

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University

Program Title: Master of Science in Accounting

Degree/Certificate: MS Degree

Options: _____

Delivery Site(s): Maryville University St Louis Missouri

CIP Classification: 52.0301 (Please provide a CIP code)

Implementation Date: 8/29/16

Cooperative Partners: none

Expected Date of First Graduation: August 2017

AUTHORIZATION

Dr. Mary Ellen Finch,
Vice President of
Academic Affairs

Mary Ellen Finch
as

1-28-16

Name/Title of Institutional Officer

Signature

Date

Dr Melissa Griswold,
Dean, John E. Simon
School of Business

314-529-6893

Person to Contact for More Information

Telephone

Missouri Department of Higher Education Proposal for New Program:

Maryville University –

1. New Program Proposal Form:
See Form NP – attached
2. Need:
 - A. Student Demand:
 - i. Estimated enrollment each year for the first five years for full-time and part-time students
See Form SE – attached
 - ii. Will enrollment be capped in the future?
No
 - B. Market Demand:
 - i. National, state, regional, or local assessment of labor need for citizens with these skills.

The American Institute of Certified Public Accountants ask firms and universities each year about their hiring outlook and educational statistics. This gathered information is then published as the *Trends for Supply of Accounting Graduates and Demand for Public Accounting Recruits*. Highlights from the 2015 report show strong demand for students with graduate degrees in Accounting.

Highlights from: <https://www.thiswaytocpa.com/profession/articles/salary-demand/everyone-wants-an-accounting-grad-firm-hiring-is-on-the-rise/>

- Demand for master's graduates has increased by 11% in the last two years
- 91% of firms plan to hire at the same or higher numbers throughout 2015
- New master's degree accounting graduates increased 31%, while bachelor's degree grads decreased 11% between 2011-12 and 2013-14 school years
- Total accounting enrollment is up, too. The growth is almost entirely at the master's level with a 19% increase over the last two years.
- Masters of Accounting graduates make up 88% of all accounting master's graduates

The following market information shows graduate accounting degrees on the rise at both the national and local levels:

Accounting Degree Completions:

NATIONAL	2010	2011	2012	2013	
Associates	17,617	19,853	20,252	18,069	2.57%
Bachelors	51,995	52,828	54,285	53,158	2.24%
Masters	15,474	17,975	18,852	19,791	27.90%
Grand Total	85,086	90,656	93,389	91,018	6.97%

**Accounting
Degree
Completions**

LOCAL	2010	2011	2012	2013	
Bachelors	480	450	405	372	-22.50%
Masters	141	155	189	201	42.55%
Grand Total	621	605	594	573	-7.73%

C. Societal Need

The accounting profession has an impact on global society with interrelationships among all business functions.

D. Methodology used to determine "B" and "C" above.

Review of literature and lengthy discussion with leaders in the industry. Opportunity to complete a "five-year" accounting program has been requested by many of our current and prospective students.

3. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

This program will emphasize emerging technologies and accounting research skills, which is unique to the market.

4. Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

No

5. Program Structure: Please complete Form PS. (Form PS attached)

- A. Total credits required for graduation
- B. Residency requirements, if any
- C. Courses and credits required for general education
- D. Courses and credits required for the major
- E. Number of free elective credits remaining (Sum of C, D, and E should equal A)
- F. Requirements for thesis, internship, or other capstone experiences
- G. Any unique features, for example, interdepartmental cooperation

6. Financial Projections (for public institutions only): Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.

Private Institution – not applicable.

7. Program Characteristics and Performance Goals: See the recommended format and issues to be addressed (Form PG). For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).
Form PG is attached.

8. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

In addition to regional accreditation by the Higher Learning Commission, the School of Business is accredited by ACBSP – Accrediting Council of Business Schools and Programs.

9. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

Maryville University is located in St. Louis, a major metropolitan area with several major companies who need employees with strong business and leadership skills.

10. Any Other Relevant Information:

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1 Fall 2016 – Spring 2017	2 Fall 2017 – Spring 2018	3 Fall 2018 – Spring 2019	4 Fall 2019 – Spring 2020	5 Fall 2020 – Spring 2021
Full Time	2 (60 hrs)	5 (150 hrs)	10 (300 hrs)	15 (450 hrs)	20 (600 hrs)
Part Time	8 (120 hrs)	10 (150 hrs)	15 (225 hrs)	20 (300 hrs)	25 (375 hrs)
Total	10 (180 hrs)	15 (300 hrs)	25 (525 hrs)	35 (750 hrs)	45 (975 hrs)

Form CL

COLLABORATIVE PROGRAMS

Sponsoring Institution(s): Not Applicable

Degree program: _____

Length of agreement: _____
(open-ended or limited)

1. Which institution(s) will have degree-granting authority?
2. Which institution(s) will have the authority for faculty hiring, course assignment, evaluation, and reappointment decisions?
3. What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?
4. Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?
5. What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?
6. In addition to the information provided by each participating institution regarding Financial Projections (Form FP), please address the following items:
 - a. How will tuition rates be determined if they differ among the institutions?
 - b. Has a formal agreement been developed regarding cost-sharing policies? If yes, please include it as part of the proposal. If no, please summarize the current understanding between all parties and the plans for developing a formal agreement.
 - c. What arrangements, if any, have been made for exchange of money between participating institutions?
7. What commitments have been made by all participants to evaluate the program systematically?
8. If one institution wishes to discontinue the program, what agreements exist for terminating the offering?

