

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 3 – I
DATE: December 4-6, 2018

SUBJECT

New Specialization: USD Specialization in Accounting Analytics within the MPA in Professional Accountancy

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval

BACKGROUND / DISCUSSION

The University of South Dakota (USD) requests authorization to offer a specialization in Accounting Analytics within the Master of Public Accountancy (MPA) program. The specialization will strengthen graduates’ ability to utilize and analyze data to strengthen accounting decision-making processes. Occupations in accounting fields and analytics fields have higher than average growth expectations nationally and within the state.

IMPACT AND RECOMMENDATION

Board approval of a specialization within a major is required as specializations appear on transcripts. USD is requesting authorization to offer the specialization online. No new resources are needed to offer the specialization.

In addition to this request from USD, Northern State University (NSU) is currently requesting permission to offer a Master of Science (MS) in Accounting Analytics; currently NSU has permission to offer a 150-credit hour Bachelor of Science (BS) in Professional Accountancy. Board staff has reviewed both the NSU proposal for an MS in Accounting Analytics and the USD specialization in Accounting Analytics within their MPA program and determined that high labor market demand justifies both the MS at NSU and the specialization in the MPA program at USD.

Board office staff recommends approval of the program.

ATTACHMENTS

Attachment I – New Specialization Request Form: USD – Accounting Analytics within the MPA in Professional Accountancy

DRAFT MOTION 20181204_3-I:

I move to authorize USD to offer the specialization in Accounting Analytics within the Master of Public Accountancy (MPA) program, including online delivery, as presented.



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Specialization

| | |
|---|---|
| UNIVERSITY: | USD |
| TITLE OF PROPOSED SPECIALIZATION: | Accounting Analytics |
| NAME OF DEGREE PROGRAM IN WHICH SPECIALIZATION IS OFFERED: | Master of Professional Accountancy |
| INTENDED DATE OF IMPLEMENTATION: | Fall 2019 |
| PROPOSED CIP CODE: | 52.0301 |
| UNIVERSITY DEPARTMENT: | Accounting and Finance |
| UNIVERSITY DIVISION: | Beacom School of Business |

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Institutional Approval Signature _____
President or Chief Academic Officer of the University Date

1. Level of the Specialization:

Baccalaureate Master's Doctoral

2. What is the nature/purpose of the proposed specialization?

The Beacom School of Business at the University of South Dakota seeks to add an Accounting Analytics specialization to the current Master of Professional Accountancy program to meet the growing market demand for graduates with the ability to utilize and analyze data to strengthen accounting decision-making processes. This specialization will go beyond the advanced accounting coursework to include data-centric accounting theories and principles. In addition to the core courses, the specialization will require the students to take three specialized courses.

3. Provide a justification for the specialization, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹

Beyond a deep knowledge of accounting, professionals often need to be data and analytic savvy and possess the analytical skills and critical thinking to improve procedures and deliver insights that are expected in the data age. Clients and shareholders expect their audit and tax professionals to keep pace, improve services and provide deeper insight based on the new capabilities and data volumes. Addressing this new reality is critical to the profession's focus on quality.

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

According to the SD-DOL (Nov. 2017), the occupational outlook for accountants and auditors has a bright outlook nationally with a projected growth of jobs in South Dakota of 526 from 2014-2024. Related occupations include budget analysts, credit analysts, financial analysts, and management analysts with projected growth in South Dakota of 329 from 2014-2024.²

As the volume and complexity of data continue to grow, demand for professionals with skills in data and analysis will grow as well.

Advanced accounting degrees with a specialization in data and analytics have recently been approved at the business schools of other universities including Arizona State University, The Ohio State University, University of Missouri, USC Leventhal, University of Georgia, Villanova University, The University of Mississippi, and Virginia Tech.

4. List the proposed curriculum for the specialization (including the requirements for completing the major – *highlight courses in the specialization*):

| Prefix | Number | Course Title | Credit Hours | New (yes, no) |
|------------------------|--------|--|--------------|---------------|
| ACCT | 585 | Accounting Standards and Ethics | 3 | No |
| ACCT | 720 | Cost Accounting | 3 | No |
| ACCT | 731 | Tax Planning and Practice | 3 | No |
| ACCT | 740 | Advanced Accounting Theory | 3 | No |
| ACCT | 750 | Contemporary Topics in Auditing | 3 | No |
| ACCT | 760 | Accounting in Govt. & Non-Profit Organizations | 3 | No |
| ACCT | 780 | Advanced Accounting | 3 | No |
| Specialization: | | | | |
| DSCI | 723 | Data Management & Warehousing | 3 | No |
| DSCI | 724 | Data Mining for Managers | 3 | No |
| ACCT | 541 | Forensic Auditing and Fraud Examination | 3 | Yes |

Total number of hours required for completion of specialization

| |
|-----|
| 9 |
| N/A |
| 30 |

Total number of hours required for completion of major

Total number of hours required for completion of degree

Pre-requisite coursework requirements for full admission to the MPA Accounting Analytics Program include: ACCT 310 Intermediate Accounting I, ACCT 311 Intermediate Accounting II, ACCT 320 Cost Accounting, ACCT 360 Accounting Systems, ACCT 430 Income Tax Accounting, ACCT 450 Auditing, ACCT 520 Foundations of Accounting, BADM 350 Legal Environment of Business, BADM 351 Business Law, BADM 505 Foundations of Finance, BADM 520 Foundations of Calculus and Statistics for Business, BADM 525 Production Operations Management, BADM 580 Foundations of Marketing and Organizational Behavior, ECON 580 Foundations of Economics, and BADM 482 Business Policy and Strategy.

² (Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, July 2017. http://dlr.sd.gov/lmic/menu_projections_occupation.aspx)

5. Delivery Location³

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

| | Yes/No | Intended Start Date |
|------------------|--------|---------------------|
| On campus | Yes | Fall 2019 |

| | Yes/No | If Yes, list location(s) | Intended Start Date |
|-------------------|--------|--------------------------|---------------------|
| Off campus | No | | |

| | Yes/No | If Yes, identify delivery methods ⁴ | Intended Start Date |
|---|--------|--|---------------------|
| Distance Delivery (online/other distance delivery methods) | Yes | Online | Fall 2019 |

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)?⁵

| | Yes/No | If Yes, identify delivery methods | Intended Start Date |
|---|--------|-----------------------------------|---------------------|
| Distance Delivery (online/other distance delivery methods) | | | |

6. Additional Information: This specialization does not increase the total number of hours required for completion for students which allows it to remain competitive with other programs. It is important for the program to remain at 30 credit hours because many students complete the program to become eligible to sit for the CPA exam. This specialization will be available to both online and face-to-face students. Additionally, two of the courses are already being offered in the MBA program leaving one new course to be taught.

³ The Higher Learning Commission (HLC) and Board of Regents policy requires approval for a university to offer programs off-campus and through distance delivery.

⁴ Delivery methods are defined in [AAC Guideline 5.5](#).

⁵ This question responds to HLC definitions for distance delivery.