

# The University of Michigan Technological University

## Proposal 3-24

### (Voting Units: Academic)

## Proposal to Rename the Master of Science in Accounting Degree to the Master of Science in Accounting & Analytics Degree

Submitted by: The College of Business

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### I. General Description and Characteristics of the Program

The College of Business is proposing to change the name of the “Master of Science in Accounting” to the “Master of Science in Accounting & Analytics”. If approved, current students will have the option to choose which degree name they wish to be awarded, and an appropriate process will be put in place to notify the Graduate School as to the choice made.

### II. Rationale

The graduate accounting program within the College of Business has transformed its program to become more focused on accounting data analytics. Coursework within the program continues to include learning objectives which promote “traditional” disciplinary knowledge but has also evolved to contain significant components within the curriculum involving data analytics. This transformation has in turn supported the University endorsing a STEM designation for the graduate degree. The name change is needed to better reflect the emphasis in the program on analytics. Further rationale for the name change includes:

- a. The proposed name better promotes and supports the University’s strategic initiative to prepare students in accordance with Tech Forward “How Will Michigan Tech Influence and Adapt to Five Disruptive Forces”, most notably as it relates to Data Sources and Big Data;
- b. At the College of Business level, the proposed name also advances its strategic initiative, mission, and vision to produce “tech-savvy business graduates”;
- c. The Association to Advance Collegiate Schools of Business (AACSB), which is the College of Business’ accrediting body, now requires accounting programs to demonstrate “development of skills and knowledge related to data creation, data sharing, data analytics, data mining, data reporting, and storage within and across organizations.” (AACSB Standard 9 – Curriculum Content). The proposed name is more representative in demonstrating that the graduate accounting program is meeting this requirement;
- d. An [April 2017 survey by Forbes Insight and KPMG](#) found that 26% of financial executives said advanced technologies would become essential to accounting in the next two years, and 55% viewed advanced technology skills as becoming a “must have” in three to five years.

- e. The proposed name better represents the contemporary, quantitative focus of the program and helps differentiate it in a manner to promote enrollment.

### **III. Related Programs**

Several AACSB-accredited accounting programs have received a STEM designation<sup>1</sup> and incorporate data/accounting analytics into its name, including:

- a. Michigan State University – [Master’s in Accounting & Data Analytics](#)
- b. Marquette University – [MS in Accounting Analytics](#)
- c. NSU – Florida – [Master of Accounting with a Major in Accounting Analytics](#)
- d. Indiana University – [MS in Accounting with Data & Analytics](#)
- e. University of Louisville – [Master of Science in Accountancy & Analytics](#)
- f. Arizona State University – [Master of Accountancy & Data Analytics](#)
- g. Arkansas State University – [Master of Accountancy with Data Analytics](#)
- h. University of Mississippi – [Master of Accountancy & Data Analytics](#)
- i. Seattle University – [Master’s in Accounting & Analytics](#)
- j. Columbia University – [Master of Science in Accounting & Fundamental Analysis](#)

### **IV. Projected Number of Students**

No Change

### **V. Curriculum Design**

No changes in the curriculum design will be required by this name change. The graduate program will continue to have 18 required credits and 12 elective credits. The courses comprising the required portion of the program are as follows:

ACC 5100	Advanced Audit & Fraud Examination
ACC 5200	Financial Statement Analysis, Valuation, & Modeling
ACC 5500	Strategic Cost Accounting
ACC 5600	Tax & Tax Analytics for Decision Makers
ACC 5700	Accounting Analytical Methods & Emerging Technologies
ACC 5900	Current Issues in Public Accounting

Changes to the title and course description for certain required courses are set forth in Section VI below.

### **VI. New Course Descriptions**

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<sup>1</sup> Most accounting programs that are STEM designated do so under CIP Code 52.1399 – Management Sciences, Quantitative Methods; our program will do the same.

There are no changes to the curriculum.

**VII. Model Schedule**

No Change

**VIII. Additional Resources**

Not Applicable

**IX. Accreditation Requirements**

No Change

**X. Planned Implementation**

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