



**ACCT 4333 –Data Analytics in Accounting
Spring 2024**

Instructor: Yuebing (Sarah) Liu
Section # : Z01
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Office Hours: 12:00 PM-1:00 PM on Wednesdays
Mode of Instruction: Online
Course Location: Canvas
Class Days & Times: Asynchronous
Catalog Description: ***ACCT 4333 Accounting Data Analytics: 3 Semester hours***

The study of data analytics and its applications in accounting contexts, with an emphasis on data preparation, modeling, analysis and interpretation, and visualization.

Prerequisites: ACCT 2123 and MGMT 3013.
Co-requisites: None

Required Materials: **Introduction to Data Analytics for Accounting. Richardson, Teeter, Terrell. 1st ed., 2019, ISBN: 978-1264068319;**

McGraw Hill Connect Access Code;

See flyer on Canvas for Connect registration. Connect offers two weeks of free trial. You are responsible for purchasing the access code and registering for the class within the first two weeks. Students who do not expect to purchase the Connect Access Code within the free two weeks **SHOULD NOT TAKE THE CLASS**. There are no extensions of due dates for homework due to purchasing and registration issues.

Microsoft Excel and Tableau;

Students should get access to Excel and Tableau during week one. For assistance with installations, please meet the instructor during office hours or email the instructor for an appointment. (Alternatively, you may access to Excel and Tableau in one of the instructional labs in COB, rooms 223, 225, and 227.) Students who do not expect to access the material within the first week **SHOULD NOT TAKE THE CLASS**. There are no extensions of due dates for assignments due to registration or installation issues.

To download Tableau please use this link. <https://www.tableau.com/academic/students>
Tableau offer free one-year Tableau licenses to students at accredited academic institutions. You do not have to enter our class information to receive this license. You may renew your license or apply for a new one as long as you remain as a student.

STUDENT LEARNING OUTCOMES

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment
1	Define data analytics and understand why it matters to accountants;	Goal 1, 2, 3
2	Translate accounting questions into fields and values;	Goal 1
3	Explain and apply extraction, transformation and loading techniques;	Goal 1
4	Understand data analytics approaches, including profiling, data reduction, regression, classification and clustering approaches;	Goal 1
5	Communicate results of data analytics with charts;	Goal 1, 4
6	Perform descriptive, predictive and prescriptive analyses;	Goal 1
7	Explain how to apply data analytics to accounting issues;	Goal 1

MSA Program Learning Goals

- Goal 1: Mastery of Content - Graduates will demonstrate an ability to integrate and use knowledge from multiple business disciplines, and will demonstrate proficiency in their major area business discipline.
- Goal 2: Ethics - Graduates will have an ethical perspective.
- Goal 3: Global Perspective - Graduates will have a global perspective.
- Goal 4: Communications - Graduates will demonstrate an ability to be effective communicators.

METHOD OF DETERMINING FINAL GRADES

Requirements	Information	Points	%
Labs	McGraw Hill Connect	120	30%
Homework	Various formats	80	20%
Mid-Term Exam	Comprehensive	100	25%
Final Project	Individual Project	100	25%
Total:		400	100%

A = 360-400 points
 B = 320-359 points
 C = 280-319 points
 D = 240-279 points
 F < 240 points

ASSIGNMENT DESCRIPTIONS AND COURSE PROCEDURES

Video Lectures	<p>Instructor video lectures are available in weekly Modules of Canvas. There is no points or due dates for watching videos lectures; yet they are necessary for you to complete the homework assignments.</p>
Homework	<p>Links to all assignments are posted on Canvas. Due every Thursday; Late homework not accepted. Homework assignments will have different formats, including timed quizzes, online file submissions, forum discussion, etc. Some assignments will be submitted on Canvas; others will be completed via Connect.</p>
Labs	<p>Links to all assignments are posted on Canvas. The actual assignments are hosted on Connect. Due every Thursday; Late submission not accepted. You may watch a walk through video for each lab. Your assignment is to recreate the lab work with a slightly different data set and answer multiple-choice questions. See Lab X-X Alternate for detailed instructions. Use Submit: Lab X-X Alternate to access alternative data set and submit your answers.</p>
Mid-Term Exam	<p>Conceptual and essay questions; Excel and Tableau problems.</p>
Final Project	<p>Instructions, rubrics and submission information are posted on Canvas. Late submissions are not accepted.</p>

ADDITIONAL CLASS INFORMATION AND POLICIES

Technical Issues	<p>Only system-wide technical problems will result in extensions of the due dates. Please do NOT wait until the last minute to contact technical support.</p> <p>Canvas Support 24/7 Phone: +1.844.394.2781 Chat: https://cases.canvaslms.com/liveagentchat?chattype=student&sfid=001A000000gJzlo</p> <p>Connect Support Hours of Operation Sunday: 12:00 PM to 12:00 AM EST Monday-Thursday: 24 hrs Friday: 12:00 AM to 9:00 PM EST Saturday: 10:00 AM to 8:00 PM EST Phone: (800) 331-5094 Online: https://mhedu.force.com/CXG/s/ContactUsWebForm Chat: https://mhedu.force.com/CXG/s/ContactUs</p>
Excused Absence	<p>No makeup assignments or examination will be allowed except under documented emergency or university excused absences. For those with a university approved absence, it is the student's responsibility to notify the instructor PRIOR to the exam or the due date of the assignments VIA EMAIL in order to be eligible to make up. Along with written excuse, arrangements to take the make-up exam will need to be made by the student within two (2) days of return.</p>
Re-grading Request and Grades Posting	<p>Requests for re-grading needs to be submitted to me via email within two weeks from the date the assignment is returned to you. You are also responsible for checking any grade posting errors on Connect and Canvas. If an error occurs, you must notify me via email within two weeks from the date the grades are posted.</p>

COURSE CALENDAR

Disclaimer: The schedule is tentative and subject to change. Any changes will be announced in class and/or online.

Week	Date	Chapter	Homework	Labs	Exam and Project
Week 1	19-Jan	Chapter 1, 2	1a, 1b, 1c		
Week 2	26-Jan			1-1, 1-3, 2-1, 2-3, 2-6	
Week 3	2-Feb	Chapter 3, 4	2a, 2b, 2c		
Week 4	9-Feb			3-1, 3-2, 4-1, 4-2, 4-5	
Week 5	16-Feb	Chapter 5	3a, 3b		
Week 6	23-Feb		3c	5-1, 5-2	
Week 7	2-Mar				Midterm Exam
Week 8	9-Mar		5a, 5b		
Week 9	16-Mar	Spring Break			

Week 10	23-Mar	Chapter 6,7		6-2, 6-4, 7-2, 7-4, 7-5, 7-8, 7-9, 7-10	
Week 11	30-Mar		6a, 6b		
Week 12	6-Apr	Chapter 8, 9		8-4, 8-5, 8-6, 8-7, 9-7, 9-8, 9-9	
Week 13	13-Apr	Chapter 11	7a, 7b, 7c		
Week 14	20-Apr	Final Project			Final Project
Week 15	27-Apr				Final Project
Week 16	4-May				

RESOURCES FOR STUDENT SUPPORT AND SUCCESS

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/>
Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

UNIVERSITY RULES AND PROCEDURES

Disability Statement (Also See Student Handbook):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Graduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.