



## HECC New Academic Program Proposal

**Institution: Eastern Oregon University (EOU)**

**College/School: College of Business (COB)**

**Department/Program Name: N/A**

**Degree and Program Title: Bachelor of Arts/Science in Accounting**

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### **1. PROGRAM DESCRIPTION**

#### ***a. Proposed Classification of Instructional Programs number- 52.0301***

#### ***b. Brief Overview of the Proposed Program***

EOU College of Business proposes a curriculum change to the current Bachelor of Art/Science (BS) in Business Administration. The current BS in Business Administration offers four degree concentrations, including a concentration in accounting. The College of Business proposes to transition the concentration into stand-alone Bachelor of Arts/Science (BS) degree in Accounting. By decoupling the current curriculum and allowing for a stand-alone degree, the College of Business will better serve the increasing need of accounting professionals in EOU's regional service area and better prepare students to meet the specialized requirements of the Certified Public Accounting (CPA) exam. EOU is the only 4-year state institution to not offer a stand-alone degree in accounting. With the approval of a BS degree in Accounting, EOU will be the only public institution in the state to offer the degree completely on-line.

The new degree will require students to complete a minimum of 36 credit hours of discipline specific coursework along with the opportunity to specialize in up to three accounting professional tracks: a Certified Public Accountant (CPA) track, a Tax track, and a Certified Management Accountant (CMA) track. The accounting specific curriculum will also allow for students to be prepared for a variety of careers in both industry and government, including positions such as Staff Accountant, Auditor, Accounting Information System Specialist, Actuarial Accountant/Insurance Accountant, Forensic Accountant, Tax Preparers or Examiners, and Accounts Receivable or Accounts Payable Managers. There are no program requirements for entry and will be available to all EOU students enrolled on-campus, on-site, and on-line.

The offering of a BS degree in Accounting will allow for more focus and development of discipline specific skills unique to the accounting profession. Over time, the expected competencies of accounting professionals have increased substantially. These professional expectations can no longer adequately be addressed through simply a degree concentration and warrants the differentiation of the curriculum into a stand-alone degree. The proposed BS degree in Accounting will meet these curriculum expectations and learning outcomes and will be



validated by the College of Business' accrediting body, the International Accreditation Council of Business Education (IACBE).

### *c. Course of Study*

The Pathways Commission on Accounting Higher Education, in consultation with the International Federation of Accountants (IFAC), National Association of State Boards of Accountancy (NASBA), American Institute of Certified Public Accountants (AICPA), Institute of Management Accountants (IMA), Institute of Internal Auditors (IIA), and others, have developed recommendations for a set of foundational dimensions on which core competencies and skills needed in the ever-evolving accounting profession can be articulated. These core competency are represented in the proposed accounting curriculum and cover the three general areas: (i) technical knowledge, (ii) professional skills, and (iii) professional integrity, responsibility, and commitment.

Further, IACBE's guidelines specifically detail the requirements of a BS in Accounting to address the basic technical knowledge skills needed of college graduates as well as the discipline specific requirements in accounting.

The proposed accounting degree course of study was developed to align with the Pathways Commission report and IACBE's curriculum guidelines and outcomes. The proposed course of study will also meet the General Education and graduation requirements of the University. Accounting specific program courses are listed below.

ACCT 211 Financial Accounting-4
ACCT 213 Managerial Accounting-4
ACCT 303 Accounting Information Systems & Management-4
ACCT 333 Taxation of Individuals-4
ACCT 334 Taxation of Business Entities-4
ACCT 354 Legal Aspects of Accounting-4
ACCT 383 Intermediate Acctg. I-4
ACCT 384 Intermediate Acctg. II-4
ACCT 385 Intermediate Acctg. III-4
ACCT 390 International Accounting -4
ACCT 411 Ethics & Accountants Professional Responsibility-4
ACCT 420 Governmental & Non-Profit Accounting-4
ACCT 421 Cost Management-4
ACCT 424 Attestation & Assurance Services-4
ACCT 428 Forensic Accounting & Fraud Examination-4
ACCT 430 Tax Research & Writing-4
ACCT 435 Tax Practice & Procedure-4
ACCT 440 Tax Planning-4
ACCT 460 Advanced Cost Management-4
ACCT 498 Advanced Financial Accounting-4



#### ***d. Course Delivery***

Courses will be available and delivered to all EOU students enrolled on-campus, on-site, and on-line.

