

UNIVERSITY OF  
**NORTHERN COLORADO**

**BOARD OF TRUSTEES AGENDA ITEM**

Meeting Date: June 10, 2022

Action Item     Discussion Item     Information Item

<b>Name of Item:</b>	<b>New MBA Concentrations</b>
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Responsible Staff Member: Kirsten Fleming, Provost and Executive VP for Academic Affairs

**Summary of Issue:** New Accounting Analytics and Marketing Concentrations within the existing MBA Degree, Monfort College of Business

Recommended Action by BOT:	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> No Action Needed
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Change to Board Policy Manual:	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> No Action Needed
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If yes, Section:
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**Administrative Recommendation (Motion):**

*K. Fleming*  
Signature of ~~Vice~~ President

5/31/2022  
Date

\_\_\_\_\_  
Signature of President

\_\_\_\_\_  
Date



UNIVERSITY OF  
**NORTHERN  
COLORADO**

Office of the Provost

**Board of Trustees - Action Item**  
**New MBA Concentrations**  
**June 10, 2022**

**Summary of Change:** Adding two new concentrations within the existing MBA degree in the Monfort College of Business

**Background:** A concentration program is a specific pathway through a specific degree. In the existing MBA program (with no concentrations) students are required to complete 27 hours of core required courses and 9 hours of electives. As a result of this proposal

- Students who select the **Accounting Analytics** concentration will be required to choose 9 credits of electives offered in the area of accounting analytics, which – when combined with an undergraduate degree in accounting from any accredited program in the US – prepares them to meet the requirements to become a licensed CPA.
- Students who select the **Marketing** concentration will be required to choose 9 credits of marketing electives and will be prepared for careers in that field.
- Students may continue to complete the MBA without a dedicated concentration and will have a free choice across all elective options.

**Rationale:** We believe these concentrations will help the MBA program to attract new students to UNC.

- Our accounting department was rated #1 in the world this year for research in accounting information systems, which represents research at the intersections of accounting, technology, and analytics, and accounting analytics represents the primary area of need of accounting firms and other organizations today. An analysis of existing MBA programs with accounting concentrations in Colorado and throughout the US revealed that these programs typically offer limited coverage of basic financial accounting but lack the analytics coursework that is most relevant to today's businesses. By offering a more current and contemporary concentration in **Accounting Analytics**, our MBA program will have a unique competitive advantage for recruiting new students to UNC. A market analysis demonstrated that there are over 73,000 job openings each year for MBA graduates with an accounting concentration, with hiring needs growing in this area. It is expected that the new concentration will recruit 30-40 additional MBA students as well as retain students from the undergraduate program who desire the MBA/Accounting. Note, upon approval of the Accounting Analytics concentration, UNC will discontinue the M.A. in Accounting; students in the existing M.A. will have the opportunity to complete that degree or transfer to the new MBA in Accounting Analytics. Because the MBA program is offered 100% online, it will appeal to working professionals as well as more traditional graduate students.

- The new **Marketing** concentration will supplement the existing MBA by adding a popular track that currently does not exist to the program and will also help to retain undergraduate business majors who desire to complete an MBA as well. In MCB, the B.S. with a marketing concentration has the highest enrollment of any other major, and the digital marketing minor has the highest enrollment of any other minor. A market analysis suggests that marketing is similarly growing in graduate programs throughout the country. Thus, we believe the marketing concentration will attract students by giving them a graduate level specialization that is congruent with their interests. The employment landscape for MBAs with a concentration in marketing is very positive. The median earnings for an MBA in several professions related to marketing where individuals hold a master's degree is \$76,400 per year. Having an MBA with a marketing concentration makes our graduates better prepared for managerial professions whose salaries are highly competitive.

Since both programs rely on a repackaging of existing courses, they require no additional resources. With approval, they are on track for full implementation in Spring 2023.