall, Spring, Summer. 4(4-0) 202.*  
 Accounting, reporting and analysis of costs relating to production, marketing and administration of the typical manufacturing enterprise, with particular emphasis on cost analysis as related to management, control and reporting. Primary emphasis is on the managerial and control elements of administration rather than on the accounting for costs.

**333. Elements of Tax Accounting**  
*Fall, Winter. 4(4-0) 202.*  
 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.  
 Develop basic theoretical framework for decision making in financial management. Role of the financial manager in achieving liquidity and profitability. Financial planning to estimate needs for funds and to meet needs from various sources. Fundamentals of capital budgeting. In latter part of course, application of principles is illustrated by the use of case material.

**392. Investment Planning**  
*Winter, Spring. 5(5-0) 391.*  
 Financial analysis of various investment alternatives facing the individual. Emphasis on role of securities analysis in management of investment program. Use of cases to relate general principles to specific situations.

**395. Principles of Urban Real Estate Administration**  
*Fall, Spring. 5(5-0) 391 or approval of department; EC 201.*  
 Concepts of urbanism, city functions and city growth. Examines physical, locational, legal, social and economic factors. Role of markets, governments and finance. Theories and techniques of valuing urban real estate.

**396. Personal Risks and Insurance**  
*Fall. 5(5-0) 296 or Juniors in business administration.*  
 Personal risk analysis and personal insurance. Emphasis on life, health, automobile, fire and liability insurance. Programing personal insurance. Estate analysis and trusts. Social and economic aspects of personal insurance analyzed.

**400H. Honors Work**  
*Fall, Winter, Spring. 1 to 15 credits.*  
 202, approval of department.  
 Research in selected areas of accounting or financial administration.

**401. Federal Income Tax Accounting I**  
*Fall, Winter. 5(5-0) 301 and 302;*  
*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(4-0) 401.*  
 Special topics in areas of individuals, partnerships, trusts and estates, corporations, farmers. Gift, estate and social security taxes.

**410. Auditing**  
*Fall, Winter. 4(4-0) 302.*  
 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. Audits of specialized institutions, such as governmental agencies, non-profit organizations and regulated industries.

**420. Managerial Cost Analysis**  
*Fall, Winter. 4(4-0) 303.*  
 Functional uses of accounting in management of the enterprise from the point of view of controller or chief financial executive. Emphasis on accounting as the primary means of communication on financial matters.

Major topics include design, organization and adaptation of accounting to specific situations; external and internal report preparation, presentation and interpretation; control of costs and expenses; inventory policy, budgeting, auditing and profit planning.

**421. Accounting Information Systems**  
*Spring, Summer. 4(4-0) 303.*  
 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. 5(5-0) 302.*  
 Accounting problems dealing with fiduciary relationships. Examination of intercompany relationships relating to consolidation theory, techniques and reporting. Budgetary procedure and systems of accounts for various governmental funds.

**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.

**486. Business Risks and Insurance**  
*Winter. 5(5-0) 296 or Seniors in business administration.*  
 Business insurance as it relates to business risks and decision making. Emphasis on business exposures, coverages and problems of the risk manager.

**487. Management of Insurance Enterprise**  
*Spring, Summer. 5(5-0) 296 or approval of department.*  
 Organizational requirements and functional operations of insurance enterprise with emphasis on methods of ratemaking, reserves, financial statement and investment requirements, loss adjustment, underwriting, and marketing. Statutory limitations on management freedom.

**491. Market Strategy in Financial Management**  
*Spring. 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 securities portfolios for major types of investing institutions such as life insurance companies, mutual funds, etc. Extensive use of cases illustrating varying needs of such institutions. Designed to familiarize students with the investment policies of major institutional investors.

**493. Advanced Financial Management**  
*Fall. 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)

Analysis and evaluation of current accounting thought relating to the nature, measurement and reporting of business income and financial condition. Concepts of income. Theories of the entity. Special attention to controversial areas relating to asset definition, recognition and measurement.

**801. Contemporary Accounting Theory II**

Winter, Summer. 4(4-0)

Continuation of 800 with attention centered on the definition, measurement and reporting of liabilities and owners' equities.

**802. Advanced Federal Tax Accounting**

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

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

**810. Evolution of Accounting and Auditing Thought**

Spring. 4(4-0)

Auditing theory, European and American antecedents of twentieth century accounting thought. Analysis of bases for current audit concepts. 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. Management Programming and Control I**

Fall, Spring, Summer. 5(5-0) Approval of department.

Application of quantitative techniques to the administrative decision making process in business. Special emphasis is placed on problems of managerial programming and control.

**818. Management Programming and Control II**

Winter, Summer. 5(5-0) 817.

Continuation of 817. Application of quantitative techniques in business decision making. Non-linear programming, integer linear programming, network flow analysis, and goal programming in planning and control.

**820. Cost Analysis and Budgeting**

Fall, Winter, Summer. 4(4-0) 840 or undergraduate accounting major.

Advanced cost accounting; standards, estimates, overhead allocation, direct costing, differential costs. Transfer pricing cost and revenue controls; budgeting philosophy, organization and procedures, operational planning, flexible budgeting. Revenue and profit analysis; cost-volume-profit relationships, profit contribution analysis. Evaluation of profit performance for divisions, products, business segments.

**821. Advanced Accounting Information Systems**

Spring. 4(4-0) 421.

Application of general systems concepts to functional, accounting, operational, and related information requirements in business. Databanks, real-time accounting and operating controls; integrated information systems. Case histories and case projects.

**840. Administrative Control**

Fall, Winter, Spring, Summer. 4(4-0). For graduate students in Business Administration.

Basic concepts of a control system, managerial control and budgeting, management's uses of financial data, project planning, specific controls in marketing, production, personnel, and planning capital acquisitions.

**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 were developed for use by executives in planning and controlling marketing activities. Emphasis is on the ascertainment of factors causing marketing cost differences and the assignment of costs to those factors. Application of the tools are utilized by the determination of expenditure revenue patterns.

**884. Insurance Companies as Financial Institutions**

Winter. 4(4-0)

Analysis of insurance company investment behavior in the capital market. Emphasis on liquidity requirements, interest rates, legal and organizational requirements affecting investment decisions. Micro and macro aspects are investigated.

**886. Seminar in Insurance Problems**

Spring. 4(4-0)

Analysis of insurance problems affecting the public interest. Special emphasis on problems due to changing economic and social conditions. Insurance regulatory, financial, marketing and social problems are evaluated.

**890. Special Problems**

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

**891. Management and Financing of Corporate Assets**

Fall, Summer. 5(5-0)

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)

Detailed and critical study of accounting, economic and legal theories of income and of currently controversial problem areas in financial accounting theory and practice.

**901. Seminar in Management Accounting**

Winter. 5(5-0)

Investigation of selected cost analysis topics.

**902. Seminar in Federal Income Taxation**

Summer of even-numbered years. 4(4-0) 402 or approval of department.

Income tax policy, history and development; taxing process; concepts underlying determination of taxable income; tax research, opinion, protest and refund cases; professional problems; revision of income tax law.

**991. Seminar in Financial Management**

Spring. 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**

**205. Introduction to Advertising**

(305.) 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.

**307. Advertising Typography and Production**

(321.) Fall, Winter, Spring. 4(3-2) Juniors or approval of department.

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(2-4) 205, 307; JRN 201.

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.

**417. Advanced Advertising Copy and Layout**

Winter, Spring. 3(0-6) 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.

**427. Principles of Public Relations**

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

Problems of interpreting an organization or business to its various publics and interpreting the publics to the organization. Projects related to student's major interest.