

FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—PROGRAM CHANGE REQUEST

UGPC APPROVAL _____
 UFS APPROVAL _____
 CATALOG _____

DEPARTMENT: ACCOUNTING

COLLEGE: BUSINESS

PROGRAM NAME:

MASTER OF ACCOUNTING, AIS CONCENTRATION

EFFECTIVE DATE

(PROVIDE TERM/YEAR)


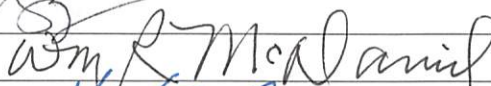

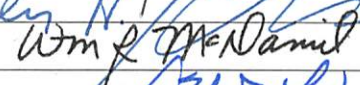
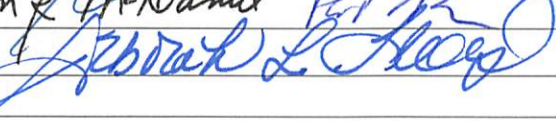
SPRING/2017

PLEASE EXPLAIN THE REQUESTED CHANGE(S) AND OFFER RATIONALE BELOW AND/OR ATTACHED: PROPOSAL FOR 3 ADDITIONAL COURSES TO BE ADDED TO THE ALTERNATIVES IN THE ACCOUNTING INFORMATION SYSTEMS CONCENTRATION IN THE SOA MASTER OF ACCOUNTING PROGRAM. THE ADDITIONAL COURSES ARE AS FOLLOWS: ISM 6316 (INFORMATION TECHNOLOGY PROJECT AND CHANGE MANAGEMENT); ISM 6136 (DATA MINING AND DATA WAREHOUSING); AND ISM 6404 (INTRODUCTION TO BUSINESS INTELLIGENCE). SEE ATTACHED MEMO FOR ADDITIONAL INFORMATION.

Faculty contact, email and complete phone number:
 Robert Pinsker, rpinsker@fau.edu, 561-297-3422

Consult and list departments that might be affected by the change and attach comments.
 Accounting, ITOM (ITOM supports this proposal - see accompanying email)

Approved by:

Department Chair: 
 College Curriculum Chair: 
 College Dean: 
 UGPC Chair: 
 Graduate College Dean: 
 UFS President: _____
 Provost: _____

Date:

9/13/16
9-14-2016
9-14-2016
10-12-2016
10-14-16

Email this form and syllabus to UGPC@fau.edu one week before the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.

Robert Pinsker

From: Tamara Dinev
Sent: Friday, September 09, 2016 9:40 AM
To: Robert Pinsker
Subject: RE: ISM Classes in AIS Concentration

I fully support School of Accounting proposed changes. The additional ISM courses focusing on data analytics and security will give Accounting students more options and specialization opportunities

Best Regards:

Tamara

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Tamara Dinev, Ph.D.
Department Chair and Professor
Dean's Research Fellow
Department of Information Technology and Operations Management
College of Business
Florida Atlantic University
Boca Raton, Florida 33431
OFFICE: Fleming Hall, 219
TEL: (561) 297-3181
FAX: (561) 297-3043
e-mail: tdinev@fau.edu

From: Robert Pinsker
Sent: Thursday, September 8, 2016 7:48 PM
To: Tamara Dinev <tdinev@fau.edu>
Subject: RE: ISM Classes in AIS Concentration

Hi Tamara,

I hope your fall semester is off to a good start. Please forgive this late request, but I was wondering if you could share ITOM's perspective of the attached proposal? I would like to include your statement(s) with the proposal at next week's Graduate Council meeting.

Thank you again for your assistance. Please let me know if you have any questions.

Best regards,

Rob

From: Tamara Dinev
Sent: Wednesday, August 24, 2016 4:18 PM
To: Robert Pinsker; Sheri Sundquist
Subject: RE: ISM Classes in AIS Concentration

Dear Robert:

Please see attached the syllabi. Let me know if you have any questions.

September 8, 2016

MEMORANDUM

TO: Dr. William McDaniel, Chair
Graduate Council, College of Business

FROM: Dr. Robert Pinsker
School of Accounting
rpinsker@fau.edu

Cc: Graduate Council Members, College of Business

SUBJECT: Proposal for 3 Additional Courses to be added to the Alternatives in the Accounting Information System Concentration in the SOA Master of Accounting Program

Summary

The School of Accounting (SOA) Master of Accounting Program's Accounting Information System's (AIS) Concentration recently completed its third year in existence. Accounting concentrations consist of 5 accounting core courses (4 in Executive Education), GEB 6215, 1 required ACG elective, and 3 free electives. The AIS concentration replaces the 3 free electives with 3 IT-related classes taught by ITOM Instructors/Professors. Additionally, ACG 6475 (Advanced Accounting Information Systems) is part of the core courses all Master of Accounting students need to take. The integration of the 3 ISM classes give students the ability to tie in accounting concepts taught to the wider spectrum of critical IT-related issues affecting global business. A 4 course concentration (including the required ACG elective) is consistent with the broader College and University offerings.

Currently, the 4 ISM courses available to AIS Concentration students are as follows: ISM 6217 (Database Management Systems); ISM 6328 (Information Security Management); ISM 6368 (Enterprise Information Technology Service Management); and ISM 6405 (Advanced Business Analytics). Students are not restricted in terms of course order.

