

PROPOSED PROGRAM SUMMARY

Institution: University of Kentucky
Program Name: Accountancy and Analytics
Degree Destination: Master of Accountancy

CIP Code: 30.7104

Credit Hours: 36

Implementation Date: 8/25/2025

Program Description

The proposed Master of Accountancy in Accountancy and Analytics at the University of Kentucky will prepare students with technical, analytical, and professional skills required for success in diverse professional accounting roles. By integrating advanced accounting concepts with business data analytics applications, the program will address the growing demand for professionals in various areas in the accounting discipline. Students will also complete the necessary courses to sit for professional exams such as the CPA (Certified Public Accountant), CFE (Certified Fraud Examiner), CIA (Certified Internal Auditor) and CMA (Certified Management Accountant).

As a result of this program, graduates will be able to:

- apply financial accounting-related technical knowledge;
- use analytical knowledge to address financial reporting-related issues; and
- demonstrate strong visual, written, and oral communication and presentation skills.

Connection to Other Programs

The program will complement and coexist with the University of Kentucky's existing in-person Master of Science in Accountancy program. Through shared courses, the proposed program will provide new learning opportunities to a broader audience and enhance overall enrollment while maintaining the integrity and appeal of the existing program.

Similar programs exist at other universities. However, a combination of several aspects of the proposed program warrants its addition, including welcoming students without an undergraduate degree in accounting, allowing students to choose whether to take courses online or in person, and focusing on business analytics (as opposed to data analytics).

Student Demand

Initial estimates of enrollment are:

Year 1 – 5

Year 2 – 10

Year 3 – 15

Year 4 – 20

Year 5 – 25

Employment Demand

Demand for professional accountants continues to be strong, with “data analysis” being one of the most needed critical skills. The program will attract graduate students who do not have an undergraduate degree in accounting (who are considering a career leading to enhanced

employment opportunities) and international students pursuing a STEM-certified degree. Regional job postings from Lightcast show sufficient opportunities for graduates. The program was created in response to numerous inquiries from prospective students and a recommendation from the institution's Accounting Advisory Board.

Budget

The primary source of funding for the program will be student tuition. Given the projected number of students and tuition estimates, total revenues by the fifth year are expected to support hiring additional faculty to teach more sections. The institution will use summer overloads and/or 12-month faculty for new classes and utilize current instructors and offerings for the existing classes. Leveraging existing accounting courses will keep incremental operating expenses relatively low in the first few years.

Projected Revenue over Next Five Years (\$):	\$ 2,250,000
Projected Expenses over Next Five Years (\$):	\$ 1,500,000