

SAMPLE

New Program Proposal

Briefing Document for Cabinet

NOTE: Please limit the completed brief to 3-4 pages.

Working Title of New Program:

____ MS Accounting _____

Level of Program

____ Undergraduate

X Graduate

Anticipated Degree Awarded:

e.g.: BA/BS/BFA/BBA, MA/MS/MPS/MPA/MBA/MSEd/MST/MAT

____ **MS** _____

Academic Divisions Associated with the Proposal

College(s)/School(s): ____ **Business** _____

Department(s)/Program(s): _____

Learning Modalities Anticipated for the Program

Select all that apply.

____ Seated (100% in person)

____ Hybrid (a mix of asynchronous online and in person)

____ Hyflex (a mix of synchronous online and synchronous in person)

X Online asynchronous (100% online and no synchronous elements)

____ Online combined (100% online, but with a mix of synchronous and asynchronous elements)

____ Online synchronous (100% online, and all direct instruction is synchronous)

Program Summary

*Briefly describe the proposed program (e.g., **purpose, credit hours, learning outcomes, structure, new courses needed**).*

Designed to serve students with a business degree but no accounting background, this will prepare them for the CPA exam. We see an opening in the market for a program that caters to people who want to enter the accounting profession.

33 credits (11 courses)

8 new courses

For full time students would complete in two semesters and a summer. Also appropriate for part time students.

Resources Summary

*Briefly describe anticipated new resources needed. Exact dollar amounts are not needed here. Rather, note whether the proposed program will rely primarily on existing resources or will require new or additional resources (e.g., **additional faculty, the purchase of specialized equipment, an investment in renovations, the acquisition of library books/subscriptions/databases**, etc.)*

Need one additional tenure track faculty member (approx \$115,000) and a GA line. No specialized equipment.

Demand Summary

*Briefly provide basis for believing there is **demand/need** for this program. Extensive research is not required. List any **known competitor programs** in the region and explain how the proposed program would differ. Address **anticipated competition with existing programs** on our campus.*

Demand/need: **The decrease in UG accounting students nationwide plus the increase in demand for new accountants suggests an opportunity in the market. See: <https://www.bls.gov/ooh/business-and-financial/accountants-and-auditors.htm#tab-1>.**

Other programs that may compete include: <https://www.oldwestbury.edu/programs-courses/accounting-ms>

Programs on campus that may compete include: **N/A, nothing directly meets this need**