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Changes in Business Core & Accounting Course Requirements: AACSB Influences

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CHANGES IN BUSINESS CORE AND ACCOUNTING COURSE REQUIREMENTS: AACSB INFLUENCES

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RESEARCH QUESTION

- Do AACSB standards influence curriculum at both accredited and non-accredited universities?

BACKGROUND

- Senetti & Dittenhofer (1997) examine the costs of managing curriculum within accounting programs. They conclude that the costs of managing curriculum include:
 - Resource costs
 - Academic reputation
 - Economic
 - Societal
 - Professional

BACKGROUND

- Sennetti & Dittenhofer (1997) look at managing curriculum through specialization within the accounting curriculum. They conclude that three factors influence the amount of specialization
- Funding source—public universities are more likely to specialize; more responsive to societal changes
- Classification—Research universities are less likely to specialize; less focused on undergraduate programs
- Accreditation—AACSB accredited universities are less likely to specialize; have to meet standards

MODEL

- Curricular change can then be modeled as a function of
- Funding source (public/private)
- Classification (research/non-research)
- Accreditation (AACSB/non-AACSB)

HYPOTHESES—BUSINESS CORE

- There are differences in the business core between AACSB accredited and non-AACSB accredited universities.
- AACSB standards influence business core curriculum at AACSB accredited universities.
- AACSB standards influence business core curriculum at non-AACSB accredited universities

HYPOTHESES—ACCOUNTING CURRICULUM

- There are differences in the accounting degree course requirements between AACSB accredited and non-AACSB accredited universities.
- AACSB standards influence accounting degree course requirements at AACSB accredited universities.
- AACSB standards influence accounting degree course requirements at non-AACSB accredited universities.

METHODOLOGY--DATA

- Random sample of universities with accounting programs in 1996/97 academic year
- First 25 responses for AACSB accredited and Non-AACSB accredited
- Physical catalogs obtained for 1996/97 academic year
- Requirements for Business Core and Accounting Program collected in terms of courses and credit hours
- Same process followed for the 2012/2013 academic catalog obtained for each university online

METHODOLOGY--ANALYSIS

- Comparisons in courses required and credit hours required between AACSB accredited and Non-AACSB accredited universities for both business core and accounting programs
- Differences in requirements between 1996/1997 and 2012/2013 academic years were determined
- The differences in requirements were compared to curriculum management changes in the AACSB standards
- Assess if curricular changes were consistent with standard changes for both AACSB accredited and Non-AACSB accredited universities

DIFFERENCES IN REQUIRED BUSINESS CORE COURSES—1996/1997

MORE AACSB REQUIRE

- Math (22%)
- Organizational Behavior (24%)
- Management Information Systems(24%)
- Production Operations Management (56%)
- Intermediate Economics (20%)
- Speech (24%)

MORE NON-AACSB REQUIRE

- Management Principles (28%)
- Decision Science/Quantitative Methods (24%)

DIFFERENCES IN REQUIRED BUSINESS CORE COURSES—2012/2013

MORE AACSB REQUIRE

- Organizational Behavior (20%)
- Production Operations Management (39%)
- Business Ethics (20%)
- Speech (34%)

MORE NON-AACSB REQUIRE

- Business Communications (20%)

DIFFERENCES IN REQUIRED ACCOUNTING COURSES BUSINESS ACCREDITATION ONLY—1996/1997

MORE AACSB REQUIRE

- Accounting Information Systems (36%)

MORE NON-AACSB REQUIRE

- Intermediate Accounting III (28%)

DIFFERENCES IN REQUIRED ACCOUNTING COURSES BUSINESS ACCREDITATION ONLY—2012/2013

MORE AACSB REQUIRE

- None

MORE NON-AACSB REQUIRE

- Taxation II (22%)

DIFFERENCES IN REQUIRED ACCOUNTING COURSES SEPARATE ACCOUNTING ACCREDITATION—1996/1997

MORE AACSB REQUIRE

- Accounting Information Systems (43%)
- Philosophy (22%)

MORE NON-AACSB REQUIRE

- Advanced Accounting (22%)
- Accounting Electives (22%)

DIFFERENCES IN REQUIRED ACCOUNTING COURSES SEPARATE ACCOUNTING ACCREDITATION—2012/2013

MORE AACSB REQUIRE

- Auditing (28%)
- Accounting Information Systems (43%)

MORE NON-AACSB REQUIRE

- none

COMPARISON OF PROGRAM REQUIREMENTS

- In comparing the business core requirements between AACSB and non-AACSB universities at both time periods, differences exist supporting the first hypothesis
- In comparing the accounting degree requirements between AACSB and non-AACSB universities at both time periods, differences exist supporting the fourth hypothesis

