New Program Proposal

Date Submitted: 09/11/19 4:35 pm

Viewing: ACCTMP-BUAN : Professional Accounting: Assurance and Analytics Concentration

Last edit: 10/02/19 4:06 pm
Changes proposed by: kboston

Submitter: User ID: kboston Phone:
5-4622

Program Status: Active
Academic Level: Graduate
Type of proposal: Major/Field of Study
Select a reason for this new program: Adding New Concentration
Are you adding a concentration? Yes
Concentration(s):

In Workflow
1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Program Assessment and Review
4. Registrar Initial
5. Institutional Research
6. ACCT Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Graduate Committee
14. Faculty Senate
15. Provost Final
16. Provost's Office--Notification of Approval
17. Registrar Final
18. Catalog Editor Final

Approval Path
1. 09/11/19 5:04 pm Karen Boston (kboston):
   Approved for WCOB Dean Initial
2. 09/13/19 9:35 am Pat Koski (pkoski):
Approved for GRAD Dean Initial
3. 09/25/19 10:16 am
Alice Griffin
(agriffin): Approved for Director of Program Assessment and Review
4. 10/01/19 4:27 pm
Lisa Kulczak
(lkulcza): Approved for Registrar Initial
5. 10/02/19 8:56 am
Gary Gunderman
(ggunderm): Approved for Institutional Research
6. 10/02/19 10:54 am
Gary Peters
(peters): Approved for ACCT Chair
7. 10/03/19 10:46 am
Karen Boston
(kboston): Approved for WCOB Curriculum Committee
8. 10/03/19 11:10 am
Karen Boston
(kboston): Approved for WCOB Faculty
9. 10/03/19 11:11 am
Karen Boston
(kboston): Approved for WCOB Dean
<table>
<thead>
<tr>
<th>Action</th>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>Add new</td>
<td>ACCTMP-BUAN</td>
<td>Assurance and Analytics</td>
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Are you adding or modifying a track? No
Are you adding or modifying a focused study? No

Effective Catalog Year: Fall 2020
College/School Code: Walton College of Business (WCOB)
Department Code: Department of Accounting (ACCT)
Program Code: ACCTMP-BUAN
Degree: Master of Professional Accounting

CIP Code: 52.0301 - Accounting.

Program Title: Professional Accounting: Assurance and Analytics Concentration

Program Delivery Method:
- On Campus
- Online/Web-based

Is this program interdisciplinary? No

Does this proposal impact any courses from another College/School? No

What are the total hours needed to complete the program? 30
On-line/Web-based Information

Reason for offering
Web-based Program
   To provide an opportunity for students to pursue the program online.

Maximum Class Size
for Web-based Courses
   25

Course delivery mode

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<tr>
<th>Method(s)</th>
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<tbody>
<tr>
<td>Online</td>
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Class interaction mode

<table>
<thead>
<tr>
<th>Method(s):</th>
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<tbody>
<tr>
<td>E-mail</td>
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<tr>
<td>Electronic Bulletin Boards</td>
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<tr>
<td>Chat</td>
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Percent Online
   100% with No Required Campus Component

Provide a List of Services Supplied by Consortia Partners or Outsourced Organization
   N/A

Estimate Costs of the Program over the First 3 Years
   N/A

List Courses Taught by Adjunct Faculty

Upload Memorandum of Understanding Forms (if required)

https://nextcatalog.uark.edu/programadmin/?key=703
Program Requirements and Description

Requirements

The Assurance & Analytics concentration provides students with a foundation for applying technology and analytical methodologies to data-centric accounting environments. Students will be able to navigate data environments, employ analytical tools, and apply them to business decisions and risk analysis.

Core Courses 12
Areas of Concentration 18

Assurance and Analytics Concentration

ACCT 5433 Fraud Prevention and Detection
ACCT 5463 Financial Statement Analysis
ACCT 5953 Auditing Standards

Select 9 hours from the following: *

ISYS 5213 ERP Fundamentals
ISYS 5223 ERP Configuration and Implementation
ISYS 5233 Seminar in ERP Development
ISYS 5103 Data Analytics Fundamentals
ISYS 5503 Decision Support and Analytics
ISYS 5833 Data Management Systems
ISYS 5843 Seminar in Business Intelligence and Knowledge Management

Total Hours 30

*ISYS credits may apply toward the Graduate Certificate in Enterprise Systems. Students should consult with the director of the certificate program for eligibility.

Program Costs

Existing resources on campus will be used. Existing faculty in Accounting, Finance, Supply Chain Management, and Information Systems will teach the courses. Except for the new proposed courses, the other courses are already offered on a regular basis.

Marketing and recruiting costs for the program will be supported by the College.

Library Resources

N/A

Instructional Facilities

N/A

Faculty Resources
For the new Tax courses, the department has plans to re-organize faculty teaching to be able to fully staff these.

List Existing Certificate or Degree Programs that Support the Proposed Program

<table>
<thead>
<tr>
<th>Program(s)</th>
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<tbody>
<tr>
<td>ENTSGC - Enterprise Systems Graduate Certificate</td>
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<tr>
<td>INSYMI - Information Systems, Master of Information Systems</td>
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<tr>
<td>ACCTMA - Accounting, Master of Accountancy</td>
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Are Similar Programs available in the area?

No

<table>
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<tr>
<th>Estimated Student Demand for Program</th>
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<tbody>
<tr>
<td>15</td>
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<table>
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<tr>
<th>Scheduled Program Review Date</th>
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</thead>
<tbody>
<tr>
<td>2021-2022</td>
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Program Goals and Objectives

See ACCTMP.

Learning Outcomes

See ACCTMP.

Description and Justification for this request

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<tr>
<th>Description of request</th>
<th>Justification for request</th>
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Description of request

A new, 30 hour Masters of Professional Accounting with concentrations in Analytics and Assurance, Taxation, and Corporate Accounting utilizing existing courses within the Master of Accountancy and other Walton programs. One new tax course, ACCT 5853, State and Local Taxation, is being developed. This is the Assurance and Analytics concentration proposal.

Justification for request

The MPACC is responsive to the shifting skillset and additional demands within the Accounting Profession. More Universities are adapting specialized content into their graduate accounting degrees. Whereas past accounting Master degrees tended to be general in nature, more specialized degree paths and skills are being sought by career entrants. Emerging technology is changing the core ways that the accounting profession is providing services. As a result, new skills that involve data & analytics are needed. Complementing these technical skills, the workplace has increased its emphasis on the development of soft skills, such as leadership and professionalism. The complexity of business environments that accounting professionals face has also increased the demand for richer content, including complex tax issues, technology environments, regulatory reporting requirements among others. The importance of Internships has also increased. We are also seeing a greater number of our students take initial accounting employment outside of traditional public accounting roles.

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (09/23/19 3:28 pm): Removed program goals and learning outcomes to direct individuals to major program of study.

Lisa Kulczak (lkulcza) (10/01/19 4:27 pm): A further conversation is needed regarding the program code assigned to this new degree program.

Lisa Kulczak (lkulcza) (10/02/19 10:41 am): Per further discussion with Karen Boston, decided on ACCTMP as the program code.