

Lehigh University Accounting Department Strategic Plan

Mission

Lehigh University's Accounting Department provides outstanding accounting education and networking opportunities that prepare students (1) to enter the accounting profession upon graduation, (2) to assume positions of leadership in the global business community later in their careers, and (3) to be socially responsible and ethical business professionals. We will also advance the profession of accountancy globally to serve the public interest by producing and disseminating original accounting research and cross-disciplinary scholarship. We are guided by the missions of Lehigh University and the College of Business and Economics (CBE).

Guiding Principles and Shared Values

To achieve its mission, the Department of Accounting is guided by the following principles and shared values

- We are committed to be one of the premier accounting programs in the United States, providing undergraduate and master's in accounting programs through innovative and relevant curriculum, excellence in teaching, and a strong research focus.
- We are guided by the educational philosophy of providing a rigorous classroom learning experience that is supplemented with a cohesive set of co-curricular activities that connect classroom learning with real-world application.
- We are committed to developing in our students' highest levels of technical accounting competency and skills for their long-term success such as critical thinking skills, communication and interpersonal skills, global perspective, and analytical problem solving abilities.
- We are committed to providing our students options to complete their 150-credit hour educational requirement through our UG and MSAIA programs.
- We are committed to instilling in our students a strong work ethic and the highest standards of ethical behavior.
- We believe that faculty interaction with students, alumni and the accounting profession enriches the quality of education and provides faculty perspective for research excellence.
- We are committed to producing and disseminating original, high-quality accounting research and cross-disciplinary scholarship.
- We believe in service to the department, the College of Business and Economics, Lehigh University, and to the accounting profession.
- We believe in an environment of collegiality, mutual respect, team spirit, honesty, and integrity.
- We are committed to investing in curriculum, students, research and faculty.
- We value diversity and global orientation as an integral part of our students' academic experience as learning and adapting to differences in backgrounds, cultures and thoughts lead to a more comprehensive understanding and analysis of the world around us.

Points of Congruence with Lehigh University's and the CBE's Strategic Plans

The mission of the Department of Accounting is consistent with that of the College of Business and Economics and Lehigh University. The common points of interest include:

- Focus on developing accounting students into ethical global leaders by providing them with a distinctive learning experience.

- Focus on creating an effective learning environment for accounting students through classroom teaching, advising, networking and co-curricular activities.
- Commitment to facilitate and encourage accounting students to obtain international experience through participation in the CBE and the University-wide programs.
- Commitment to advancing accounting knowledge through original research and cross-disciplinary scholarship.
- Commitment to supporting and growing graduate accounting education, and developing a Ph.D. program in Accounting.

Goals of the Lehigh University's Accounting Department

The following ten goals are derived from the intent imbedded in our mission statement:

1. *Undergraduate Accounting Curriculum:* To offer an undergraduate accounting curriculum that is innovative, relevant, comprehensive in technical coverage, integrative, focuses on developing professional ethics and global perspective, and uses information technology to provide critical skills for long-term success of our students and leads to professional certifications upon graduation.
2. *Graduate Programs:* To offer a Masters of Science in Accounting and Information Analysis (MSAIA) curriculum that builds on our highly-regarded and nationally- ranked undergraduate accounting program. To develop and/or participate in new and innovative masters-level and doctoral program in accounting.
3. *Faculty Excellence in Teaching and Research:* To attract, develop and retain faculty that will (1) deliver high quality and rigorous instruction in the classroom through continuous improvement of their curriculum and teaching pedagogy, and (2) publish original high quality accounting research and cross-disciplinary scholarship in top-tier accounting and business publications and disseminate their research through presentations at well-recognized academic and practitioner conferences.
4. *Student Recruiting:* To attract high-quality undergraduate accounting majors from the CBE student pool and graduate students internationally with diverse backgrounds.
5. *Student Placement:* To offer career counseling and networking opportunities that result in both undergraduate and masters in accounting students being placed in internships and challenging, upwardly mobile, full-time professional positions.
6. *Faculty/Staff-Student Relationships:* To develop and sustain strong and long-term faculty/staff-student relationships through active involvement in our students' development and growth in the classroom and through one-on-one academic advising and career counseling.
7. *Co-curricular Activities and Student Organizations:* To complement students' classroom experiences by offering out-of-class Department, Beta Alpha Psi, and the Accounting Club activities and programs that focus on developing in accounting students global perspective, leadership skills, critical success skills, awareness of accounting professionalism, and personal growth and development.
8. *Interaction with Stakeholders:* To strengthen and sustain, through faculty and staff participation, mutually beneficial interaction and communication with our stakeholders (i.e., accounting alumni, accounting advisory board, accounting and business practitioners, business enterprises, university and local community).
9. *Supporting the CBE:* To support other CBE undergraduate and graduate programs and related initiatives.
10. *Resources:* To work with the CBE Dean, alumni, donors, advisory board and other constituents to ensure availability of resources to achieve departmental goals.