AACSB STANDARD BUSINESS CURRICULUM MANAGEMENT LEARNING EXPERIENCES 2003

- Communication ability
- Ethical understanding and reasoning ability
- Analytical skills
- Use of information technology
- Multicultural and diversity understanding
- Reflective thinking skills
- Ethical and legal responsibilities in organizations and society
- Financial theories, analysis, reporting and markets
- Creation of value through the integrated production and distribution of goods, services and information
- Group and individual dynamics in organizations
- Statistical data analysis and management science as they support decision-making processes throughout an organization
- Information technologies as they influence the structure and processes of organizations and economics, and as they influence the roles and techniques of management
- Domestic and global economic environments or organizations

CHANGES IN BUSINESS CORE REQUIREMENTS— AACSB ACCREDITED PROGRAMS

- **Math (66%)**
- *Computer Applications (69%)*
- Management Principles (38%)
- **Statistics (38%)**
- **International Elective (28%)**
- *Business Communications (43%)*
- **Organizational Behavior (53%)**
- *Management Information Systems (34%)*
- **Productions/Operations Management (31%)**
- **Decision Science/Quantitative Methods (28%)**
- **Ethics (25%)**
- Introduction to Business (22%)
- **Professionalism (22%)**
- **Speech (43%)**
- **Writing within General Ed. (22%)**

CHANGES IN BUSINESS CORE REQUIREMENTS— NON-AACSB PROGRAMS

- *Math (38%)*
- *Computer Applications (28%)*
- Management Principles (28%)
- *Statistics (28%)*
- **International Elective (22%)**
- **Business Communication (33%)**
- *Organizational Behavior (38%)*
- Policy/Strategy (33%)
- *Decision Science/Quantitative Methods (28%)*
- *Writing within General Ed. (22%)*

CHANGES IN BUSINESS CORE REQUIREMENT

- Most of the changes in the business core requirements between the two time periods for AACSB accredited programs were consistent with AACSB standard changes—supporting hypothesis 2
- Most of the changes in the business core requirements between the two time periods for non-AACSB accredited programs were not consistent with AACSB standard changes—inconsistent with hypothesis 3
- AACSB standard changes are not universally perceived as aligning with the skills and abilities needed for business graduates

AACSB STANDARD ACCOUNTING CURRICULUM MANAGEMENT LEARNING EXPERIENCES 2003

- The role played by accountants in society providing and ensuring the integrity of financial and other information
- The ethical and regulatory environment for accountants
- Business processes and analysis
- Internal controls and security
- Risk assessment and assurance for financial and non-financial reporting
- Recording, analysis, and interpretations of historical and prospective financial and non-financial information
- Project and engagement management
- Design and application of technology to financial and non-financial information management
- Tax policy, strategy, and compliance for individuals and enterprises
- International accounting issues and practices including roles and responsibilities played by accountants within a global context

CHANGES IN ACCOUNTING DEGREE REQUIREMENTS—AACSB ACCREDITED

- *Advanced Accounting (34%)*
- *Legal Environment/Business Law II (38%)*
- **Accounting Information Systems (38%)**
- Accounting Electives (47%)

CHANGES IN ACCOUNTING DEGREE REQUIREMENTS—NON-AACSB ACCREDITED

- *Intermediate Accounting III (28%)*
- *Cost Accounting/Managerial Accounting II (33%)*
- **Taxation (22%)**
- *Taxation II (33%)*
- *Advanced Accounting (33%)*
- **Auditing (22%)**
- *Legal Environment/Business Law II (28%)*
- **Accounting Information Systems (50%)**
- Accounting Electives (44%)

CHANGES IN ACCOUNTING REQUIREMENTS

- Most of the changes in the accounting degree requirements between the two time periods considered for AACSB accredited programs are not consistent with AACSB standards—not supporting hypothesis 5
- Most of the changes in the accounting degree requirements between the two time periods considered for non-AACSB accredited programs are not consistent with AACSB standards—not supporting hypothesis 6
- Changes for non-AACSB accredited programs were bringing requirements closer to those of AACSB accredited programs
- Accounting program changes driven by another force--NASBA

CONCLUSIONS—BUSINESS CORE

- There are differences between AACSB and non-AACBS business programs
 - AACSB more focused on quantitative, information technology, ethical, and presentation skills
 - Non-AACSB more focused on business communications
- Differences provide better societal outcomes allowing different universities to pursue different focusses and specializations
- Non-AACSB universities made fewer business core changes indicating that one reason accreditation may not have been pursued is the cost of curricular change

CONCLUSIONS—ACCOUNTING PROGRAMS

- Accounting programs show fewer differences between AACSB accredited and non-AACSB accredited programs
- Accounting program change seems to be driven by a force other than AACSB accreditation