

# PUBLIC ACCOUNTING REPORT

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## Longhorns Sweep Top Spots Again in School Rankings

UIUC ties BYU on undergraduate lists.

The University of Texas at Austin hooked the No. 1 spot in the lists of the most admired undergraduate, graduate and doctoral programs in the U.S., according to *PAR*'s 26th Annual Survey of Accounting Professors.

In the school ranking section, the survey asks accounting professors, department heads and department chairs to name the undergraduate and graduate programs that offer degrees in accounting they feel most consistently turn out students capable of some day attaining partner status. For the undergraduate and graduate programs we ranked schools that offer degrees in accounting, or accounting programs that the curriculum is comparable to schools that do offer accounting degrees.

A hard charge by University of Illinois at Urbana-Champaign knotted the school at No. 2 with Brigham Young University/Provo, Utah in the undergraduate rankings. BYU bested the Illini in the graduate rankings to maintain possession of the No. 2 spot. BYU has finished in the Top 3 in both the undergraduate and graduate rankings since 1995.

UIUC held onto its No. 3 ranking in the graduate category.

The University of Notre Dame/South Bend, Ind. held on to the No. 4 spot in undergraduate rankings but fell one spot on the graduate list to No. 5. The University of Southern California/Los Angeles maintained its fifth place standing on the undergraduate list, and jumped over The Fighting Irish to take the No. 4 spot in the graduate rankings.

See *SCHOOLS*, page 7

## PwC Moves to Head of the Class

KPMG posts best-ever showing.

PricewaterhouseCoopers was dubbed the "top dog" in *PAR*'s 26th Annual Survey of Accounting Professors.

Accounting professors ranked the Global Seven firms based on their perceptions of the firms' reputations for business outlook, client service, technical savvy, staff training, compensation, career opportunities, work/life balance, diversity and ethics.

More than 1,200 accounting educators from 173 colleges and universities participated in this year's survey.

In contrast to last year's rankings, which produced the slimmest margin ever separating the No. 1 and No. 2 spots, the gap between the first place firm and second place firm this year widened to one of the biggest in recent years.

PwC's lead in this year's analysis over the two firms tied at No. 2, **Deloitte** and **KPMG**, was 0.10.

By comparison, the margin between No. 1 and No. 2 was 0.01 last year, 0.21 in 2005, 0.03 in 2004 and 0.03 in 2003.

PwC and Deloitte have traded the No. 1 spot ever since Deloitte wrenched PwC's two-year hold on the crown away in 2004.

The firm's top finish in this year's rankings marks the fifth time since 2000 that PwC has taken the prestigious No. 1 spot.

PwC occupied the top spot in the survey in 2005, 2003 and 2002 and tied

See *PWC*, page 4

### Public Accounting Report's 26th Annual Professor's Survey—2007

Rank	Firms	Overall Score
1	PricewaterhouseCoopers	7.62
2	Deloitte	7.52
2	KPMG	7.52
4	Ernst & Young	7.51
5	Grant Thornton	7.28
6	RSM McGladrey <sup>1</sup>	7.03
7	BDO Seidman	6.94

<sup>1</sup> RSM McGladrey and McGladrey & Pullen are affiliated through an alternative practice structure. Source: *PAR* research

## Deloitte's Global Gross Revenue Passes \$23 Billion

Each of the firm's four service lines posts double-digit growth rates.

Deloitte Touche Tohmatsu's gross global revenue hit \$23.1 billion for FY07, good for a 15.5% global revenue growth rate in U.S. dollars.

It was the highest global revenue growth rate for the firm since FY03, when the firm's had a 20.8% growth rate.

The firm posted a 12.6% global revenue growth rate in local currencies for FY07.

