

**PROCESS A** NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL

SCC #02-03- 1111

**Deadlines:**

Regular proposals: October 18, 2002 to be implemented Fall 2003; Short-Term proposals: December 6, 2002 to be implemented Fall 2003  
Regular proposals: February 14, 2003 to be implemented Spring 2004; March 21, 2003 short-term courses to be implemented Spring 2004

**PROPOSAL TITLE: Add Integrative Accounting Seminar to BS in Accounting Program**

Sponsor(s): Stephanie Weidman E-Mail: weidman@rowan.edu Ext: 3475  
Diane Hughes E-Mail: hughes@rowan.edu Ext: 4064  
Carol Welsh E-Mail: welsh@rowan.edu Ext: 4039  
George Romeo E-Mail: romeo@rowan.edu Ext: 4384

**DEPARTMENT:** Accounting & Finance

**COLLEGE:** College of Business

If Liberal Arts & Sciences CHECK :  History/Humanities  Math/Sciences  Social/Behavioral Sciences

UNDERGRADUATE  GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

- New non-gen-ed course
- Short-term non-gen-ed course
- Minor curricular changes (fewer than three)
- Existing non-gen-ed course
- Non-gen-ed degree requirements
- Major
- Minor, specialization, concentration, track, certificate program

**The following signatures REPRESENT APPROVAL**

Department Chair: [Signature] Date: 10-16-02  
Department Curriculum Chair: [Signature] Date: 10-16-02  
Academic Dean: [Signature] Date: 10-16-02  
College Curriculum Chair: \_\_\_\_\_ Date: \_\_\_\_\_

College Curriculum Committee OPEN HEARING Date: 12/11/02 Approved  Not Approved

**UNIVERSITY CURRICULUM COMMITTEE**

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement/Vote: \_\_\_\_\_

Comments: \_\_\_\_\_

**EXECUTIVE VICE PRESIDENT/PROVOST** Signature: [Signature] Date: 4/25/03

Significant impact on graduation study after two years  
 Approved ~ Not Approved due to the following:  Student Cr Hrs  Faculty Load Hrs  Equalized Cr Hrs

**REGISTRAR**

Date: 6/3/03 Course Description Received & Approved ~ Hegis Taxonomy & Course #: 0503428

Registrar Signature: [Signature]

TM  
6/10/03  
[Signature]

**NOTIFICATION FORWARD**

SCC Chair  Academic Dean  Department Chair  Registrar  Sponsor(s)  
I.R. CAP. Admissions - Advisors: Small, Meunier, Schmelz, VanAntwerp

**Rowan University College of Business  
Department of Accounting & Finance**

**COURSE PROPOSAL  
October, 2002**

**1. Details of the Course**

- a. Course Title: Integrative Accounting Seminar
- b. Sponsors: Stephanie Weidman, Diane Hughes, Ihsan Isik, Richard Marmon, George Romeo, Carol Welsh, Department of Accounting & Finance.
- c. Credit Hourse: 3
- d. Course Level: Undergraduate, Senior (400 level)
- e. Prerequisites: Intermediate Accounting II (0503.311 or 0502.311) and Business or Accounting major
- f. Time and Scale of Implementation: Course should be offered each spring semester. Enrollment should be capped at 20 students per section, as the course will be taught using case analyses and special projects.
- g. Curricular Effect: This course will be a required specialization course for the BS in Accounting Program. It will replace 3 credit hours of the Foreign Language or Computer Science courses required under the present program.
- h. Adequacy of Present Resources: to teach this course. Present faculty members are available and qualified. No significant additional operating costs are anticipated to support this course.
- i. Recommended Library Resources: Present library resources are adequate to support this course.

**2. Rationale**

The traditional approach to accounting curriculum is to teach technical competencies in a series of “stovepipe” courses such as tax, auditing, financial accounting, managerial accounting, law and systems. This approach is effective and necessary in covering the

content areas of the discipline. Nonetheless, an effort to integrate topical matter from one area into another is increasingly seen as an essential element of an effective accounting curriculum. Critiques of accounting education from a number of sources have cited the need for increased emphasis on interpretation, analysis, planning, and decision making (eg., BizEd, March/April 2002, p. 42).

