

**Table C.1.1-2
Coverage of Business Perspectives in the MBA Curriculum**

| AACSB Content Area | Perspectives | | | | | | | |
|--|--------------|--------|-----------|--------|--------------------|---------------|---------------|-----------------------|
| | Ethical | Global | Political | Social | Legal & Regulatory | Environmental | Technological | Demographic Diversity |
| CORE (PREREQUISITE) REQUIREMENTS | | | | | | | | |
| ACCT 5003 Concepts of Accounting | S | S | S | S | E | | S | S |
| ECON 5003 Concepts of Economic Analysis | | S | E | E | E | S | | |
| FINA 5003 Concepts of Finance | S | E | | | S | | E | |
| FINA 5013 Legal Environment of Business | S | S | E | E | M | | S | S |
| MGMT 5003 Concepts of Management* | E | S | S | S | S | S | S | S |
| MGMT 5113 Business Statistics | | | | | | | | |
| MRKT 5003 Concepts of Marketing | E | E | S | E | E | S | S | E |
| MBA REQUIRED COURSES | | | | | | | | |
| ACCT 5103 Managerial Accounting | S | S | | S | S | | S | |
| ECON 5103 Managerial Economics | S | E | S | | E | E | S | |
| FINA 5103 Theory of Financial Management | S | E | S | | E | | E | |
| MGMT 5103 Organizational Behavior | E | S | S | S | S | | | S |
| MGMT 5123 Quantitative Analysis | | | | | | | E | |
| MGMT 5323 Strategy and Policy | S | S | S | S | S | S | S | S |
| MGMT 5433 Prod. & Operations Management | | S | | | | S | E | |
| MISY 5203 Managerial Communication | S | S | S | E | S | S | S | S |
| MISY 5513 Management Information Systems | S | S | | | S | | E | |
| MRKT 5303 Marketing Management | S | E | S | E | S | S | E | S |

*The course has been recently added based on the comments from the mock visit team.

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),
E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),
M = major component of the course

C.1.2: Undergraduate Business Program

C.1.2.a: Each undergraduate curriculum should have a general education component that normally comprises at least 50 percent of the student's four-year program.

At Prairie View A&M University, general education consists of 42 SCH, including introductions to history, political science, and other sciences, in addition to mathematics and composition. As part of general education, business students must take PSYC 1113 (General Psychology) and MISY 1013

(Introduction to Management Information Systems) among other courses to satisfy the behavior/social science and computing requirements. General education is supplemented by an additional 21 SCH of general education supplement that includes courses in economics and statistics offered by the COB. Every business student seeking a BBA degree must take 30 SCH of COB courses regardless of their chosen major or area of specialization. Students take additional courses to satisfy their selected major or area of specialization within the BBA degree.

Table C.1.2.a-1 presents the BBA degree requirements classified into four areas—general education (42 SCH), general education supplement (21 SCH), business core (30 SCH), and major (30 SCH). Courses (63 SCH) in both General Education and General Education Supplement constitute the general education component. Thus, the above standard is satisfied since the general education component (63 SCH) comprises at least 50 percent of the 123 SCH required for the BBA program at Prairie View A&M University.

TABLE C.1.2.a-1
Bachelor of Business Administration Curriculum

| Courses | General Education | General Education Supplement | Business Core | Major |
|-------------------------------|--------------------------|-------------------------------------|----------------------|--------------|
| ENGL 1123 & 1133 | 6 | | | |
| SPCH 1003 | 3 | | | |
| MATH 1113, 1153 & 2153 | 3 | 6 | | |
| SCIENCE | 6 | | | |
| HUM. & VIS. PERF. ARTS | 6 | | | |
| HIST 1313 & 1323 | 6 | | | |
| POSC 1113 & 1123 | 6 | | | |
| PSYC 1113 | 3 | | | |
| PHIL 2023/MGMT2203 | | 3 | | |
| ECON 2113 & 2123, ECON Elec. | | 9 | | |
| MISY 1013 | 3 | | | |
| MGMT 3013 Statistics | | 3 | | |
| ACCT 2113 & 2123 | | | 6 | |
| MISY 3303 Bus. Comm. | | | 3 | |
| FINA 2203 & 3103 | | | 6 | |
| MGMT 1013, 3103, 4303, & 4333 | | | 12 | |
| MRKT 3103 | | | 3 | |
| MAJOR REQUIREMENTS | | | | 21-30 |
| UNRESTRICTED ELECTIVES | | | | 0-9 |
| TOTALS | 42 | 21 | 30 | 30 |
| TOTAL REQ. FOR BBA | | | | 123 |