The results are up from Deloitte's FY06 global net revenue results, when the firm posted a 9.9% global revenue growth rate in U.S. dollars and an 11.5% global revenue growth rate in local currencies

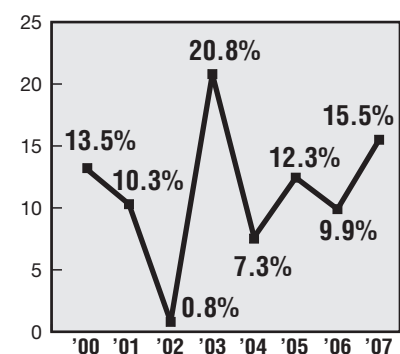
By comparison, Deloitte's global revenue growth rate was 11.0% for FY05, 8.6% in FY04 and 20.8% in FY03. (See chart, right.)

Every service line delivered double-digit growth, according to the firm.

For the second consecutive year, FAS was Deloitte's fastest growing service line, with a 25.2% revenue growth rate in FY07.

See *DELOITTE*, page 4

### Deloitte Global Revenue Growth Rate Since 2000



Source: *PAR* data

USC has placed in the Top 5 in undergraduate rankings since 2002.

The top five graduate programs in 2007 were the same schools as in 2006, although after UT-Austin at No. 1 and No. 2, the 2007 pecking order was slightly different than in the previous year. (See *graduate chart, below.*)

University of Georgia/Athens, Ga. made the biggest move compared to the previous year on the undergraduate list. The Bulldogs jumped six spots to crack the undergraduate Top 10. (See *undergraduate chart, below.*)

The undergraduate rankings were less volatile in 2007 compared to 2006. This year, five schools moved up one spot or more versus the previous year. In 2006, 13 schools moved one spot or more on the undergraduate rankings compared to their 2005 ranking.

Four schools (Arizona State University/Tempe, Ariz.; Pennsylvania State University/State College, Pa.; Boston College/Chestnut Hill, Mass. and Virginia Tech/Blacksburg, Va.) made the leap from unranked in 2006 to making the undergraduate list in 2007.

Although outside the Top 25 undergraduate programs in 2006, ASU and Penn State did receive honorable mention in the undergraduate rankings on last year's professor survey.

The University of Washington/Seattle was the biggest mover in the graduate rankings this year. The Huskies leapt nine spots to tie with UM at No. 15 in this year's graduate rankings. The University of Florida/Gainesville, Fla. jumped three spots to crack the graduate list Top 10.

Three schools (University of Connecticut/Storrs, Conn.; VT and BC) muscled onto the graduate rankings in 2007 from the depths of the unranked in 2006.

Although outside the Top 25 graduate programs in 2006, VT made the honorable mention list in the 2006 graduate rankings.

Competition in the graduate rankings was fierce again this year. Six schools (College of William & Mary/Williamsburg, Va.; University of Mississippi/Oxford, Miss.; University of Tennessee-Knoxville, Wake Forest University/Winston-Salem, N.C., University of Arizona/Tucson, Ariz. and North Carolina State University/Raleigh, N.C.) were deadlocked in 27th place.

In ranking Ph.D. programs, survey participants named Ph.D. programs they had the most regard for in turning out quality accounting professors. In the Ph.D. rankings the methodology is a little different from undergraduate and graduate rankings. While in those undergraduate and graduate rankings we don't allow schools to be ranked that have a business degree with a concentration in accounting, for Ph.D. programs, *PAR* does allow Ph.D.s with a concentration in accounting. *PAR* also allows Ph.D. programs to be ranked that don't specialize in accounting.

UT-Austin has held the top spot in the undergraduate and graduate rankings since 2001. The Longhorns held off a hard charge from The University of Michigan/Ann Arbor, Mich. in the battle for top honors in the doctoral program rankings. The Wolverines held the top spot in the doctoral rankings in 2005. Prior to UM's No. 1 ranking two years ago, UT-Austin had held the top spot in the doctoral rankings since 2002.