This proposal is to add 3 additional ITOM classes from which AIS Concentration students can choose, bringing the total ISM courses from which AIS Concentration students can choose to 7. The additional classes appear as follows and are further described below: ISM 6316 (Information Technology Project and Change Management); ISM 6136 (Data Mining and Data Warehousing); and ISM 6404 (Introduction to Business Intelligence). Students are not restricted in terms of order or prerequisites. The proposal does not change the AIS Concentration requirement of 3 electives; rather, it merely gives students a wider selection of relevant courses to choose from whose content is not available in other courses.

Detailed Course Descriptions (directly from the course syllabi)

ISM 6316 (3 credits) Information Technology Project and Change Management

Course addresses key issues in managing information technology projects through a study of the project life cycle. Topics include planning and control, risk management, change management, portfolio management, and the use of project management software.

Course Learning Objectives

Companies can establish and maintain competitive advantage in today's market through product leadership, operational excellence, and customer intimacy. But companies have to repeatedly and quickly deliver on these dimensions as the pace of technological change accelerates. This has resulted in the emergence of a *project* mindset as the dominant framework in all industries. The course addresses this reality and specifically provides a strong foundation in managing projects in an IT context.

By the end of this course, students will be able to:

1. Manage IT projects more effectively based on developing an analytic perspective on critical issues such as selection, risk and change as they relate to IT projects through the analysis of appropriate case studies.
2. Apply scheduling, resource management, and earned value management techniques for planning and control of IT projects by applying using appropriate project management software to analytic cases studies.
3. Demonstrate team and leadership skills through an online simulation.
4. Apply an integrated understanding of IT project management to effectively manage an actual project through an applied course project.

ISM 6136 (3 credits) Data Mining and Data Warehousing

Introduces the core concepts of data mining (DM), its techniques, implementation, and benefits. Course also identifies industry branches that most benefit from DM, such as retail, target marketing, fraud protection, health care and science, and web and e-commerce. Detailed case studies and using leading mining tools on real data are presented.

Course Learning Objectives

The primary aim of this course is to acquaint students with the practical challenges that are encountered when solving real-world data mining problems. By allowing students to encounter the complete picture of going from business level problem formulation, through the analysis of quantity and quality of available data, as well as selection of suitable algorithms and evaluation of the obtained results. Students are expected to learn not only about the advantages of various data mining methods, but also about their limitations. The main focus in this course will be on applying, in practice, knowledge and concepts from business models and on understanding the applicability of data mining.

Students will reinforce the learning of data mining concepts by means of data analysis techniques to make better business decisions through proper data preparation, data exploration and tools for solving data mining problems. Students will be introduced to advanced concepts such as data mining applications, data warehouses, web mining, text mining, and ethical aspects of data

mining. Students will learn to mine heterogeneous data and demonstrate proficiency in classification and prediction applications such as neural networks, linear regression, cluster analysis, market basket analysis and decision trees.

Working individually, students will demonstrate proficiency in applying data mining analytical techniques on an advanced real world business problem that examines a large amount of data to discover new information in addition to analyzing and evaluating technique effectiveness with evolving technologies by presenting a self-designed semester project. Commencing with several singular technique projects and concluding with the comprehensive semester project, students will reinforce their oral skills by way of presentations as well as written and critical thinking skills by the use of executive memos and a final research paper requiring quantitative analysis and evaluation.

ISM 6404 (3 credits) Introduction to Business Intelligence

This course provides an understanding of the business intelligence processes and techniques used in transforming data to knowledge and value in organizations. Students also develop skills to analyze data using generally available tools (e.g., EXCEL).

Course Learning Objectives

Many organizations have a wealth of data residing in their databases, and generate additional valuable data that is often not captured. Business intelligence (BI) is the process of collecting and turning this resource into business value. The class format consists of discussion of a large number of articles/cases, presentations by business professionals, class lectures and discussions on data modeling and design, and hands-on work with Excel. The Learning Outcomes for this course are the following:

- Fundamental concepts about business intelligence such as use data analysis techniques to make better business decisions, data preparation and simple tools for solving data mining problems.
- Communications skills by writing an executive memorandum that presents the business problem and analytical technique used, the summary of the results in terms of actionable information, and the recommendation for decision making.
- Critical thinking that analyzes the results, estimate the errors, costs, and accuracy of the model, evaluate the technique effectiveness.
- Critical thinking to answer a business question or solve a business problem by: choosing the most appropriate data and analytical techniques, and by offering the recommendation for decision making.

AIS Concentration Courses in the Current Catalog:

Required courses for Accounting Information Systems Concentration - select three (9 credits)		
Database Management Systems	ISM 6217	3
Information Security Management	ISM 6328	3
Enterprise Information Technology Service Management	ISM 6368	3
Advanced Business Analytics	ISM 6405	3

AIS Concentration Courses Given the Proposed Catalog Change (add ISM 6316, ISM 6136, ISM 6404):

Required courses for Accounting Information Systems Concentration - select three (9 credits)		
Database Management Systems	ISM 6217	3
Information Security Management	ISM 6328	3
Enterprise Information Technology Service Management	ISM 6368	3
Advanced Business Analytics	ISM 6405	3
Information Technology Project and Change Management	ISM 6316	3
Data Mining and Data Warehousing	ISM 6136	3
Introduction to Business Intelligence	ISM 6404	3

Professional Support for the Requested Additions

The impetus of this request comes from accounting practice. Several advisory and audit partners, managers, and seniors from Big 4 and other national firms have requested that SOA students possess the knowledge and skills taught in these 3 additional courses.