C.1.2.b: The curriculum should include foundation knowledge for business in the following areas:

- **accounting,**
- **behavioral science,**
- **economics,**
- **mathematics, and statistics.**

As shown in Table C.1.2.b-1, more than half of the 123 SCH required in the BBA program address foundational knowledge in accounting, behavioral and social sciences, economics, and mathematics and statistics to some extent.

**Table C.1.2.b-1
Coverage of Skills and Foundations in the BBA Curriculum**

| AACSB Content Area | Skills | | | | Foundations | | | |
|--|-----------------------|--------------------|-----------------------|----------------|-------------|--------------------|-----------|--------------------------|
| | Written Communication | Oral Communication | Quantitative Analysis | Computer Usage | Accounting | Behavioral Science | Economics | Mathematics & Statistics |
| GENERAL EDUCATION & GENERAL EDUCATION SUPPLEMENT REQUIREMENTS | | | | | | | | |
| ENGL 1123 Freshman Composition I | M | | | | | | | |
| ENGL 1133 Freshman Composition II | M | | | | | | | |
| SPCH 1003 Fundamentals of Speech Communication | | M | | | | | | |
| MATH 1113 College Algebra | | | | | | | | M |
| MATH 1153 Finite Math | | | | | | | | M |
| MATH 2153 Calculus for Bus/Soc/Life Sciences | | | | | | | | M |
| ECON 2113 Principles of Microeconomics | S | S | S | | | E | M | |
| ECON 2123 Principles of Macroeconomics | S | S | S | | | E | M | |
| ECON (Elective) | | | | | | E | M | |
| HIST 1313 The U.S. to 1876 | | | | | | M | | |
| HIST 1323 The U.S.—1876 to Present | | | | | | M | | |
| POSC 1113 American Government I | | | | | | M | | |
| POSC 1123 American Government II | | | | | | M | | |
| PSYC 1113 General Psychology | | | | | | M | | |
| MISY 1013 Intro. to Computer Information Systems | S | | | M | | | | |
| MGMT 2203 Leadership & Ethics in Business* | M | E | | | | | | |
| MGMT 3013 Business Statistics | E | S | M | E | | | | M |

Table C.1.2.b-1 (cont'd.)

| BUSINESS CORE REQUIREMENTS | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| ACCT 2113 Financial Accounting | S | | M | S | M | | | |
| ACCT 2123 Managerial Accounting | S | S | E | S | M | | | |
| FINA 2203 Legal Environment | S | S | | | | | | |
| FINA 3103 Principles of Finance | S | | E | S | E | | S | |
| MGMT 1013 Introduction to Business | S | S | | | | E | | |
| MGMT 3103 Principles of Management | E | E | | S | | E | | |
| MGMT 4303 Strategic Mgmt. & Business Policy | E | E | | | | E | | |
| MGMT 4333 Production & Operations Mgmt. | S | S | E | S | | | | M |
| MISY 3303 Business Communication | M | M | | E | | | | |
| MRKT 3103 Principles of Marketing | S | S | S | S | | M | | |

*Students must take either MGMT 2203 or an ethics course in philosophy (PHIL 2023).

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),

E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),

M = major component of the course

The level of coverage of each foundational knowledge area is noted in Table C.1.2.b-1, using the three categories described before. Accounting is the primary theme of two courses (ACCT 2123 and 2123); behavioral science is the primary theme of six courses (HIST 1313 and 1323, POSC 1113 and 1123, PSYC 111, MRKT 3103); economics is the primary theme of three courses (ECON 2113 and 2123, one economic elective); mathematics and statistics are the primary themes of five courses (MATH 1113, 1153, and 2153; MGMT 3013 and 4333). Overall, business students at Prairie View A&M University are required to take 16 courses (48 SCH) that focus on at least one of the four foundational knowledge areas toward their BBA degree.

