

5 Governors Drive
Asheville, NC 28804
September 22, 2017

Dr. Michael Stratton
Dept. of Management and Accountancy

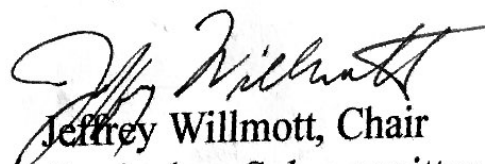
Dear Dr. Stratton,

At the meeting of the full DMA Advisory Board on this date, the subcommittee on Curriculum was able to review, discuss and debate proposed changes to the UNCA business curriculum. Our discussions were directed from multiple viewpoints, mirroring the varied backgrounds of the subcommittee members; i.e. top-down (me) from a competitive advantage viewpoint toward other universities offerings; trench viewpoint (student member) from a typical business students prospective; hiring authority (Dixon Hughes member) on how they need/want "balanced" new hires exposed to disciplines other than pure accounting; and from a recent graduate, now employed; and faculty viewpoints (subcommittee members).

Bottom-line: the subcommittee voted unanimously to support this innovative, well conceived, and timely curriculum initiative. Furthermore, upon presentation of our review and discussion to the Advisory Board as a whole, a unanimous vote of all Board members present affirmed the curriculum changes.

It is our collective hope that the UNCA Faculty Senate will agree with our vote of support.

Respectfully submitted,


Jeffrey Willmott, Chair
Curriculum Subcommittee