#### ***e. Adequacy and Quality of Faculty Delivering the Program***

Each academic business unit seeking IACBE accreditation for business related programs must (i) ensure the programs are supported by qualified and competent faculty, (ii) have an effective method for recruiting faculty, (iii) evaluate faculty based on defined criteria, (iv) provide support for faculty development and scholarly activity, and (v) foster an academic climate conducive to excellence in teaching and learning. Academic quality in business programs requires highly-qualified faculty. Therefore, the faculty who teach in new business programs should possess significant academic and professional preparation.

The current COB faculty consists of three full-time tenure-track faculty with specialized expertise dedicated to accounting curriculum delivery. Course delivery is also complimented with other qualified full-time faculty, instructors, and adjunct instructors. As current offerings of principles of accounting courses tend to be at a capacity, there would be a need for additional sections as demand grows. At this time there is excessive capacity in the upper division accounting courses. The COB is confident the current faculty can meet the anticipated curriculum load of the proposed degree.

#### ***f. Adequacy of Faculty Resources***

Excellence in business education requires appropriate resources to be provided to the academic business unit, especially in relationship to the support provided to other academic units of the institution. The allocation of resources should be related to the specific mission and broad-based goals of the academic business unit. Adequate financial support for human resources, libraries, facilities, and equipment is essential to ensuring excellence in the academic business unit's business programs.

The proposed program will utilize current faculty resources that support the College of Business undergraduate curriculum needs. No additional staff resources will be required at this time as the new curriculum requires the addition of only five new courses. These new courses can currently be handled through faculty load redistribution and management. Future growth beyond the project numbers would require additional faculty resources.

#### ***g. Other Staff***

The proposed program will utilize current staff assigned to the support of the College of Business undergraduate curriculum and advising needs. No additional staff needs will be required at this time.

#### ***h. Adequacy of Facilities, library, and other resources***



The proposed program will utilize facilities, library, and other sources to deliver this program. No additional resources will be required at this time.

*i. Anticipated Start Date: Fall, 2019*

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## **2. RELATIONSHIP TO MISSION AND GOALS**

### ***a. Manner in Which Proposed Program Supports Institution's Mission, Signature Areas of Focus and Strategic Priorities***

EOU serves the citizens of rural Oregon and surrounding regions through a special focus on programs that provide the citizens of the region with access to a quality education, delivering affordable programs, and engaging with the rural and frontier regions of the state through both face-to-face and distance-learning. The proposed accounting major enhances the university's mission by creating a broader program coverage than the current accounting concentration. The proposed major and various accounting tracks will increase the depth of our undergraduates' knowledge, thus increasing the quality of accounting services to the profession, the state and the region.

Upon approval, EOU will be the only state university to offer an accounting degree online. With the increased demand for online education, the ability to offer this degree online will help assist the university to reach more students who are seeking a degree in accounting, especially those students in rural Oregon and the surrounding regions. All other aspects of the university's mission should remain unchanged by the move to an accounting major.

### ***b. Manner in Which Proposed Program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation, and innovation, and economic and cultural support of Oregon and its communities***

EOU will be the only state institution to offer a Bachelor of Science in Accounting online. This will provide opportunities for a more diverse student population to access a quality accounting education that will prepare them for a career in the accounting profession. This will result in increasing the quality of accounting services provided in the state, most notably in the region and communities served in rural, eastern Oregon. The increased quality in accounting services will result in a more accurate distribution of scarce investment resources in the region and increased prosperity for the state and region.

### ***c. Manner in which the Program meets Regional or statewide needs and enhances the state's capacity to:***

#### *i. Improve educational attainment in the region and state*

By offering a degree in accounting, EOU will provide more students in the region an opportunity to receive their accounting degree close to home. EOU is currently the only 4-year state institution to not offer a degree in accounting. For those wishing to access distance learning, the



online accounting degree will empower them to achieve their goals at home. No other on-line BS accounting degree programs exist in Oregon public higher education.

*ii. Respond effectively to social, economic and environmental challenges and opportunities*

Eighty-three percent of our resident, general population fall into an underserved category: Minority, Low-Income, Rural, or Veteran. Forty-four percent of the current accounting concentration students are first generation and 56% are low-income. This degree will serve to directly increase these numbers. This degree will provide an increase in the educational capital of the state by graduating more students who are prepared with the specific skills needed for the accounting profession. Expanded workforce development will occur through training more students with discipline specific skills, who can support the financial management and tax/audit needs of new and existing businesses in the region. The new degree will also address underserved regions and populations of the state, particularly remote, rural and on-line populations.