C.1.2.c: The business curriculum should include written and oral communication as an important characteristic.

Written and verbal communications are an important part of the COB curriculum. These are considered important skills, and with the support of the external constituents, the COB is constantly attempting to improve student skills in communication. General education and business core courses, as well as several courses in the various majors, provide opportunities for students to gain proficiency in oral and written communication skills. Table C.1.2.c-1 summarizes learning activities to improve written and oral communication in the undergraduate business degree program.

As part of the general education core, each business student must pass Freshman Composition I and II, and Fundamentals of Speech Communication—a total of nine SCH. These general education requirements provide the foundation for written and oral communication skills. The business core further reinforces these skills. As part of the business core, every student takes a course in MISY 3303 (Business Communication) taught by a business faculty member. This course specifically focuses on teaching students the development of sound business communications, the preparation of reports used in business, and the techniques of collecting, interpreting, and presenting information useful to management.

Additionally, many business faculty members focus on building student skills in writing and presentation in junior- and senior-level courses. Many of the business core and major courses provide ample practice of verbal communication in the form of individual or group presentations. The Center for Business Communication (CBC) was established in fall 2002 to reinforce and enhance the written and verbal

communication skills of business students through support from professional staff and tutors. Faculty can require students to visit tutors in the CBC to critique drafts of written assignments such as business letters, resumes, cover letters, essays, reports, outlines, book reviews, and research papers. The CBC assisted several hundred students to improve their writing during the past two academic years.

**Table C.1.2.c-1
Emphasis on Written and Oral Communication in the BBA Curriculum**

| Courses | Written Comm. | Oral Comm. |
|---|----------------------|-------------------|
| <i>General Education & General Education Supplement</i> | | |
| ECON 2113 Principles of Micro. Econ | EQ, PW, HW, QZ | CD |
| ECON 2123 Principles of Macro. Econ | EQ, PW, HW, QZ | CD |
| MISY 1013 Introduction to CIS | EQ, HW, QZ | |
| MGMT 2203 Lead. & Ethics in Bus. | EQ, CA | CD |
| MGMT 3013 Business Statistics | EQ, HW | CD |
| | | |
| Business Core | | |
| ACCT 2113 Financial Acct. | EQ, HW, QZ | |
| ACCT 2123 Managerial Acct. | EQ, HW, PW, QZ | CD |
| FINA 2203 Legal Environment | EQ, CA, QZ | CD |
| FINA 3103 Principles of Finance | EQ, HW, QZ | |
| MGMT 1013 Introduction to Business | EQ, PW, HW | CP, CD |
| MGMT 3103 Principles of Mgmt | EQ, PW, QZ | CP, CD |
| MGMT 4303 St. Mgmt & B. Policy | EQ, QZ, PW | CP, CD |
| MGMT 4333 Production & Op. Mgmt | EQ, HW, QZ | CD |
| MISY 3303 Business Communication | EQ, HW, PW, QZ | CP, CD, QZ, CA |
| MRKT 3103 Principles of Marketing | EQ, HW, CA, QZ | CD |

Note: CP = class presentation (group presentation), CA = case analysis, PW = project and written report (research paper), EQ = examination questions, CD = class discussion (observation), QZ = quizzes, HW = homework

C.1.2.d: The school should state additional requirements for completion of the undergraduate business degree consistent with its mission. Majors or specializations should be consistent with the institutional mission and the availability of resources.

Beyond the coursework of 93 SCH in general education, general education supplement, and business core, business undergraduate students must complete between 21-30 SCH of coursework in their declared major, with a grade of C or better. Courses in the areas of specialization are designed to provide students with opportunities to learn current issues and topics in business and to prepare themselves for potential employment opportunities in the business world. Some of these courses are required, and a few are electives. The number of electives associated with a degree allows some tailoring of the program of study by the individual student. Service learning through internships is encouraged for all business students. Incentives exist for business undergraduate students to choose a double major or minor in another business area of study.

