WASHINGTON STATE UNIVERSITY
VANCOUVER

College of Business

DATE: February 10, 2017

TO: Roger Graham, PhD
Program Lead, Accounting Program, College of Business

FROM: Debra Sanders, PhD
Associate Academic Director, Carson College of Business
MBA Faculty Director

SUBJECT: Renaming the Master's in Business Administration-Accountancy Graduate Degree Program

I am writing this memorandum in full support of your plan to change the name of your business graduate degree from Master's of Business Administration-Accountancy (MBA-A) to Master's of Accountancy (MAC). The desired name is much more appropriate and descriptive of the accounting graduate program at OSU. The current name is misleading as it is emphasizing the MBA program rather than the focus of the degree, which is accounting.

The graduate level accounting program at WSU is named "Masters of Accounting" and Gonzaga's is named "Master of Accountancy." Given that these are schools with which OSU would compete for students, having a name that students will immediately understand what the program entails and is consistent with the other programs in the area makes perfect targeting sense. Further, the OSU accounting students compete with the WSU students for positions in the Portland market. Accounting employers are familiar with what courses are included in a MAC but may think that an MBA-A does not contain enough accounting. Thus, the OSU students could be at a disadvantage.

In summary, I completely support the name change for the OSU graduate accounting degree. Consistency in program names across schools and clarity of the degree's focus support a name change.

If I can be of further service, please don't hesitate to ask.

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