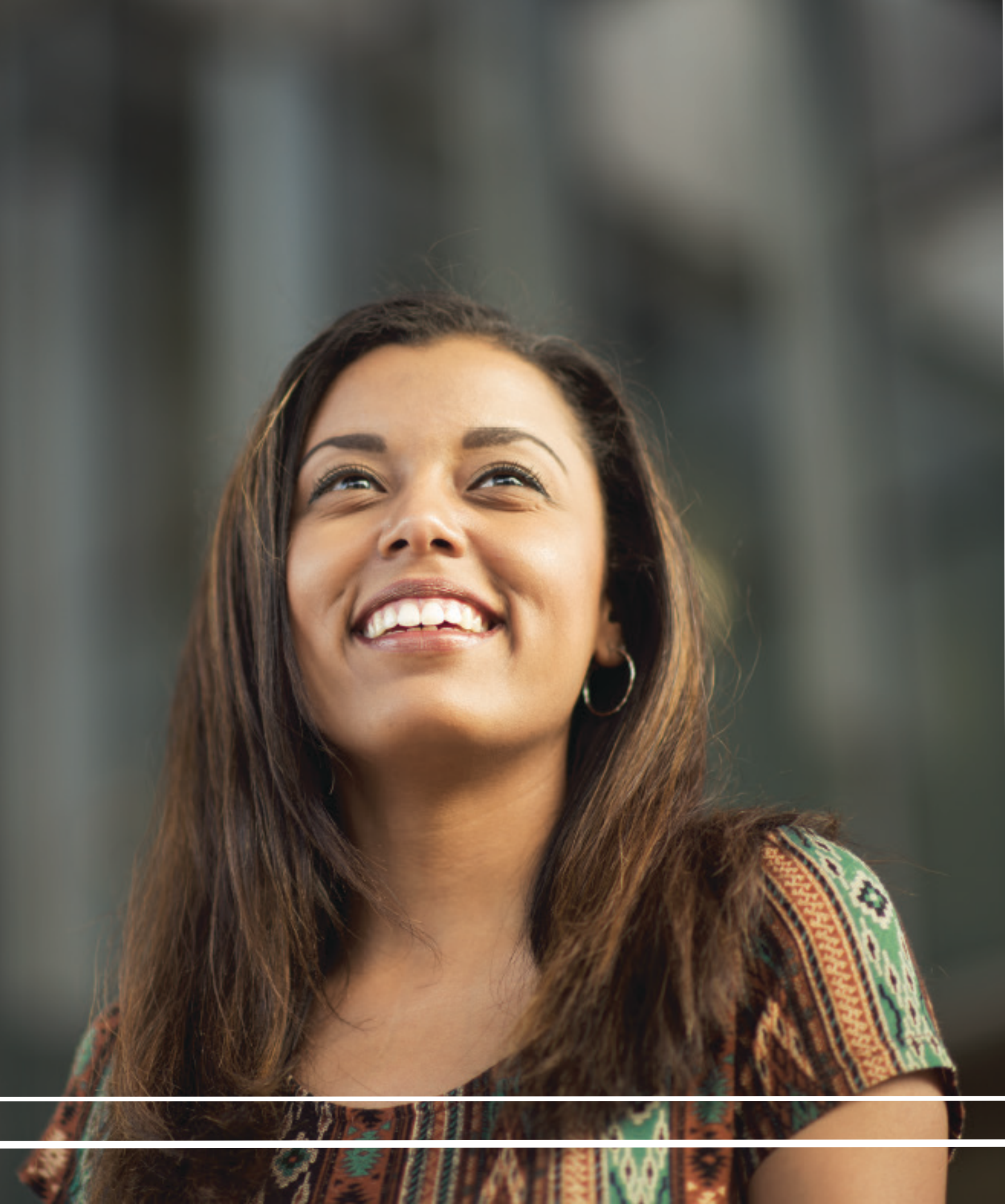


DEPARTMENT
OF ACCOUNTING
College of Business

UNT[®]
EST. 1890



Department of Accounting Strategic Plan 2019-2024



UNIVERSITY OF NORTH TEXAS DEPARTMENT OF ACCOUNTING

MISSION

Advance the knowledge and ethical practice of accounting, and promote technical, professional and personal skills to a diverse student body to excel in a technology-dependent global economy.



WELCOME FROM THE CHAIR

The Department of Accounting offers a well-knit package of courses leading to a BBA in accounting or to an integrated BS/MS in accounting or taxation. These programs are student-focused and prepare our students to pass the CPA, CMA, CIA, or CISA exam and to become professionals in the accounting field. We also offer a rigorous 4-year program leading to a Ph.D. in business with a concentration in accounting.

Our undergraduate accounting program is ranked among the top-25 in the nation for its faculty size. We have a thriving internship program and our successful graduates are highly sought after by employers in public accounting, corporate accounting, government agencies, and not-for-profit organizations. Our Department is separately accredited by AACSB International, the premier benchmark for business education quality. This means that we have gone through a rigorous external review of our ability to provide accounting education of the highest quality. Moreover, we have earned separate endorsements by the Institute of Internal Auditors (IIA) and the Institute of Management Accountants (IMA), making us the only accounting program in the DFW area to achieve dual IIA/IMA endorsements. Simply put, we believe that we are the best choice in the DFW area and beyond for accounting majors.