*iii. Address Civic and Cultural demands of citizenship*

All EOU graduates must demonstrate a readiness for further learning and for service to society. Through civic engagement opportunities, students will be prepared for further reflection, lifelong learning, and service to society in ways that allow them to apply the skills and knowledge of the education in settings outside the university classroom. All graduates of EOU will be assessed on the general education requirement of civic engagement.

The proposed program requires an ethics course that is specific to the accountant and the profession, and will address the accountants' duties not only to their clients, but to society as a whole.

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### **3. ACCREDITATION**

*a. Accrediting body of professional society that has established standards in the area in which the program lies*

EOU College of Business maintains program accreditation through the International Accreditation Council for Business Education (IACBE). The IACBE provides specialized accreditation for business programs of hundreds of institutions of higher education throughout the world whose primary purpose is excellence in teaching and learning. The IACBE's approach to the accreditation of business programs is based on the assessment of educational outcomes and the characteristics of excellence in business education. Since the discipline of accounting comprises a part of business education, the IACBE's mission also encompasses fostering and advancing excellence in accounting education through the special accreditation of accounting programs.

*b. Ability of the program to meet professional standards*



The IACBE expects accounting programs to be delivered by an established academic accounting unit. For the purpose of the special accreditation of accounting programs by the IACBE, an ‘academic accounting unit’ is defined to be the principal organizational unit that is responsible for the administration and delivery of the accounting programs of the institution, whether that unit is a department, division, school, college, or other organizational structure. This unit may be separate and apart from the academic business unit (e.g., a separate school of business and school of accountancy), or the academic accounting unit and the academic business unit may be the same entity (e.g., a division of business that consists of no internal sub-units and that is responsible for the administration of both business and accounting programs), or the academic accounting unit may be a part of a larger academic business unit (e.g., a department of accounting within a larger school of business). In addition, it is expected that the academic accounting unit will be led by a doctorally- or professionally-qualified business or accounting educator.

The College of Business has successfully met accreditation standards in the past and maintained accreditation by focusing on outcome based curriculum design and assessment. Based on previous success, the College of Business strongly believes in their ability to meet the prescribed professional standards for a BS in Accounting provided by IACBE with continued commitment.

### ***c. Steps being taken to achieve Accreditation***

Once the degree has received approval from HECC, the COB will seek accreditation from EOU’s accrediting body, Northwest Commission on Colleges and Universities (NWCCU). Upon receipt of NWCCU accreditation, the COB will seek business (discipline specific) accreditation through IACBE. To receive this accreditation the COB must:

1. Have at least one set of graduates for which there are outcomes assessment results for each program to be considered for accreditation.
2. Submit an application for special accounting accreditation, an application supplement containing programmatic information, and pay its application fee. Applications must be approved and signed by the institution’s chief executive officer (i.e., president, chancellor, director general), affirming the academic business unit’s commitment to abide by the IACBE’s accreditation policies and procedures and to attaining and maintaining excellence in business education. The application must be submitted and the fee must be paid prior to the beginning of the self-study year.
3. Prepare a self-study that includes a fully implemented outcomes assessment plan and at least one complete set of outcomes assessment results for the programs included in the review.
4. Undergo a site visit.
5. Be reviewed by the IACBE Board of Commissioners.

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## **4. NEED**



a. ***Anticipated Fall term headcount and FTE enrollment over each of the next 5 years***

EOU will become the only state university to offer an accounting degree online. Given the increasing demand for online education, including accounting, we believe that the online feature of this degree will flourish. EOU currently has approximately 63 students in the accounting concentration. We anticipate an average increase to that number over the next five years to be at least 10%. Thus, we expect the following headcount for Fall term over the next 5 years:

2018- 74

2019- 81

2020- 89

2021- 97

2022- 107

b. ***Expected degrees produced over the next 5 years***

Over the past 5 years, EOU has graduated 305 students with an accounting concentration. Based upon the expected enrollment in the program listed above, we expect 350+ graduates from the program over the next 5 years due to increased demand in the on-line setting and the offering of the degree to residents of rural, Eastern Oregon.

c. ***Characteristics of Students to be served***

Students will be mostly first-generation degree-seeking students from rural areas in the Northwest regions of the United States. Eighty-three percent of our Oregon-resident, general population fall into an underserved category: Minority, Low-Income, Rural, or Veteran.

