

ACC385 - Applied Analytics in Accounting

(3 credit hours)

Course Syllabus

Course Description

This course will assist students in developing skillsets to operate with an analytic mindset. Students will be able to apply these skills in all accounting fields including financial reporting, taxation, auditing, fraud & forensics, and consulting.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Describe analytic techniques, based upon accounting fields, such as auditing, tax, or financial reporting.
2. Identify and communicate complex business issues in terms of analytics.
3. Apply proper analytic methods to best satisfy business situations.
4. Communicate research findings to apply the appropriate level of situations.
5. Synthesize useful sources of financial and non-financial data that help accountants' decision-making.

Prerequisites/Corequisites

ACC210, ACC228, CST285

Required Textbook(s) and Resources

Richardson, V., Terrell, K., & Teeter, R. (2021). *Data analytics for accounting*, 2nd ed. McGraw Hill.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this class you should plan your time wisely. With our accelerated,

seven-week term, you should reserve roughly **twenty (20) hours per week** to complete readings and assignments. To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates.

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Assignments are due on Wednesday and Sunday. Refer to activity instructions for specific due dates.
4. The final case study project in Week 7 is due on **Friday**, to allow the instructor time to submit final grades. Be sure to plan your time wisely.

Learning Activities

Assessments for this course are very predictable. Each week you will complete two sets of labs in Connect, except for Weeks 4 and 6 (which require only one), and Week 7. For that final week, you will demonstrate all you have learned in a case study project, worth 250 points (25% of your overall course grade). Additionally, you will submit a mid-course reflection in Week 4.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Labs	80	80	80	40	80	40	--	400
Quizzes	45	45	45	45	45	45	--	270
Reflection Paper	--	--	--	80	--	--	--	80
Case Study	--	--	--	--	--	--	250	250
Total	125	125	125	165	125	85	250	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
<p>Week 1: Welcome to Data Analytics for Accounting</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Introductory Forum (Meet Your Peers) <input type="checkbox"/> WED: Activity 1.1: Chapter 1 Labs <input type="checkbox"/> SUN: Activity 1.2: Chapter 2 Labs <input type="checkbox"/> SUN: Activity 1.3: Week 1 Quiz
<p>Week 2: Types and Mastering of Data</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 2.1: Chapter 3 Labs <input type="checkbox"/> SUN: Activity 2.2: Chapter 4 Labs <input type="checkbox"/> SUN: Activity 2.3: Week 2 Quiz
<p>Week 3: Time to Perform: Types and Descriptive Analytics</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 3.1: Chapter 5 Labs <input type="checkbox"/> SUN: Activity 3.2: Chapter 6 Labs <input type="checkbox"/> SUN: Activity 3.3: Week 3 Quiz
<p>Week 4: Performing and Utilizing Diagnostic Analytics</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 4.1: Reflection Paper <input type="checkbox"/> SUN: Activity 4.2: Chapter 7 Labs <input type="checkbox"/> SUN: Activity 4.3: Week 4 Quiz
<p>Week 5: Predictive and Prescriptive Analysis</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 5.1: Chapter 8 Labs <input type="checkbox"/> SUN: Activity 5.2: Chapter 9 Labs <input type="checkbox"/> SUN: Activity 5.3: Week 5 Quiz
<p>Week 6: Share the Story</p>	<ul style="list-style-type: none"> <input type="checkbox"/> SUN: Activity 6.1: Chapter 10 Labs <input type="checkbox"/> SUN: Activity 6.2: Week 6 Quiz
<p>Week 7: Bringing Everything Together</p>	<ul style="list-style-type: none"> <input type="checkbox"/> FRI: Activity 7.1: Case Study (AMPS Model)

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery.

Your course is a place for you to grow as you benefit from the expertise, experience, and

diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.