Course	**ACCT 3312 – Fundamentals of Accounting Analytics**
Professor	Jennifer Johnson
Term	Spring 2024
Meetings	Sec 001 – Mon / Wed 1:00 pm – 2:15 pm JSOM 12.222

Professor's Contact Information

Office Phone	972-883-5912
Office Location	JSOM 3.702
Email Address	Jennifer.johnson@utdallas.edu NOTE: For communication related to coursework, please use eLearning.
Office Hours (Call, Stop by, Chat via Teams)	Will be posted in eLearning
Teaching Assistant	Will be posted in eLearning

General Course Information

Instructional Mode	This course is an in-person course that will meet on campus at the course's designated time and day.
Course Platform	The course is taught live. The instructor will utilize eLearning to deliver documents, notes, assignments, and/or assessments as needed. Additionally, MS Teams can be utilized for communication and virtual office hours.
Expectations	This course covers the intersection of accounting and information systems. Students are expected to follow the syllabus and participate in the activities of the class to solidify their knowledge of the material.
Course Pre / Co Requisites	**Prerequisites:** ACCT 2301 (Introduction to Financial Accounting) with a C or better ACCT 2302 (Introduction to Managerial Accounting) with a C or better ITSS 3300 (Information Technology for Business)
Course Description	This course provides an overview of the foundational data analytics skills for accountants, including digital skills, data structures, and various analytics tools. This course will provide an understanding of the process of extracting, transforming, and loading data and using that data to make accounting decisions. There will be an emphasis on the elements of data visualization.

Student Learning Objectives/Outcomes

1. Understand data types used in accounting data and how it is obtained.
2. Learn how to prepare data for analysis.
3. Differentiate between the four types of analysis: descriptive, diagnostic, predictive, and prescriptive.
4. Utilize a variety of accounting-specific data to perform the four different types of analysis (descriptive, diagnostic, predictive, and prescriptive.)
5. Assess best practices for sharing and communicating the data story through visualizations.

Assessments will be completed via the use of quizzes, the results of analysis performed on data, objective exams, and demonstration of analysis and visualization to demonstrate your reasoning and ability to apply concepts.

Required Textbooks and Materials

Textbook:

Title: Introduction to Data Analytics for Accounting, 2nd edition, 2024 and access to Connect
Authors: Richardson, Terrell, Tetter
Publisher: McGrawHill
You can purchase a looseleaf text w/access code:
ISBN - 9781266833595– Looseleaf text w/Connect Access
ISBN -978126681610 – Connect Access Code Card

Required Technology:

Computer, internet access, MS Office 365 (Most assignments will work on Excel for Mac)
See the OIT for options if needing a laptop.

Course Policies

Grading Criteria:

Points earned in this class will consist of the following:

Assignment / Test / Project	**Points Possible**
Syllabus Quiz	10
Analytics Tool Assessments	
Precheck #1	10
Precheck #2	10
Practice Test	10
Assessment / Certification	70
Theory Based Tests:	
Test #1	100
Test #2	100
Test #3	100
Data Project (multiple parts)	50
Labs (12 best)	120
Final Comprehensive Project (Written & Analytical)	100
Total Points	**680**

Your final grade in this class will be determined as follows:

	Point Range	
Grade	**Low**	**High**
A+	653.00	680.00
A	632.50	652.50
A-	612.00	632.00
B+	585.00	611.50
B	564.50	584.50
B-	544.00	564.00
C+	517.00	543.50
C	496.50	516.50
C-	476.00	496.00
D+	449.00	475.50
D	428.50	448.50
D-	408.00	428.00
F	-	407.5

Analytical Tool Assessments:
While this course is about the different types and methods of analysis that are performed by accountants, being able to do the actual analysis, work with the data, draw conclusions, and prepare information is part of the process. Analysis can be done in many tools, and we will select a tool that is used in this class for purposes of demonstration of the analytics. The foundation and fundamentals of the theory are key objectives. The tool allows you to practice. As such we will make sure everyone has the same level of skills in the tool to allow us to move effectively through the material. This will allow a student to focus more on the results of their work than on the use of the tool specifically. Information on the tool and the assessment will be provided in eLearning. You will be provided with some additional free resources for your reference.

