Executive Summary for Category 1 Proposal

Renaming an Academic Program Proposal – Master's in Accounting Analytics

The Accounting Program seeks to rename our graduate degree program such that accountancy students seeking a graduate level degree will receive a Master's of Accountancy (MAC) rather than an Master's of Business Administration-Accountancy (MBA-A). The MBA-A degree has stopped admitting students as of Fall 2016.

The motivation for the name change comes from a desire to further the College of Business's strategic plan to emphasize distance education. By creating a program that encompasses a focus on analytics, we will be drawing from working professionals who desire to continue their education through OSU, as well as pulling from our current students who are looking to further their education while gaining the 225 credits required to sit for their CPA exam, and for those students looking to get all three degrees (BS, MAC, PhD) at one school.

The renaming will help with marketability, while also giving our students a practical and useful education that will set them apart from other accounting graduates.

Therefore, we request that the University approve changing the graduate program degree name within the accountancy program from the 'Master's in Business Administration-Accountancy (MBA-a)' to the 'Master's in Accountancy (MAC)'. There are no current students who would be matriculated into the program by Fall 2017, so this change will only affect future admitted students who apply to the newly named program because of the education that it advertises via the name change.