

# Project Proposal



## English Master of Science "Auditing and Assurance Services"

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May 30, 2014

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## **MASTER OF SCIENCE IN ENGLISH - "AUDITING AND ASSURANCE SERVICES"**

# EXECUTIVE SUMMARY

### **Objective**

The objective of our think tank was to comprise our ideas concerning the setting up of a new MS in English for our Faculty and to deliver a critical and creative conclusion concerning the benefits and the challenges that may arise.

### **Methods**

In order to provide with a reasonable opinion, we used the "Six Thinking Hats" tool created by Edward de Bono to evaluate our input and to present the Dean with a conclusion concerning the MS "Auditing and Assurance Services"

### **Conclusion**

We consider, despite the challenges presented in the body of our report, that organizing such a program became a necessity and the long-term benefits are unquestionable.

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## MASTER OF SCIENCE IN ENGLISH - "AUDITING AND ASSURANCE SERVICES"

# INTRODUCTION

**Due to the increasing international pressure for the academic environment to provide with programs that are tailored for students without borders, our Faculty demanded that we should form a think tank for setting up a new Master of Science in Auditing and Assurance Services, in English. As such, we evaluated the positives and the negatives of such an endeavor and we analyzed the available data for the purpose of providing a creative solution suited for the cultural background of our country and our institution.**

# PROJECT PROPOSAL

### Available facts

1. There is an increasing international pressure for English speaking academic programs in order to accommodate the increasing number of international students.
2. The Romanian academic environment is at high demand for non-European students as having among the lowest academic tuition fees in E.U.<sup>1</sup>
3. The number of native students is decreasing and it will continue to do so in the next several years.<sup>2</sup>
4. We already have one successful similar program and it is an example to follow, with historical facts about the challenges and the issues it had to face as being the first of its kind in our Faculty.
5. We have a limited number of professors able and willing to teach in English.
6. We already have a Faculty with tradition that has their entire syllabus in English.

### Negatives

1. The competition for students (clients) becomes international - there are countries with comparable tuition fees and similar academic achievements in Poland, Bulgaria and Croatia.

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<sup>1</sup> <http://www.studyinginromania.com/tuition-fees-and-live-cost.html>

<sup>2</sup> [http://www.insse.ro/cms/files/publicatii/Evolutia%20natalitatii%20si%20fertilitatii%20in%20Romania\\_n.pdf](http://www.insse.ro/cms/files/publicatii/Evolutia%20natalitatii%20si%20fertilitatii%20in%20Romania_n.pdf)

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2. There is not enough of infrastructure to accommodate comfortably foreign students.
3. The costs for developing the M.S. in English would be significantly higher than one in Romanian.
4. There is need for additional English supporting materials for the courses.
5. The cost for continuous training of the personnel will increase in order to prepare additional staff for interacting and teaching in English

## **Positives**

1. The international environment will attract partnerships with various international institutions and private companies, interested to develop common activities, projects or syllabus.
2. It will increase the international rating and the recognition of our Faculty
3. It will attract a new category of students (clients), developing towards new pool of revenues, over weighting in time, the deficit of revenues that is due to the decrease number of native students
4. The skill and knowledge of our teaching staff will increase due to the professional challenge.
5. Increased possibilities of obtaining European funding for developing the infrastructure needed and the training of our staff, therefore, improving the overall quality of services that our Faculty is able to provide for its students.
6. In terms of academia, English is the language most commonly spoken by academics worldwide and our teaching staff will find that sharing their ideas and findings with their peers globally is more readily facilitated by their improved mastery of the English language. Therefore, we expect the number of articles published by our staff in reputable international publications to increase with time.
7. The career prospects and employment opportunities for graduates of an English M.S. can vastly increase.
8. Multicultural environment increases the innovation and creativity among students and staff alike, providing with a friendly and tolerant environment.

## **Creative possibilities**

1. Develop partnerships with Anglo-Saxon countries for various programs associated to such M.S.
  2. Develop events like conferences and experience exchanges for the students and the staff enrolled for the M.S.
  3. Challenge the form: change the classic setup of a classroom
  4. Develop interactive after-class programs
  5. Develop a preparatory crash course in English before the start date of the courses.
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6. Enroll the willing teaching staff in proficient English teaching Institutions in order to improve their communication skills in technical English.
7. Develop a set of incentives for the teaching staff willing to teach in English
8. Improve the library archive with English materials.
9. Develop a marketing strategy with a P.R. Agency

## CONCLUSION

**Our Faculty will have to form hierarchies of requirements to be fulfilled in order for such an M.S. to be successful. It needs a critical budgeting and a marketing strategy to be involved and we strongly suggest for hiring an external partner in order to develop such a strategy. Nonetheless, with the world becoming so much closer and more connected, the necessity of such a program quite high and, as long as we underline the challenges and find means to avoid or face them successfully, the benefits will be indisputable.**

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