Chapter Reading and Theory Practice
For most chapters or identified content, the schedule for the class outlines the reading that is expected to be done **before class**. Within the McGraw Hill Connect tool you may also be given videos to watch to help enhance your understanding of the material as well as practice questions to challenge yourself. Your chapter reading and the lectures done in class will be the basis for your three theoretical tests on analytics. See the class schedule for the chapters. Additional supplemental material may be provided and included from outside sources to enhance your understanding. All supplemental materials provided are part of the knowledge required for the course and are subject to testing.

Data Project:
Throughout the semester we will work on a Data project that will encompass data collection, data analysis, and reporting. The data project will be separated into multiple components and each component will be described and explained during class and in eLearning.

Lab Assignments:
Performing the analytics using the methods discussed is key to solidifying your understanding of basic analytics. Whether you are transforming data, preparing and analyzing data, or drawing conclusions, the lab work provides you with accounting-related data and tasks that will demonstrate the theory. The basics of the lab will be demonstrated in class and videos will be provided on Connect. Students will then prepare their analysis with an alternate set of data, submit their work, and answer questions about their analysis through Connect. Students are expected to work individually and may be asked to submit data files or screenshots validating that it is truly them doing work. Any instances of sharing answers or submitting answers without validation that the student did the work themselves will be submitted to the Office of Community Standards and Conduct for Academic Integrity review.

Lab assignments will have varying due dates so pay attention to due dates carefully. Additionally, there will be several grades for these labs. I will take the 10 best lab grades throughout the semester. Labs are open and available so students may complete them outside of class. No makeup labs will be assigned.

Syllabus Quiz – Within eLearning you will be asked to complete a syllabus quiz. This quiz covers the course policies and procedures, and items outlined in this syllabus. This quiz also confirms your understanding of the course and university policies and procedures.

Exams
Exams are outlined on your class schedule. Exams will be given in class during class time. Exams will cover the theory and concepts covered in class and the noted chapters. They may be objective questions and/or essay questions. **All exams are closed-book / closed-note. Exams not completed within the specified testing window without prior arrangements will be given a 0.**

Make-up Exams
Make-up exams will be given **ONLY** for excused absences, which must be determined **before** the exam. Excused absences may be given for verifiable medical or family emergencies or approved University excused absences. Written documentation must be provided for substantiation of the absence. Students who do not show up for an exam, and for whom prior arrangements have not been made will receive a score of 0. There is no guarantee that the level of difficulty of the make-up exam will be compatible with that of the original test. All make-up exams will be taken at a time determined by the instructor.

Comprehensive Project:
At the end of the semester, you will complete a comprehensive project. The project will be a comprehensive analysis project to demonstrate your understanding of all the steps and processes we have learned this semester. This is an individual assignment, and you will submit this for a grade.

General Note about all graded assignments/projects/labs:
The projects or assignments referenced in the points above will be assigned in class. Details and instructions will be posted on eLearning and/or Connect. Due dates are noted in the syllabus, eLearning, and/or Connect. **No Late Work is Accepted.**

Extra Credit
Any extra credit is at the discretion of the instructor but should not be expected.

Late Work
Late work is not accepted.

Class Materials
The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct

Class Safety
Visit the Comets United webpage to obtain the latest information on the University's guidance and resources for campus health and safety.

Class Attendance
The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. While I do not take attendance for a grade, many assignments

and details are explained during class. If you miss class, it is the student's responsibility to get the information from classmates.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. Participation means engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation may be monitored by faculty.

Class Recordings

While it is not the plan to record any class sessions, if any recorded material is provided, students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Social Media Use

The **Student Code of Conduct** includes behaviors conducted via any digital platform. Students may not use any digital platform to seek or provide unauthorized assistance for any assignment done for academic credit (i.e. GroupMe or other similar tools). Students may not use any digital platform to impersonate or represent any person other than themselves. Please consult with your instructor regarding authorized assistance

Technical Support

This course can be accessed using your UT Dallas NetID account on the eLearning website. If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk via e-mail at assist@utdallas.edu or via telephone at 972-883-2911.
UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The services include a toll-free telephone number for immediate assistance (1-866-588-3192), email request service at elearning@utdallas.edu, and an online chat service. Please use this link to access the UTD eLearning Helpdesk: https://ets.utdallas.edu/elearning/helpdesk.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty that prevents students from completing a time-sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online eLearning Help Desk. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and MS Teams. Your professor will do her best to answer your questions and

chats timely. Student emails and discussion board messages will be answered within 2 working days under normal circumstances.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students. Please go to Academic Support Resources webpage for these policies.

