

Academic Programs and Planning (APP) Committee
Feedback and Response Form

Thank you for your submission of the proposal titled MS in Accounting.

The APP committee reviewed the proposal on Feb 16, 2023 and requests the proposal authors use this form to respond to the following questions and or suggestions. Please submit your responses by March 16, 2023 to be considered in the next APP meeting.

Strengths of the Proposal:

Proposal presents a growing market for the profession and the demand/interest among current students.

Committee Suggestion/Clarification	Author Response
<p>There could be a loss of students from other Business tracks to this track .Has there been any analysis or projection as to how this track may affect other programs? It would be helpful to include this information or provide additional information on the potential impact - In particular the dual degree Business students and the potential loss to the MBA program.</p>	<p>Enrollment in the existing MBA program may decline once this program is launched and anticipated net effects to the new program are integrated into this proposal. We expect that most students who would have enrolled in the dual degree BS Accounting/MBA will instead pursue the dual degree BS/MS Accounting. We believe that the new MS Accounting program will better serve our CPA-pursuing graduate students because the curriculum is designed to efficiently and effectively prepare them for the CPA licensure and their professional accounting careers. The integration of two of the existing MBA concentrations (Business Analytics and Forensic Accounting) into the MS Accounting program may positively impact enrollment in those six courses which can prevent cancellation of courses due to low enrollment. (See page 8)</p>
<p>Is there a precedent regarding including a company included in the proposal? A written, it seems to make the degree</p>	<p>We are not aware of any precedent of naming a particular company in a program proposal. The firm we note in the proposal has made a commitment to the Business School that they will partner with us to offer an extended internship with specific learning goals and</p>

<p>entirely dependent upon a good relationship with a single firm.</p>	<p>assessments. If and when other medium-sized or large public accounting (CPA) firms express interest in and commit to such a relationship, we will develop those relationships and include those internships in the program in lieu of the Withum Work Experience internship.(See page 6)</p>