This course proposes providing an integrative experience in which students synthesize knowledge from the accounting content areas to interpret, evaluate, and analyze financial information in order to enhance planning and decision-making. The course will use case analyses to involve students in active rather than passive learning, and will place emphasis on skills in analytical and critical thinking, technology, communication and teamwork.

### **3. Essence of the Course**

#### **a. Objectives:**

At the completion of the course, students will be expected to:

- Generate and evaluate alternative courses of actions to solve business problems, with the emphasis on the financial implications and risk assessment of alternatives.
- Understand and interpret published financial statements and internal managerial financial reports.
- Produce relevant reports to aid in decision making and planning, using current computer technology and software tools.
- Discuss ethical and internal control implications of alternative courses of action.

#### **b. Topical Outline/Content**

Specific cases and projects will be selected and designed to integrate topics in financial and managerial accounting, law, tax, and auditing. Pedagogy will place emphasis on the use of research, information systems, communication skills, teamwork skills, and emerging issues in accounting.

A sample of the following topics will be included in this course:

- Budgeting
- Capital Investment Analysis
- Financial Statement Reporting/ FASB Statement Interpretation
- Tax Research & Analysis
- Fraud/Forensic Accounting
- Financial Disclosures/Ethics
- Auditing Issues
- International Issues

c. Evaluation of Students and Grading:

Students will be evaluated using the following:

1. Team projects
2. Research projects
3. Case Analyses
4. Exams/quizzes

d. Course Evaluation:

The success of the course in meeting its goals and objectives will be tested using the existing outcomes assessment tools, which include the course-embedded skills assessments, Accounting Specialization Exam, Educational Testing Service Exam, review of CPA Exam results, Student Satisfaction Survey, Student Instructional Report II, and Employer Feedback from Internships. The information provided by these assessment tools is assimilated in the Accounting & Finance Department's Annual Program Review.

## Catalog Description

Undergraduate Course

### **Integrative Accounting Seminar**

This course provides an integrative experience in which students synthesize knowledge from the accounting content areas to interpret, evaluate, and analyze financial information in order to enhance planning and decision-making. The course uses case analyses to involve students in active rather than passive learning, and places emphasis on skills in analytical and critical thinking, technology, communication and teamwork. Students are strongly advised to take Concepts of Taxation (0503.316) prior to enrolling in this course.

Prerequisites: Intermediate Accounting II (0503.311 or 0502.311) and Business or Accounting major

**Current BS in Accounting Program**

	Credits
General Education	
Communications	9
Math & Science	13
Social & Behavioral Science	9
History/Humanities/Language	9
Arts	3
General Education Electives	5
Free Electives	9
<b>Non-Business Requirements</b>	<b>12</b>
Communications	
Statistics II	
<b>Foreign Language (2 courses)</b>	
<b>OR Computer Science (2 courses)</b>	
Business Core	30
<b>Accounting and Finance Requirements</b>	<b>21</b>
Intermediate Accounting I	
Intermediate Accounting II	
Cost Accounting	
Concepts in Federal Taxation	
Auditing	
International Financial Management	
Law for Accountants	

**Proposed BS in Accounting Program**

	Credits
General Education	
Communications	9
Math & Science	13
Social & Behavioral Science	9
History/Humanities/Language	9
Arts	3
General Education Electives	5
Electives (6 non-business)	9
<b>Non-Business Requirements</b>	<b>6</b>
Communications	
Statistics II	
Business Core	30
<b>Accounting and Finance Requirements</b>	<b>27</b>
Intermediate Accounting I	
Intermediate Accounting II	
Cost Accounting	
Concepts in Federal Taxation	
Auditing	
International Financial Management	
Law for Accountants	
<b>Advanced Accounting*</b>	
<b>Integrative Accounting Seminar</b>	

\*Subject of another Curriculum Proposal, being submitted simultaneously.