Except for accounting, each major within the BBA program allows a degree of flexibility in curriculum through elective courses. The choice of elective courses also creates some flexibility necessary for the deployment of faculty resources, and allows the College to take advantage of individual faculty expertise and the development of new course offerings.

Minor fields of study offered by the College of Business include accounting, business administration, economics, finance, international business, management information systems, marketing, and personal financial planning. Overall, students completing a BBA degree at Prairie View A&M University have an opportunity to choose from five majors and eight minor fields of study. This flexibility in specialization and course offerings caters to the intellectual curiosity and future professional career choices of students and is consistent with the COB mission—to provide a diverse student body with a business education that produces readily employable professionals who are productive, ethical, entrepreneurial, and prepared to succeed in a competitive global economy.

C.1.2.e: The school should require that at least 50 percent of the business credit hours required for the business degree be earned at the degree-awarding institution.

The COB section of the new 2005-2007 *Undergraduate Catalog* explicitly requires that business students complete at least 50 percent of the SCH required for their business degree in the COB at Prairie View A&M University. This statement was included in response to the recommendation made by the mock visit team to further reinforce this particular standard. The existing University residency requirements require that students must take at least 30 of the last 36 SCH at Prairie View A&M University. Since courses taken in the senior year tend to be upper-division business courses, the University residency requirements generally ensure that this standard is satisfied. However, it was felt the policy should be clearly stated.

According to the *Undergraduate Catalog*, the maximum number of courses that can be transferred from another four-year institution is 90 SCH (66 from a junior college). In every case, a grade of C or better is required for transfer credit. The grades in the transferred course are not reflected in the Prairie View A&M University GPA calculation.

C.1.3. MBA and Other General Management Master's Programs

The College of Business at Prairie View A&M University offers Master of Business Administration and Master of Science in Accounting degrees. The MBA degree requires a minimum of 36 SCH for students with a business undergraduate degree; the MSA degree requires a minimum of 30 SCH for students with an accounting undergraduate degree. The MSA is discussed in greater detail below (see section C.1.4 Specialized Master's Programs).

The MBA program at Prairie View A&M University has been operational since 1979. The program is designed to provide students who demonstrate sufficient academic potential with the opportunity to acquire the knowledge and skills necessary to succeed as managers and entrepreneurs. The program integrates the various business disciplines to provide the high-quality educational experience needed for managing a business. The aim of the program is to produce graduates who are capable of solving the problems of organizations in a dynamic national and global environment.

The MBA program does not require completion of a thesis at this time; it is designed primarily as a professional program rather than a program to prepare students for doctoral study. ECON 5103 (Managerial Economics) and MGMT 5433 (Production and Operations Management) have been offered online. Graduate faculty members are working to bring additional graduate business courses online starting with the core courses. Most faculty members teaching graduate courses use online resources (web assisted) to enhance their instruction. The Web CT platform adopted by the University allows

instructors to post online syllabi, course materials, and grades. It also allows the students to interact with faculty and fellow students in discussion forums and to take quizzes and exams over the Internet.

C.1.3.a: The curriculum should include instruction in the following core areas:

- ***financial reporting, analysis, and markets;***
- ***domestic and global economic environments of organizations;***
- ***creation and distribution of goods and services;***
- ***and human behavior in organizations.***

The MBA curriculum deals with the four foundational or core knowledge areas at two levels: MBA core (21 SCH) and required courses (30 SCH). The courses in the MBA core are designed to ensure that the students in the program are equipped with the appropriate level of educational background in the four foundational knowledge areas, prior to taking the required MBA courses. The appropriate level of educational backgrounds can be established in one of three ways: taking undergraduate or graduate courses whose contents are equivalent to those in the MBA core, passing an exemption examination in the relevant foundational knowledge area, or taking courses in the MBA core. In the required courses, the four foundational (core) knowledge areas are extensively explored in several courses. Table C.1.3.a-1 displays the extent of instruction in the four core knowledge areas in the entire curriculum using the three categories used before.

