

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Data Analytics for Accounting

COURSE NUMBER: MAC 6200

PREREQUISITE(S): MAC 5010 or BAC 102

COURSE DESCRIPTION:

All accountants need to develop data analytics skills to address the current and future needs of the accounting profession. Accountants need to be prepared to identify and solve business questions through the analytical process of mastering the data, testing the data, addressing and refining results, communicating findings and tracking the outcomes. The course introduces the various analysis tools used by accounting professionals: Microsoft Excel, Microsoft Access (including SQL), and Tableau. The course will focus on hands-on instruction utilizing labs and case studies.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Understand the importance of data analytics in business and the accounting profession.

Learning ObjGOAL B:

Evaluate the procedures for organizing, storing, and extracting data in an accounting information system.

Learning Objectives: The student will:

- B-1 Evaluate how data are organized in an accounting information system.
- B-2 Evaluate how data are stored in a relational database (Microsoft Access, SQLite, and Microsoft SQL Server).
- B-3 Explain and apply data extraction, transformation, and loading (ETL) techniques.

GOAL C:

Effectively communicate analysis results through data visualization and written reports.

Learning Objectives: The student will:

- C-1 Evaluate the methods of communicating results of data analysis and choose the best alternative.
- C-2 Prepare data visualization charts using Excel and Tableau.
- C-3 Effectively communicate data analysis results combining a written summary with data visualization techniques.

GOAL D:

Evaluate the effects of automation on the accounting profession.

Learning Objectives: The student will:

- D-1 Compare and contrast the different approaches to organizing enterprise data and common data models.
- D-2 Evaluate the appropriate tasks and approaches to automating procedures.
- D-3 Evaluate continuous monitoring techniques and alarms.

GOAL E:

Apply data analytics to measure performance and resolve managerial accounting issues.

Learning Objectives: The student will:

- E-1 Evaluate management requirements and identify useful key performance indicators.
- E-2 Evaluate underlying management data quality.

GOAL F:

Apply data analytics and data visualization to access financial data and enhance financial statement analysis.

Learning Objectives: The student will:

- F-1 Create and interpret visualizations of financial statement data.
- F-2 Utilize the predictive ability of text mining and sentiment analysis.

GOAL G:

Utilize data analytics to improve the tax functions in an organization.

Learning Objectives: The student will:

- G-1 Integrate data analytics into tax functions to improve tax planning.
- G-2 Utilize data analytics to aid with tax compliance issues.