Form PS

- A. Total credits required for graduation: 30
- B. Residency requirements, if any:
- C. General education: Total credits:

Courses (specific courses OR distribution area and credits):

D. Major requirements: Total Credits: 30 credits

Financial Reporting 3	3 cr	Advanced Financial Accounting and Reporting
Tax Planning and Decision Making	3 cr	Advanced Accounting Regulation
Strategic Accounting Issues	3 cr	
Financial Statement Analysis	3 cr	
Data Analytics	3 cr	
Accounting Research and Communication	3 cr	
Advanced Auditing	3 cr	
Advanced Business Environment and Concepts	3 cr	

E. Free elective credits: 0

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Maryville University St Louis

Program Name Master of Science in Accounting

Date January 26, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Students will be expected to complete general business and accounting program prerequisite courses if these courses have not been completed prior to admission.

General Program Prerequisite Courses:

ACCT 210 Financial Accounting

ACCT 211 Managerial Accounting

BUS 280 Business Law

BUS 312 Principles of Finance

ECON 201 Macroeconomics or ECON 202 Microeconomics

ISYS 241 Business Statistics or MATH 141 Elementary Statistics

Accounting Program Prerequisite Courses:

ACCT 318 Financial Reporting I

ACCT 319 Financial Reporting II

ACCT 409 Advanced Managerial Accounting

ACCT 423 Auditing

- Characteristics of a specific population to be served, if applicable.

No special characteristics.

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

A terminal degree accounting or a related field is preferred. Faculty must have a minimum of a Master's degree in accounting or a related field; and a certification applicable to the course being taught. Prior teaching experience and relevant business experience are required.

- **Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.**

It is estimated that 20% of the credit hours will be instructed by full time faculty.

- **Expectations for professional activities, special student contact, teaching/learning innovation.**

Faculty teaching in the program will be expected to serve as student advisors and mentors, be available for regular office hours, and engage in ongoing professional development and scholarly activity in the field. Additionally, they will be innovative with technology applications in the accounting field.

Enrollment Projections

- **Student FTE majoring in program by the end of five years.**

20 full-time; 25 part-time

- **Percent of full time and part time enrollment by the end of five years.**

45% Full-time and 55% part time enrollment by end of five years.

Student and Program Outcomes

- **Number of graduates per annum at three and five years after implementation.**

35 graduates 3 years after implementation. 80 graduates five years after implementation.

- **Special skills specific to the program.**

Financial Analysis, Financial Accounting and Reporting, Auditing, and Accounting Research.

- **Proportion of students who will achieve licensing, certification, or registration.**

100% of students will be eligible for the CPA examination.

- **Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit**

assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Not Applicable.

- Placement rates in related fields, in other fields, unemployed.

No data is currently available since program has not begun although reference Bureau of Labor Statistics discussion above.

Transfer rates, continuous study.

Students will be unable to transfer credits into the program because of the ACBSP requirement that students have 30 credits at the graduate level.

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

All Maryville programs are regionally accredited by the Higher Learning Commission. John E. Simon School of Business programs are accredited by ACBSP (Accrediting Council for Business Schools and Programs). The School just received 10 year reaccreditation in June 2012.

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

Alumni will be surveyed 2 years and 5 years after graduation.

- Expected satisfaction rates for employers, including timing and method of surveys.

Employers will be surveyed annually.

Prichett, Angelette

From: English, Sondra [senglish@maryville.edu]
Sent: Tuesday, February 02, 2016 11:29 AM
To: Prichett, Angelette
Subject: Maryville U - Submission for April Meeting Consideration
Attachments: Accounting MS - All Forms.pdf; Interactive Design Game Design Concentration - All Forms.pdf; MDHE - Program Additions Changes - February 2016 Submission - 01282016.xlsx

Hi Angelette,

I originally sent this email on Friday but my mail system bounced it, so let's try again...

Please find attached my spreadsheet of items for the April meeting. (1 new program, 1 option addition) All necessary forms/documentation should be attached as well.

Let me know if you have any questions or problem with the files.

Sondra

Sondra Kay English, Ed.D.
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