Department of Accounting
Strategic Plan
2019-2024
UNIVERSITY OF NORTH TEXAS
DEPARTMENT OF ACCOUNTING

MISSION

Provide excellence in (accounting) education and research to prepare a diverse student body to succeed in an ever-changing 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 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
STRATEGIC PRIORITIES

I. IMPROVE OUR CPA PASS RATES

II. INCREASE ENROLLMENT OF HIGH QUALITY STUDENTS

III. ENHANCE THE RESEARCH REPUTATION OF THE ACCOUNTING DEPARTMENT

IV. ENHANCE OUR STUDENTS’ ABILITY TO COMPETE IN A GLOBAL ECONOMY

V. FOSTER EXCEPTIONAL RELATIONSHIPS WITH THE PROFESSION

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).
### Strategic Priority II

**Increase Enrollment of High Quality Students**

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<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
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<tr>
<td>Initiative I</td>
<td>Launch Accounting Scholars Program.</td>
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<td>Initiative II</td>
<td>Create direct pipeline from area high schools for seamless entry into UNT accounting.</td>
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<td>Initiative III</td>
<td>Strengthen community college indirect pipeline for entry into UNT accounting.</td>
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<td>- Hold North Texas Community College Accounting Conference at UNT for CPE credit.</td>
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<td>Initiative IV</td>
<td>Create and disseminate professional quality video about the reasons why students should choose UNT accounting.</td>
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<td>Initiative V</td>
<td>Obtain IMA endorsement for our accounting program.</td>
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<td>Initiative VI</td>
<td>Move up in rankings (ranked 24th accounting program for our faculty size in PAR).</td>
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<td>Initiative VII</td>
<td>Disseminate information about our student profile and placement statistics.</td>
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Hunter Klement (left) was awarded the 2018 Outstanding Undergraduate Accounting Student award.
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.