**Editors Note:** Accounting faculty members often are influential in shaping the perceptions and career decisions of students. This survey seeks to measure the perceptions that faculty bring to that advisory role and is not intended to be scientific. ■

Public Accounting Report 26th Annual Professor's Survey—2007 Top 25 Undergraduate Programs		
2007 Rank	2006 Rank	
1	1	University of Texas-Austin
2	2	Brigham Young University
2	3	University of Illinois at Urbana-Champaign
4	4	University of Notre Dame
5	5	University of Southern California
6	6	Texas A&M University
7	7	Indiana University Bloomington
8	8	Michigan State University
9	9	Ohio State University
10	16	University of Georgia
11	12	Miami University (Ohio)
12	10	University of Wisconsin-Madison
12	11	Northern Illinois University
14	13	University of Florida
15	14	University of Virginia
15	15	University of Alabama
17	NR	Arizona State University
18	17	University of Washington
19	NR	Pennsylvania State University
20	19	University of Missouri-Columbia
21	24	Bentley College
21	NR	Boston College
21	NR	Virginia Tech
21	23	College of William & Mary
25	18	Baylor University
25	25	Florida State University
25	25	University of Tennessee-Knoxville

**Honorable Mention:** Villanova University, University of Iowa, North Carolina State University, University of Mississippi, University of Utah, Wake Forest University and University of Connecticut.  
**Editor's Note:** Because of the three-way tie for 25th place there are more than 25 schools listed in the Top 25. **NR:** Not Ranked. Although Arizona State University and Pennsylvania State University were not ranked in the undergraduate category last year, both schools made the honorable mention list. **Source:** *PAR* research

Public Accounting Report 26th Annual Professor's Survey—2007 Top 25 Graduate Programs		
2007 Rank	2006 Rank	
1	1	University of Texas-Austin
2	2	Brigham Young University
3	3	University of Illinois at Urbana-Champaign
4	5	University of Southern California
5	4	University of Notre Dame
6	6	Texas A&M University
7	7	University of North Carolina at Chapel Hill
7	8	Indiana University Bloomington
9	10	Michigan State University
10	13	University of Florida
11	10	Ohio State University
11	16	University of Georgia
13	9	University of Wisconsin-Madison
14	17	Arizona State University
15	24	University of Washington
15	17	University of Michigan
17	22	Bentley College
17	10	Northern Illinois University
18	15	Miami University (Ohio)
18	NR	University of Connecticut
21	14	University of Alabama
22	NR	Virginia Tech
23	24	Florida State University
24	24	Baylor University
25	21	University of Missouri-Columbia
25	NR	Boston College

**Honorable Mention:** College of William & Mary, University of Mississippi, University of Tennessee-Knoxville, Wake Forest University, University of Arizona and North Carolina State University **Editor's Note:** Because of the two-way tie for 25th place there are more than 25 schools listed in the Top 25. **NR:** Not Ranked. Although Virginia Tech was not ranked in the Top 25 graduate category last year, VT made the honorable mention list. **Source:** *PAR* research

Public Accounting Report 26th Annual Professor's Survey—2007 Top 25 Doctoral Programs		
2007 Rank	2006 Rank	
1	1	University of Texas-Austin
2	2	University of Michigan
3	4	University of Chicago
4	3	Stanford University
5	5	University of Illinois at Urbana-Champaign
6	6	Wharton School of the University of Pennsylvania
7	9	University of Washington
7	6	University of North Carolina at Chapel Hill
7	8	Indiana University Bloomington
10	11	University of Southern California
11	20	Pennsylvania State University
12	10	Cornell University
12	12	Michigan State University
14	22	Massachusetts Institute of Technology
15	21	Texas A&M University
16	15	University of Iowa
17	17	Ohio State University
18	13	Harvard University
19	13	Arizona State University
20	17	University of Wisconsin-Madison
21	13	University of Georgia
22	23	University of Arizona
23	NR	University of Florida
23	23	Northwestern University
25	NR	University of Rochester
25	NR	University of Missouri
25	17	University of Alabama

**Honorable Mention:** University of Mississippi, Florida State University, University of Utah, University of Tennessee and Virginia Tech. **Editor's Note:** Because of the three-way tie for 25th place there are more than 25 schools listed in the Top 25. **NR:** Not Ranked. Although University of Florida, University of Missouri and University of Rochester were not ranked in the Top 25 doctoral category last year, all three schools made the honorable mention list last year. **Source:** *PAR* research

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