I encourage you to learn more about our accounting programs, our faculty/staff team, and our students.

Sincerely,



Ananth Seetharaman

Chairman and Don and Donna Millican Professor of Accounting



Dr. Ananth Seetharaman
Chairman and Don and Donna Millican
Professor of Accounting

STRATEGIC PRIORITIES

IMPROVE OUR CPA PASS RATES

I

IV

ENHANCE OUR STUDENTS' ABILITY
TO COMPETE IN A GLOBAL ECONOMY

INCREASE ENROLLMENT OF
HIGH QUALITY STUDENTS

II

V

FOSTER EXCEPTIONAL RELATIONSHIPS
WITH THE PROFESSION

ENHANCE THE RESEARCH REPUTATION OF
THE ACCOUNTING DEPARTMENT

III

VI

COMPETE IN THE ONLINE
EDUCATION SPACE



STRATEGIC PRIORITY I IMPROVE OUR CPA PASS RATES

INITIATIVE I

Embed Professional Exam Competency course into MS curriculum.

INITIATIVE II

Weave CPA exam awareness and familiarity into other key courses.

INITIATIVE III

Require second undergraduate course in Taxation.

INITIATIVE IV

Require undergraduate Governmental and NFP accounting course.

INITIATIVE V

Hold CPA town hall meetings.

INITIATIVE VI

Visit ACCT 3110 classes to talk about importance of (internships &) professional certification.



Ms. Christine Ellis (right) presents the Texas Society of CPAs Accounting Education Foundation Award for Excellence in Academics and Ethical Standards to BS/MS student, Shae Hampton (left).



Hunter Klement (left) was awarded the 2018 Outstanding Undergraduate Accounting Student award.

STRATEGIC PRIORITY II INCREASE ENROLLMENT OF HIGH QUALITY STUDENTS

INITIATIVE I

Launch Accounting Scholars Program.

INITIATIVE II

Create direct pipeline from area high schools for seamless entry into UNT accounting.

INITIATIVE III

Strengthen community college indirect pipeline for entry into UNT accounting.

- *Hold North Texas Community College Accounting Conference at UNT for CPE credit.*

INITIATIVE IV

Create and disseminate professional quality video about the reasons why students should choose UNT accounting.

INITIATIVE V

Obtain IMA endorsement for our accounting program.

INITIATIVE VI

Move up in rankings (*ranked 24th accounting program for our faculty size in PAR*).

INITIATIVE VII

Disseminate information about our student profile and placement statistics.

STRATEGIC PRIORITY III ENHANCE THE RESEARCH REPUTATION OF THE ACCOUNTING DEPARTMENT

INITIATIVE I

Create incentive system for top-tier publications.

INITIATIVE II

Host annual accounting research conference.

INITIATIVE III

Disseminate faculty and Ph.D. student research successes.

- *BLB monitors.*
- *News outlets (Accounting Today).*
- *Advisory board meetings and other professional venues.*

INITIATIVE IV

Hire top quality faculty.

INITIATIVE V

Incentivize faculty/Ph.D. student joint publications.

STRATEGIC PRIORITY IV ENHANCE OUR STUDENTS' ABILITY TO COMPETE IN A GLOBAL ECONOMY

INITIATIVE I

Hold accounting study abroad course at the undergraduate level.

INITIATIVE II

Offer multi-jurisdictional Tax Course at MS level.

INITIATIVE III

Enhance Excel skills of our students.

- *Move from specialist to expert level certification.*

INITIATIVE IV

Increase internships and placement through internships.

- *Visit ACCT 3110 classes to stress the importance of internships.*
- *Meet the Firms Night (MTFN).*

INITIATIVE V

Enhance students' Big Data skills.

- *Required undergraduate course in data mining.*
- *Required MS level course in data visualization and predictive analytics.*
- *Incorporate Data Skills into other key courses.*



The 2018 UNT Accounting Scholars.

STRATEGIC PRIORITY V FOSTER EXCEPTIONAL RELATIONSHIPS WITH THE PROFESSION

INITIATIVE I

Invest in employer relations.

INITIATIVE II

Build and nurture relationships with alumni through targeted events and campaigns.

- *Engage advisory board in strategic priorities.*
- *Create Junior Advisory Board of alumni from the private and public sector.*
- *Host MTFN and respond to firm feedback.*

INITIATIVE III

Appoint faculty representative to TSCPA.

INITIATIVE IV

Hire lecturers with appropriate professional ties and qualifications.

INITIATIVE V

Encourage guest speakers with ties to the profession.

STRATEGIC PRIORITY VI COMPETE IN THE ONLINE EDUCATION SPACE

INITIATIVE I

Pilot online or hybrid courses.

INITIATIVE II

Launch a pilot 100% online executive MS-Taxation degree.



Sonja Hightower, a doctoral student and former lecturer in the UNT College of Business Department of Accounting, is the first person to be honored as a Grant Thornton Doctoral Fellow in Accounting.

OUR VISION:

To be an agile institution and to transcend national and international standards of excellence in research and education.

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