Student Conduct and Discipline

The University of Texas System (**Regents' Rule 50101**) and UT Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the Student Complaints Resources in the online UT Dallas Undergraduate Catalog, **https://catalog.utdallas.edu/now/undergraduate/resources/student-complaints,** and the Graduate Catalog, **https://catalog.utdallas.edu/now/graduate/resources/student-complaints**.

UT Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Student Code of Conduct, UTDSP5003 (https://policy.utdallas.edu/utdsp5003). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at https://www.utdallas.edu/conduct/.

A student at the University neither loses their rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity The faculty expects from its students a high-level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work. See https://www.utdallas.edu/conduct/integrity/.

Academic Dishonesty: Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: https://www.utdallas.edu/conduct/dishonesty/.

The Office of Community Standards and Conduct website (https://www.utdallas.edu/conduct/dishonesty/) lists examples of academic dishonesty. Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project, and sabotage. Some of the ways students may engage in academic dishonesty are:

- Submitting projects from prior semesters
- Coughing and/or using visual or auditory signals in a test;
- Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;
- Obtaining copies of an exam in advance;
- Use of test banks or other instructor-only material
- Having a substitute take a test and providing falsified identification for the substitute;
- Changing a graded paper and requesting that it be re-graded;
- Failing to turn in a test or assignment and later suggesting the faculty member lost the item;
- Using an electronic device to store test information, or to send or receive answers for a test;
- Consulting assignment solutions posted on websites of previous course offerings;
- Transferring a computer file from one person's account to another;
- Downloading text from the Internet or other sources without proper attribution;
- Citing false references or findings in research or other academic exercises;
- Unauthorized collaboration with another person in preparing academic exercises.
- Submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

https://www.utdallas.edu/conduct/dishonesty/

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable.

All tests are closed note / closed book and proctored via the use of Honorlock. Any issues or suspicions will be reported to the Office of Community Standards and Conduct.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. **Homework – Zero for the Assignment**
2. **Case Write-ups – Zero for the Assignment**
3. **Quizzes – Zero for the Quiz**
4. **Presentations – Zero for the Assignment**
5. **Group Work – Zero for the Assignment for all group members**
6. **Tests – F for the course**

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by the Office of Community Standards and Conduct and the Dean of Student's Office.

If the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record.

The Jindal School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

Student Grievance Procedures

Procedures for student grievances are found in university policy UTDSP5005 (**https://policy.utdallas.edu/utdsp5005**). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originated.

Incomplete Grade Policy

As per university policy, incomplete grades may be given at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be completed within the time specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the grade of 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to a grade of F. The incomplete grade policy is included in the online UT Dallas Undergraduate Catalog, https://catalog.utdallas.edu/now/undergraduate/policies/academic#incomplete-grades and the Graduate Catalog, https://catalog.utdallas.edu/now/graduate/policies/grades#grade-of-i-incomplete.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to http://go.utdallas.edu/syllabus-policies for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.

