



Rutgers Business School

Master of Accountancy in Accounting and Analytics

Tech-enhanced coursework for evolving industry

The **Master of Accountancy in Accounting and Analytics** is designed to provide a tech-driven Master's for students holding an undergraduate degree in business. This new STEM-designated program better prepares accounting students for a dynamic business environment, designed to prepare you with skills employers are looking for.

The 30-credit program offers a future-ready curriculum, so students gain advanced accounting knowledge enhanced and analytics and AI skills. The course material is also designed to prepare students for the 150-credit rule, and rigor of the new CPA exam. Created to be flexible, the program allows students to attend full-time or part-time. Domestic students will have the option of attending classes in-person, online or in a hybrid format. International students must attend in-person classes to complete the STEM-designated program, which offers up to 3 years of OPT after graduation.



In-person classes are held at 1 Washington Park on our Newark campus, 30 minutes to NYC.

Faculty Profile: **Guang Ma**



Guang Ma is an Associate Professor in the Department of Accounting and Information Systems and the Director of the Master of Accountancy in Accounting and Analytics program at Rutgers Business School. Dr. Ma

joined Rutgers in 2023, after serving as a faculty member at McGill University and National University of Singapore.

Dr. Ma's primary research focuses on the application of data analytics in capital markets, corporate disclosure decisions, financial/information intermediaries, and regulations. Dr. Ma has contributed numerous studies to esteemed academic journals, such as *The Accounting Review*, *Contemporary Accounting Research*, and *Review of Accounting Studies*. In addition to his research, he serves on the editorial board of *Contemporary Accounting Research*.

As an educator, Dr. Ma specializes in teaching Financial Accounting, Data Analytics, Accounting Theories, and empirical research in accounting.

business.rutgers.edu/masters-accounting-analytics

Curriculum

The Master of Accountancy in Accounting and Analytics program addresses the immediate needs of today's market with a relevant and innovative curriculum. Analytics and AI technologies are combined with accounting coursework to ensure graduates are competitive candidates for the evolving careers in accounting.

Sampling of Courses

Three course options that best fit your background and career objective.

1. **Option A:** For degree candidates holding an undergraduate degree in accounting
2. **Option B:** For degree candidates holding an undergraduate business degree other than accounting
3. **Option C (Specialization in AI):** For all candidates holding an undergraduate business degree

Option A. Recommended Foundation Courses:

- Decoding Corporate Communications
- Advanced Auditing and Information Systems
- Accounting in the Digital Era
- Advanced Tax Research
- Advanced Accounting Research

Option B. Core Courses:

- Accounting for Managers
- Accounting in the Digital Era
- Contemporary Problems in Accounting Theory: Financial Communication and External Reporting
- Income Tax Accounting
- Advanced Cost and Managerial Accounting and Data Analytics
- Auditing, Assurance and Analytics

Option C. Recommended Foundation Courses:

- Information Risk Management
- Audit Analytics
- Special Topic: Intro to A.I. in Acct & Audit
- Text Mining
- Machine Learning

STEM Electives:

- Blockchain in Accounting
- Cybersecurity Assurance in Accounting
- Robotic Process Automation (RPA) in Accounting

Program Quick Facts

Program: Full-time | Part-time

Format: In-person, Hybrid (In-person and online) or 100% Online

Credits: 30 credits

For current application deadlines and tuition information, please visit our website:

business.rutgers.edu/masters-accounting-analytics

How to Apply

Apply online:

business.rutgers.edu/masters-accounting-analytics/admissions

Please visit business.rutgers.edu to learn about upcoming information sessions and open houses.

Contact

Phone: 973-353-1234

Email: maccyaa@business.rutgers.edu

“Future-proof your accounting career for the AI era. Our STEM-designated program prepares you for the new CPA exam while providing the critical data analytics and AI skills that top firms are seeking.”

– Guang Ma
Associate Professor and Program Director



Students attending full-time may complete the program in as little as one year.



Career Outcomes

Our graduates are highly sought by all major accounting firms and corporations. More than 130 partners and principals in the Big 4 accounting firms are Rutgers alumni. Select employers of program graduates include: Deloitte, Ernst & Young, KPMG, PwC.