Financial reporting, analysis, and markets is the primary theme of four courses (ACCT 5003 and 5103; FINA 5003 and 5103); domestic and global economic environments of organizations is the primary theme of two courses (ECON 5003 and 5103); creation and distribution of goods and services is the primary theme of four courses (ECON 5003, MRKT 5003 and 5303, MGMT 5433); human behavior in organizations is the primary theme of two courses (MGMT 5003 and 5103). Accordingly, MBA students at Prairie View A&M University are exposed to the four foundational (core) knowledge areas in six courses (18 SCH) in the core, and in another six courses (18 SCH) in required courses (beyond the Core) to satisfy this particular standard.

**Table C.1.3.a-1
Coverage of Skills and Core Areas in the MBA Curriculum**

| AACSB Content Area | Skills | | | | AACSB Core Areas | | | |
|--|-----------------------|--------------------|-----------------------|----------------|---|--|---|---------------------------------|
| | Written Communication | Oral Communication | Quantitative Analysis | Computer Usage | Financial Reporting, Analysis & Markets | Domestic and Global Economic Environment | Creation and Distribution of Goods and Services | Human Behavior in Organizations |
| CORE (PREREQUISITE) REQUIREMENTS | | | | | | | | |
| ACCT 5003 Concepts of Accounting | S | | E | S | M | | | |
| ECON 5003 Concepts of Economic Analysis | S | S | E | S | S | M | M | |
| FINA 5003 Concepts of Finance | E | S | E | E | M | | | |
| FINA 5013 Legal Environment of Business | | | | | | S | | S |
| MGMT 5003 Concepts of Management* | S | S | | S | | | | M |
| MGMT 5113 Business Statistics | S | | M | E | S | | | |
| MRKT 5003 Concepts of Marketing | S | E | S | S | | | M | |
| MBA REQUIRED COURSES | | | | | | | | |
| ACCT 5103 Managerial Accounting | S | S | E | S | M | | | |
| ECON 5103 Managerial Economics | | | E | | S | M | E | |
| FINA 5103 Theory of Financial Management | S | S | E | E | M | S | | |
| MGMT 5103 Organizational Behavior | E | E | | S | | S | | M |
| MGMT 5123 Quantitative Analysis | S | | M | E | | | | |
| MGMT 5323 Strategy and Policy | E | S | S | S | S | E | | E |
| MGMT 5433 Prod. & Operations Management | S | | E | S | | | M | |
| MISY 5203 Managerial Communications | M | M | | E | | | | E |
| MISY 5513 Management Information Systems | E | E | S | M | E | | | |
| MRKT 5303 Marketing Management | E | E | E | E | | S | M | |

*The course has been recently added based on the comments from the mock visit team.

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),
E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),
M = major component of the course

A student with an undergraduate background that includes subject content equivalent to courses in the MBA core may be exempted from a few selected core courses. Specific course requirements for each student are determined during the admission process, which includes a complete review of transcripts of previous academic coursework.

C.1.3.b: *The MBA curriculum normally should require a minimum of 30 semester hours beyond the MBA core areas (C.1.3.a). A minimum of 18 hours is required in courses outside the area of specialization, if any.*

As shown in Table C.1.3.b-1, the MBA program requires 36 SCH of graduate-level coursework, composed of 30 SCH of required courses and 6 SCH of electives beyond the 21 SCH core courses. Therefore, this standard is satisfied. The second part of this standard does not apply since the MBA program currently does not offer any tracks or areas of specialization. The Graduate Committee in the future may consider adding a specialization in international business or another subject. If this happens, the College would ensure the second part of this standard is met.

**Table C.1.3.b-1
MBA Curriculum**

| COURSES | CORE* | REQUIRED | ELECTIVE |
|---|--------------|-----------------|-----------------|
| ACCT 5003 Concepts of Accounting | 3 | | |
| ECON 5003 Concepts of Economics | 3 | | |
| FINA 5003 Concepts of Finance | 3 | | |
| FINA 5013 Legal Environment of Business | 3 | | |
| MRKT 5003 Concepts of Marketing | 3 | | |
| MGMT 5003 Concepts of Management* | 3 | | |
| MGMT 5113 Business Statistics | 3 | | |
| ACCT 5103 Managerial Accounting | | 3 | |
| MISY 5203 Managerial Communication | | 3 | |
| MISY 5513 Managerial Info. Sys. | | 3 | |
| ECON 5103 Managerial Economics | | 3 | |
| FINA 5103 Financial Management | | 3 | |
| MGMT 5103 Organizational Behavior | | 3 | |
| MGMT 5123 Quantitative Analysis | | 3 | |
| MGMT 5433 Production & Operations | | 3 | |
| MGMT 5323 Strategy & Policy | | 3 | |
| MRKT 5303 Marketing Management | | 3 | |
| FINA 5313 Investment Management | | | 3 |
| ECON 5313 International Trade | | | 3 |
| FINA 5333 International Finance | | | 3 |
| MGMT 5343 Human Resources | | | 3 |
| MGMT 5613 Special Topics | | | 3 |
| MGMT International Marketing | | | 3 |
| MGMT 5353 Entrepreneurship | | | 3 |
| TOTAL | 21 | 30 | 6 |

* The 2005-2007 *Catalog* adds a new course, MGMT 5003 Concepts of Management, to the MBA core. This increases the MBA core hours from 18 to 21 SCH. The course was introduced in response

to a suggestion made by the mock visit team to strengthen the core knowledge coverage in this part of the program.

C.1.3.c: Basic skills in written and oral communication, quantitative analysis, and computer usage should be achieved either by prior experience and education, or as part of the MBA curriculum.

Basic written and oral communication, quantitative analysis, and computer usage skills are normally developed by the undergraduate curriculum. Students seeking admission to the MBA program must present evidence of a bachelor's degree, or equivalent, as part of the application process. The expectation is that students will present evidence of courses in English composition and speech, mathematics, statistics, and computer applications. Table C.1.3.c-1 describes the basic skill sets critical to success in the MBA program.

**Table C.1.3.c-1
Undergraduate Coursework Evidence of Basic Skills**

| Basic Skills | Typical Coursework | PVAMU Equivalent Courses |
|-----------------------|--|---|
| Written Communication | Composition I and II Business Communication | ENGL 1123, ENGL 1133, MISY 3303 |
| Oral Communication | Fundamentals of Speech | SPCH 1003 |
| Quantitative Analysis | Basic Mathematics and Statistics | MATH 1113, MATH 1153, MATH 2153, MGMT 3013 |
| Computer Usage | Computer Applications | MISY 1013 |

Students interested in the MBA program must demonstrate their English language proficiency by submitting a 1,000-word essay that describes why they are interested in a graduate degree in business. International students must also submit Test of English as a Foreign Language (TOEFL) scores of 550 or better for admission to the MBA program. In addition, Table C.1.3.a-1 details how the College of Business MBA program curriculum reinforces student skills in writing, speech, quantitative analysis, and computer usage.

C.1.3.d: Each school's curriculum planning process should set additional requirements consistent with its mission and goals. The program also should allow adequate elective material for reasonable breadth.

The overall curriculum planning process in the COB is described in detail in Section C.2 and Exhibit C.2.1.a-1. The business faculty as a whole has primary responsibility for the curricula. However, the Graduate Committee has responsibility for monitoring the various curricula and for the formal processes for modifications in the graduate curriculum. For curriculum changes in the graduate programs (MBA and MSA), the Graduate Committee works with the graduate faculty, the College Curriculum Committee, and the discipline coordinators.

The MBA program allows a student to take two elective courses or six SCH from a wide range of course offerings. The MSA program curriculum allows students to take three elective courses, or nine SCH. Given the small size of these two programs, neither program currently supports a track or specialization. However, the choice of elective courses allows adequate breadth and flexibility for the student learning experience.

C.1.3.e: The curriculum should integrate the core areas and apply cross-functional approaches to organizational issues.

Integration of the curriculum at the graduate level is an important goal. The curriculum has been designed to ensure such integration. The MBA degree program includes a capstone course with the formal role of providing an integrative learning experience in the functional business areas. For example, the specific purpose of MGMT 5323 (Strategy and Policy) is to provide the student with a capstone integrative experience. The course description in the *Catalog* reads, “This course is the MBA capstone which synthesizes and integrates material from the various functions of business as it presents itself to organizational strategic managers.”