ACCT 3312 - 001
Monday / Wednesday 1:00 PM – 2:15 PM

Dates		Chapter / In-Class Activity / Tests (Read the Chapter before class)		Tool Assessment	Labs Due by 11:59pm on date noted.
W	1/17	Overview of Course, Syllabus, Tools, and Objectives		How to request a loaner laptop	
M	1/22	Ch 1 – Using Data Analytics to Ask and Address Accounting Questions			
W	1/24	Ch 2 – Master the Data: An Introduction to Accounting Data		Learn how to access the virtual server; install /use VPN	
M	1/29	**Syllabus Quiz Due – 1/29**			In-Class: Intro to Pivot Tables; Lab In-Class Practice: Lab 1-1 Excel; **Lab(s) For Grade:** **Lab 1-1 Alt Excel** **Due 1/31**
W	1/31				Lab In-Class Practice: Lab 2-1 (Excel); Lab 2-2 (Excel); **Labs For Grade:** **Lab 2-1 Alt (Excel);** **Lab 2-2 Alt (Excel);** **Due 2/5**
M	2/5	Ch 3 – Data Types Used in Accounting		Introduce LinkedIn Learning and tool assessments	
W	2/7			LinkedIn Learning Module 1, 2	Lab In-Class Practice: Overview of Custom Lab #3 **Labs For Grade:** **Custom Lab Ch 3 (See eLearning)** **Due: 2/12**
M	2/12	Review for Test #1		LinkedIn Learning Module 3	
W	2/14	**Test #1 (In Class; Ch 1, 2, 3) – Theory Test**			
M	2/19			LinkedIn Learning Module 4,5 How to Access Practice Certification Test **Excel Precheck #1 –** **Due 2/19 by 11:59 pm**	
W	2/21	Ch 4 – Master the Data: Preparing the Data for Analysis		LinkedIn Learning Module 6	

Dates		Chapter / In-Class Activity / Tests (Read the Chapter before class)		Tool Assessment	Labs Due by 11:59pm on date noted.
M	2/26			**Excel Precheck #2 –** **Due 2/26 by 11:59 pm**	Lab In-Class Practice: Lab 4-1 (Excel); Lab 4-2 (Excel); **Labs for Grade:** **Lab 4-1 Alt (Excel);** **Lab 4-2 Alt (Excel)** **Due 2/28**
W	2/28	Ch 5 – Perform the Analysis: Type of Data Analytics		**Tool Assessment Practice Test** **Due by Friday 3/1**	
M	3/4			**In-Class Assessment:** **Tool Certification Attempt #1**	
W	3/6				Lab In-Class Practice: Lab 5-1 (Excel) Lab 5-2 (Excel) **Labs for Grade:** **Lab 5-1 Alt (Excel)** **Lab 5-2 Alt (Excel)** **Due 3/20**
M	3/11	**No Class – Spring Break**			
W	3/13	**No Class = Spring Break**			
M	3/18			**In-Class Assessment:** **Tool Certification Attempt #2**	
W	3/20	Ch 6: Perform the Analysis: Descriptive Analytics			
M	3/25	Ch 7 Perform the Analysis: Diagnostic Analytics Introduce Data Project			Lab In-Class Practice: Lab 6-2 (Excel); Lab 6-3(Excel) **Labs for Grade:** **Lab 6-2 Alt (Excel);** **Lab 6-3 Alt (Excel)** **Due 3/27**
W	3/27	**Test Review**			Lab In-Class Practice: Lab 7-4(Excel); **Labs for Grade:** **Lab 7-4 Alt (Excel)** **Due: 4/3**
M	4/1	**Test #2 (In Class; Ch 4-7) – Theory Test**			
W	4/3	Ch 8 Perform the Analysis: Predictive Analytics **Data Project** **Part 1 Due 4/3**			

Dates		Chapter / In-Class Activity / Tests (Read the Chapter before class)		Tool Assessment	Labs Due by 11:59pm on date noted.
M	4/8				Lab In-Class Practice: Lab 8-3 (Excel); **Labs for Grade:** **Lab 8-3 Alt (Excel)** **Due: 4/10**
W	4/10	Ch 9 Perform the Analysis: Prescriptive Analytics			
M	4/15	**Data Project** **Part 2 Due 4/15**			Lab In-Class Practice: Lab 9-3 (Excel); Lab 9-8 (Excel); **Labs for Grade:** **Lab 9-3 Alt (Excel);** **Lab 9-8 Alt (Excel);** **Due: 4/17**
W	4/17	Ch 10 Share the Story			
M	4/22				Lab In-Class Practice: Lab 10-1 **Labs for Grade:** **Lab 10-1 Alt (Excel)** **Due: 4/24**
W	4/24	Review for Test #3 **Data Project** **Part 3 Due 4/24**			
M	4/29	**Test #3 (In Class; Ch 8-10) – Theory Test**			
W	5/1	Final Comprehensive Project Open			
	FINAL	**Individual Final Comprehensive Project Due 5/8 @ 11:59pm**			

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor