

Mitchell College of Business
Department of Accounting Strategic Plan
September 2022 – September 2027
(Updated May 2022)

Mission:

Our mission is to provide value-added accounting education, conduct research that improves accounting practice and instructional development, and provide service to the profession, university, and Gulf Coast Region constituencies. Our graduates should have the requisite accounting and information technology skills to become the future ethical leaders of the accounting profession.

Department of Accounting:

- A. Faculty and students will interact with business professionals
 - 1. Enlist at least 8 professionals as speakers for student organizations and/or classes.
 - 2. Hold a Meet the Firms Event each fall semester for accounting students with at least 10 local and regional employers.
 - 3. At least a third of the faculty will serve on civic and/or professional boards during the academic year.
 - 4. At least a third of the faculty will attend professionally sponsored events (i.e. firm open houses, ASCPA events, ACFE events, etc.)

- B. Enhance the student experience
 - 1. 100% of undergraduates will complete experiential learning in accounting (internships, VITA, part-time work, etc.).
 - 2. Conduct a program review of the BSBA and MAcc curriculum every five years by benchmarking peer and aspirant schools and surveying alums of the programs.
 - 3. Examine AICPA content specification outlines for the CPA exam and make appropriate changes to the BSBA and MAcc curriculum as needed.

- C. Employ outstanding faculty
 - 1. Maintain 90% SA/PA/SP/IP faculty qualifications.
 - 2. SA faculty members will publish at least three peer-reviewed, blind-reviewed or editorially-reviewed journal articles in appropriate journals during each 5-year period to support the Department mission and according to College and Department standards.

- D. Recruit and graduate quality students.
 - 1. At least a third of the faculty will engage in at least one recruiting event.
 - 2. At least a third of the faculty will engage in at least one internal recruiting event.
 - 3. At least 50% of accounting graduates will meet or exceed the AACSB average on the exit exam administered in MGT 486..