

ASACR 3

Office of the President
February 21, 2025

Members, Board of Trustees:

ACADEMIC DEGREE: GATTON COLLEGE OF BUSINESS AND ECONOMICS

Recommendation: that the Board of Trustees approve the establishment of a master's degree in Accountancy and Analytics, in the Gatton College of Business and Economics.

Background: The proposed master's degree in Accountancy and Analytics will prepare students with technical, analytical and professional skills required for success in diverse professional accounting roles. It is intended to attract non-accounting majors seeking gainful employment, those considering a career change, and international students pursuing a science, technology, engineering and mathematics (STEM) certified degree. By integrating advanced accounting concepts with data analytics applications, the program addresses the growing demand for professionals in various areas of the accounting discipline, increasing the pipeline of candidates entering the job market across all accounting disciplines. Students will also complete the necessary courses to sit for professional exams such as the CPA (Certified Public Accountant), CFE (Certified Fraud Examiner), CIA (Certified Internal Auditor) and CMA (Certified Management Accountant).

The proposed master's degree has been recommended to the Provost by the Gatton College of Business and Economics faculty, given their expertise within their respective disciplines. The Provost of the University supports the program faculty's recommendation.

Action taken: Approved Disapproved Other _____