d. ***Evidence of Market Demand***

It has been noted by several publications over the last four years that accounting and financial services jobs have been the hardest to fill. The Bureau of Labor Statistics Occupational Outlook Handbook 2016-2017 has assessed the job outlook for accountants to grow by 11% a year 2014 – 2024. According to recent CIP code data, the annual occupational openings per degree produced is 16 to 1. The means for every BS in Accounting degree awarded in 2015-2016, there were 16 job openings in the rural areas of region (Southwestern Idaho, North Central Idaho, Southern and South Central Washington and Eastern Washington). Thus, data indicates ongoing need for accounting graduates throughout eastern Oregon and the region.

e. ***Estimate of Prospects for success of program graduates***

The creation of the Public Company Accounting Oversight Board by the Sarbanes-Oxley Act of 2002 to oversee the auditing profession through its separation of duties policies for audit firms and their clients and the additional review procedures, increased the need for accountants throughout the national economy. Thus, the demand for auditors and accountants has increased



and continues to grow. The talent and expertise that even an entry-level accountant brings can benefit any size company in any regional of the country. It was noted earlier by the BLS that an 11% increase each year expected through 2024. However, the most visible outlook for the job market for accountants is the number of job ads appearing online in all geographical areas, job classifications and job levels.

Graduates in accounting will assist in expanding and diversifying the economy by providing a vital support function within the business economy. As more businesses are formed in the region, a need to employ graduates with financial management skills will increase and they will need to hire accounting firms to audit them and assist in preparing tax returns

The proposed curriculum will better prepare EOU's students to work in the accounting profession. The profession over the last several years has created new and increased demands in educating and training accounting professionals. The new degree better meets these demands by training students with a rigorous curriculum in both general business subjects and accounting-specific subjects, as well as specialty skills.

***f. Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?***

With the more stringent curriculum requirements of the BS in Accounting, EOU graduates will be better prepared to handle the requirements of the profession from the time they graduate. It is expected the number of graduates taking and passing the CPA, CMA, and Enrolled Agent exams to grow, as the more rigorous curriculum will better prepare graduates to pass these exams.

The expected career paths of graduates with accounting majors is wide and varied. Graduates will be qualified for practicing CPAs; work for companies in the role of Controller or CFO (who also carry the CPA and/or CMA designation); employment in the tax field; qualified to attain an Enrolled Agent (EA) designation; staff accountants in the region's economy; and many who work in management of companies, governmental units, and nonprofit organizations.

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## **5. OUTCOMES AND QUALITY ASSESSMENT**

### ***a. Expected learning outcomes of the program***

The student who graduates with a major in accounting will be able to (outcome/assessment):

- Employ critical-thinking, analytical, and problem-solving skills to resolve complex business and accounting issues. (Complete complex case assignments).
- Use clear and concise communication to convey relevant financial and non-financial information to the target audience so that decision makers can formulate informed decisions and take action. (Prepare written reports and presentations on accounting or tax research findings).



- Utilize appropriate technology to facilitate and enhance accounting and financial reporting processes. (Complete assignments using computers, accounting software, information databases, or web search)
- Apply relevant accounting principles and standards to specific business activities and workplace situations. (Complete assignments using accounting principles to record and report business activities).
- Employ national, international, and historical perspectives to analyze accounting and business issues. (Prepare written reports analyzing accounting issues from these perspectives).
- Identify ethical issues associated with business situations and apply appropriate principles of ethics and civic responsibility. (Prepare and/or present case studies focusing on accounting ethics).
- Use research tools to monitor evolving accounting or tax standards and practices and to maintain professional skills in a changing business environment. (Demonstrate competency in conducting accounting or tax research on current issues by preparing a report and/or presenting research findings in class).
- Apply the interpersonal and leadership skills expected of today's accounting professional. (Demonstrate leadership and teamwork skills in completing group assignments).

As required by IACBE, all students graduating from EOU's College of Business must also demonstrate the following Core Professional Competencies (CPC's):

- Major concepts in functional areas of accounting, marketing, finance, and management (FUNCT)
- Legal, social, and economic environments of business (LSE)
- Global environment of business (GLOB)
- Ethical obligations and responsibilities of business (ETH)
- Decision-support tools in business decision making (DST)
- Effective oral and written forms of professional communication (COM)
- Analytic thinking to solve business problems (CT)
- Integrative Experience (INT)

The proposed accounting curriculum meets the requirements of IACBE's CPC's by providing the following:

- The new degree increases the number of required accounting courses to include accounting-specific courses in information systems and ethics, thus providing broader coverage of the required functional areas required by the CPC's;
- The new degree increases the legal, social, and economic environments of business (LSE) requirements by offering an advanced business law course specific to accounting;
- The new degree meets the global aspects of business (GLOB) by requiring a course in International Accounting;



- The new degree meets the ethical obligations and responsibilities (ETH) by requiring an accounting-specific ethics course;
- The new degree requires several accounting courses with specific tools to enable students to make decisions (DST);
- The new degree requires several courses in which students must communicate in both an oral and written form (COM); upper-division writing courses are required in both Accounting Information Systems & Management as well as in Advanced Financial Accounting. Courses in the tracks such as forensic accounting and tax research provide students with a chance to communicate in a specialized area of accounting;
- In the new degree, analytical thinking (CT) specific to accounting problems is required in several accounting courses; and
- In the new degree, the Advanced Financial Accounting course requires a capstone project (INT).

***b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction***

The COB is accredited by IACBE utilizing a learning outcomes based assessment approach. The assurance of academic quality in accounting programs is based on the results of the assessment of educational outcomes rather than prescriptive input standards. Therefore, ‘academic quality’ in accounting education is defined to be the level of performance of the academic accounting unit in the context of its mission as measured by the extent of accomplishment of the unit’s intended student learning outcomes in its accounting programs, its intended operational outcomes, and its mission and broad-based goals. The determination of the degree to which desired results are being achieved and the demonstration of academic quality in accounting education are accomplished through a comprehensive program of outcomes assessment.

The COB will track accomplishment of Program Outcomes through the Taskstream software. Taskstream’s platforms provide a centralized information and communication hub for assessment, accreditation, and planning activities across the college and institution. These include academic and non-academic outcomes assessment, planning, and program review. Taskstream offers specialized tools that enable users to document learning outcomes, align outcomes to institutional goals and standards, develop assessment plans, create curriculum maps, manage faculty credentials, and improve education based on findings. Taskstream’s suite of tools facilitates the collection of student work, student reflections on the learning process, and faculty or peer rubric-based assessment. Rubrics, which are used to clarify expectations and scoring criteria, may also be aligned with established learning outcomes, standards, and competencies. The software provides reporting capabilities to support the aggregation and analysis of student performance data for the review of program and institutional effectiveness, as well as for reporting to accrediting agencies and other external stakeholders. Routine review of assessment results will be conducted with refinement and updates to curriculum content and delivery completed as needed.



***c. Nature and level of research and/or scholarly work expected of program faculty; indicators of success in those areas***

Individual faculty members are responsible for remaining current in their respective fields of instruction and research and for incorporating current knowledge and techniques into their teaching activities. The process of remaining current involves on-going acquisition of knowledge and techniques through reading, study, and participation in professional activities and exchanges with other scholars in their field and with members of the business community or the government. In addition to activities directly related to instructional development and innovation, faculty activities in the area of research, public service, professional service, and faculty development all contribute to the currency of a faculty member's knowledge and skills. The BS in Accounting degree will require a minimum of three full-time faculty members who demonstrate the capability of maintaining currency in the field of accounting.

**6. PROGRAM INTEGRATION AND COLLABORATION**

***a. Closely related programs in this or other Oregon colleges and universities***

Oregon State University, Portland State University, and University of Oregon each offer a BS in Accounting. Portland State University and University of Oregon offer Master degree programs in Accounting. Other state programs require application for admission to the Accounting Program. Western and Southern Oregon Universities offer concentrations in Accounting. EOU will not require an application for the BA in Accounting like other schools in the state and the EOU program will be the only state university to offer the degree fully on-line.

***b. Ways in which the program complements other similar programs on other Oregon institutions and other related programs at the institution***

The proposed program is similar, but not the same as accounting degrees at Oregon State University, Portland State, and University of Oregon. Students from other universities can complement their education by taking courses in one or more of the proposed specialty tracks, as well as courses in the Accounting Core, to supplement their course of instruction and reach the 225 credit hours needed to sit for the CPA exam. With the only BS in Accounting degree offered fully on-line, students from other intuitions may utilize the flexibility of EOU's course offering and availability to complete their degrees at their own institutions. Further, the BS in Accounting degree at EOU may provide alternatives to those students who are not granted admission to other state institution Accounting programs.

***c. Potential Impacts on other programs-***

No adverse impacts are expect on other programs. The new degree is intended to attract new and differentiate students into the accounting degree and provide flexible alternatives for existing students in the state and region.

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