The existence of the capstone course in the MBA curriculum does not preclude other courses from providing additional integrative learning experiences. Several business professors use *The Wall Street Journal* and *Business Week* to offer a cross-functional approach to teaching organizational and management issues. Another pedagogical approach employed to achieve an integrative experience is using team-based business plans or case studies (ACCT 5103, Managerial Accounting; MGMT 5353, Entrepreneurship).

C.1.4. Specialized Master’s Programs

The College of Business administers the Master of Science in Accountancy degree under the auspices of the Graduate College. The MSA degree is designed to provide advanced accounting preparation for careers in public, private and governmental accounting. The program prepares students to succeed in the Uniform CPA Examination administered by the Texas State Board of Public Accountancy. This degree program was introduced in fall 2003. Since the MSA degree program is designed to meet the needs of the working professional, courses are offered in the evening and on weekends on the main campus and the Northwest facility.

C.1.4.a: Specialized master’s programs should prepare students who seek specialized roles in business, management, and related professions.

The Texas Higher Education Coordinating Board approved the Master of Science in Accounting degree program in 2003. The MSA degree program was designed to accomplish the following objectives:

- 1) to provide advanced training in accounting to equip accounting professionals for careers in public, private, and governmental accounting;
- 2) to prepare students to succeed in the Uniform CPA Examination administered by the Texas State Board of Public Accountancy; and
- 3) to prepare outstanding students to pursue doctoral degrees in accounting or careers in teaching.

C.1.4.b: Normally, each specialized master’s program should require a minimum of 30 semester hours, of which at least 12 should be in the area of specialization.

As shown in Table C.1.4.b-1, the MSA program requires extensive undergraduate preparation to ensure success in graduate studies. This preparation normally results from an undergraduate bachelor’s degree in business with a major in accounting. If the student has a non-accounting bachelor’s degree, the program requires core courses up to a maximum of 18 SCH.

**Table C.1.4.b-1
MSA Curriculum**

| COURSES | CORE | REQUIRED | ELECTIVE |
|---------------------------------------|-------------|-----------------|-----------------|
| ACCT 2113 Financial Accounting | 3 | | |
| ACCT 2123 Managerial Accounting | 3 | | |
| ACCT 3213 Intermediate Accounting I | 3 | | |
| ACCT 3223 Intermediate Accounting II | 3 | | |
| ACCT 3333 Federal Income Tax I | 3 | | |
| ACCT 4223 Auditing | 3 | | |
| ACCT 5113 Advanced Auditing | | 3 | |
| ACCT 5123 Accounting Information Sys. | | 3 | |
| ACCT 5133 Accounting Managerial Dec. | | 3 | |
| ACCT 5143 Accounting Theory | | 3 | |
| ACCT 5153 Seminar Tax | | 3 | |
| ACCT 5163 Law & Ethics | | 3 | |
| MISY 5203 Managerial Communication | | 3 | |
| MISY 5513 Managerial Information Sys. | | | 3 |
| ECON 5103 Managerial Economics | | | 3 |
| ECON 5313 International Trade | | | 3 |
| FINA 5103 Financial Management | | | 3 |
| FINA 5313 Investment Analysis | | | 3 |
| FINA 5333 International Finance | | | 3 |
| MGMT 5123 Quantitative Analysis | | | 3 |
| MGMT 5343 Human Resources | | | 3 |
| MGMT 5353 Entrepreneurship | | | 3 |
| MGMT 5433 Production & Operations | | | 3 |
| MRKT 5303 Marketing Management | | | 3 |
| MRKT 5313 International Marketing | | | 3 |
| TOTAL | 18 | 21 | 9 |

Students with adequate prior preparation take 30 SCH of graduate coursework to complete the MSA degree. Of the 21 SCH of required courses, 18 SCH are in accounting. Given the size of the program, there is no sub-specialization within the accounting program.

C.1.5. Doctoral Programs

The College of Business at Prairie View A&M University does not presently offer a doctoral program.