

**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)

Theoretical accounting models. Review 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) 800.

Continuation of 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 800.

**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 estate taxes.

**810. Contemporary Auditing Theory**  
 Spring. 4(4-0) MTA 802.

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. 5(5-0) Approval of department.

Application of quantitative techniques to the administrative decision making process in business. Linear programming, integer programming.

**818. Management Programming and Control II**  
 Winter. 5(5-0) 817.

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

**820. Cost Analysis and Budgeting**  
 Fall, Summer. 4(4-0) 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) 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)

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.

**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 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.

**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.

**888. Financial Concepts and Analysis**

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

Managerial finance with emphasis upon decision making. Involves financial planning based upon the objectives of adequate liquidity and profitability.

**889. Financial Decision Making**

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

**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 manage-

ment, 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 alternative approaches to structuring a theory of accounting, and of accounting, economic and legal theories of income and financial position.

**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.

**992. Research in Business Finance**

Spring. 5(5-0) 991.

Formulation of financial hypotheses, collection of data, specification of tests (including simulation), and interpretation of results. Examples of both single-equation and multi-equation models drawn from current literature will be critically examined.

**999. Research**

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

ADVERTISING ADV

College of Communication Arts

**205. Introduction to Advertising**

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.

**306. Advertising Management I**

(460.) Fall, Winter, Spring, Summer.

4(2-2) 205, MTA 300 or approval of department.

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

**307. Advertising Graphics and Production**

Fall, Winter, Spring. 4(3-2) 205.

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(3-2)*  
307.

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**  
*Fall, Winter, Spring. 3(2-2)* 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.

**441. Television and Radio Advertising**  
*Fall, Winter, Spring. 4(4-0)* 205.

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

**449. Advertising Management II**  
*Fall, Winter, Spring. 4(2-2)* 306, 317.

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.

**475. Advertising Research**  
*Fall, Winter, Spring. 4(3-2)* 205.

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

**499. Individual Projects**  
*Fall, Winter, Spring, Summer. Variable credit. Approval of department.*

**823. Consumer Behavior**  
*Winter. 4(4-0)* 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**  
*(805.) 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.

**846. Management of Media Programs**  
*(810.) 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**  
*(832.) Spring. 4(4-0)* 427 or approval of department.

Public relations practice in the U.S. and abroad. Study of recent cases in public relations of corporations, associations, education, government and welfare organizations.

**858. Management of Advertising Information**  
*Spring. 3(2-2)* 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**  
*(815.) Spring. 4(4-0)*

Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

**870. International Advertising**  
*(470.) Spring. 4(4-0)* 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 re-enroll 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. Corps Training**  
*Winter. 0(0-1)* Approval of department.

Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

**110. First-Year Basic**  
*Fall. 1(1-1)*

Exploration of the causes of present world conflict as they affect the security of the United States. Survey of theory and practice of democracy and communism. Basic leadership orientation.

**111. First-Year Basic**  
*Winter. 1(1-1)* 110.

Analysis of the United States power position in world affairs including a study of our national defense structure. Basic concepts of discipline and leadership.

**112. First-Year Basic**  
*Spring. 1(1-1)* 111.

Comparison of the missions and functions of specific Air Force commands including employment of contemporary aerospace equipment and systems. Introduction to the professional opportunities in the USAF. Application of leadership concepts on the parade field.

**210. Second-Year Basic**  
*Fall. 1(1-1)* 112.

Comparative study of free world land, naval and air forces and changing concepts of force employment. Continuation of leadership development.

**212. Second-Year Basic**  
*Spring. 1(1-1)*

Exploration of future trends in development and employment of military power including astronomical operations, and their impact on world affairs. Integration of leadership concepts on the parade field.

**310. First-Year Advanced**  
*Fall. 3 credits.* 212.

Development of requisite communication skills. Survey of the nature of military conflict, the development of aerospace power and doctrine governing its employment. Leadership experience at lower command echelons.

**312. First-Year Advanced**  
*Spring. 3 credits.*

Study of national space effort. Survey of solar system as it affects space exploration and operations. Study of the mechanics of space vehicle systems including orbits and trajectories. Survey of the principles and problems of current and planned space operations. Assumption of cadet staff and command positions. Preparation for summer training.

**410. Second-Year Advanced**  
*Fall. 3 credits.* 312.

Study of military professionalism—its meaning, foundations and responsibilities. Practical use of leadership, management and communicative skills in cadet direction and control.

**411. Second-Year Advanced**  
*Winter. 3 credits.* 410.

Study of leadership theory, functions and practices. Study of management principles and functions. Practical experience in the duties of the professional officer.

**412. Second-Year Advanced**  
*Spring. 3 credits.* 411.

Study of the Military Justice System. Practice in the proper use of management tools and in Air Force decision-making and problem-solving methods. Final preparation for assumption of the professional duties of an Air Force officer.

**AFRICAN LANGUAGES**

See Linguistics and Oriental and African Languages