Rowan University  
**LIBRARY RESOURCES**  
 to

**SUPPORT A NEW COURSE or NEW PROGRAM PROPOSAL**

The purpose of this form is to provide a channel of communication between the library and faculty designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide rationale for institutional support for library acquisitions

This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

- The sponsor(s) complete parts A & D  
If assistance is required to complete parts A & D, please notify the liaison librarian.
- Forward this form to the librarian who will complete parts B, C, & E

***This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee***

A. College **College of Business** Department **\_Accounting & Finance\_**

Proposed by: **Accounting Faculty** Date: **\_October 16, 2002\_**

Course Title: **\_Integrative Accounting Seminar\_**

Anticipated Date for Course/Program Offering: **\_Fall 2003\_**

- B. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

**Library electronic databases are important resources to this course. Students will use the ABI/Proquest system, the Emerald database, Science Direct (Elsevier publications), Lexis-Nexis Academic.**

- C. List key periodicals available in the library to support this course/program.  
**Students will most likely use electronic versions of periodicals, as available through the ABI/Proquest system, Science Direct, Emerald, and Lexis-Nexis Academic.**

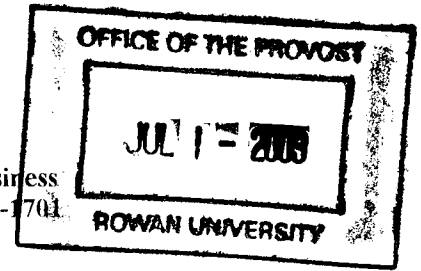
- D. List specific resources that should be acquired to support this course.  
**Present library resources are adequate to support this course. However, new monographs in the areas of topics listed in the Content section of the proposal (page. 2) are routinely added to our existing collection. I am in the process of evaluating these specific areas, checking for the currency of our coverage as well as the scope of the coverage, keeping in mind the global aspects of accounting as well as new technologies that are having a direct effect on accounting procedures.**

- E. Librarian comments and recommendations:

**Having reviewed the course proposal, I am comfortable saying that our access to full-text online journals in the area of accounting and finance will more than adequately serve the research needs of students taking this course.—Connie Rosenberger, Business Librarian.**



*Provost*



Accounting and Finance Department, College of Business  
201 Mullica Hill Road, Glassboro, New Jersey 08028-1701

June 25, 2003

*As follows*  
TO *Curriculum notebook* Committee  
FR *Acct/Fin* it of Accounting & Finance Curriculum

RE *Thanks,*  
C *Kae* Accounting & Finance

*Stephanie*

*attach to proposal*  
T *02-03-112 (as backup)* Giles-Gee's memo date May 14, 2003, in  
v vo of the Accounting & Finance  
Department's curriculum proposal attempted to respond to her concerns.  
Please let me know whether or not this response adequately addresses her concerns.

**Integrative Accounting Seminar (SCC#02-03-112)**

- "Do students do actual accounting working within the program?" (Giles-Gee, 5/14/03)

It is not anticipated that students will do accounting work for live businesses as part of this course. Most of the accounting analysis will pertain to case studies. However, within the accounting program, students obtain accounting experience in a number of ways including:

- Participation in Supervised Internship course.
- Participation in service learning projects such as VITA,
- Exposure and hands on experience with generally accepted accounting software systems.

- "This replaces elective with required courses. How will students be advised to address this decrease in flexibility?" (Giles-Gee, 5/14/03)

The new course actually replaces a non-business requirement, not an elective, per se. Under the current program, students must take either two foreign language courses at the intermediate level or above, *or* two computer science courses in

addition to Computer Literacy and Computing Environments. Both of these choices have proven to be somewhat problematic for accounting students. The new program will be less burdensome for students and better prepare them to sit for the professional certification exams, especially for the Certified Public Accounting exam. The new program will be effective for all newly admitted students, who will be advised accordingly. Current students will be advised that they may elect the new requirements, at their option.

**Change of Under-graduate Course Requirements in Accounting (SCC#02-02-115)**

- "Reduced flexibility because of increased required courses." (Giles-Gee, 5/14/03) Same response as second bullet above.
  
- "Require impact studies on graduation rates after two years." (Giles-Gee, 5/14/03)

Graduation rate studies will be incorporated into the Accounting Annual Program Reviews. No negative impact on graduation rates is anticipated from this curriculum change. Furthermore, students have had difficulty completing the intermediate level computer science courses in a timely manner at Rowan University. Many of our students have found it necessary to find suitable courses at other institutions and transfer them in to Rowan in order to graduate in a timely manner.