

300. Financial Organization (contd)

banking especially with respect to Canada, the United States and Great Britain.

2 hrs per week: 2 credits.

2 years.
301a. Economics of Transportation: railways, their historical developments, characteristics, construction, organization, operation, rates, services, finances, ownership and control; inland waterways; ocean transportation; commercial aviation; urban and rural transportation as affected by highways, motor vehicles and street railways.

2 hrs per week, first term: 1 credit.

2 years.
303b. Business Finance: an analysis of the problems of the financial management of corporations; raising working capital by trade credit and bank loans; comparison of various types of stock, bond and note issues as methods of securing capital; a study of budget making and balance sheet ~~analysis~~ analysis. By way of illustration certain financial problems will be studied in some detail.

2 hrs per week, second term: 1 credit.

200. Accounting Principles: principles underlying modern bookkeeping and accounting, the use of fundamental books, preparation and analysis of financial statements, application of principles to problems of capital, revenue, maintenance, cost accounting, etc.

3 hours per week: 3 credits.

Text-books: Cole, Fundamentals of Accounting.
Walker, Problems in Accounting.

201. Marketing: the object of this course is to introduce the student to the principles and methods of marketing merchandise, and to afford training in the analysis of typical selling problems. The first half of the course deals with the methods of marketing consumer goods; consumer buying habits