



Course	ACCT 3312 – Fundamentals of Accounting Analytics
Professor	Jennifer Johnson
Term	Summer 2025
Meetings	Section 5U1 – Wed 6:00 pm – 10:00 pm JSOM 2.722

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 designated time and day.
Course Platform	The course is taught live. The instructor will utilize eLearning to deliver documents, notes, assignments, and/or assessments and 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
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 demonstrating 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.

MAC USERS: If you have a MAC there are some assignments and work that will require the use of MS Excel for Windows along with one other tool that requires a Windows operating system. The professor will provide you with a means to access a virtual computer containing the required software. You will not need to purchase any additional tools to do this.

Course Policies

Grading Criteria: Points earned in this class will consist of the following:

Assignment / Test / Project	Points Possible
Syllabus Quiz & Excel Knowledge Check	10
Analytics Tool Assessments	
Analysis Assessment using Excel Practice #1	10
Analysis Assessment using Excel Practice #2	10
Analysis Assessment using Excel Practice #3	10
Excel Certification Practice Test	20
Excel Certification Test	50
Test #1 (Theory only)	100
Test #2 (Theory and Analysis)	100
Test #3 (Theory and Analysis)	100
Labs (10 labs)	100
Total Points	510

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

Grade	Point Range	
	Low	High
A+	489.50	510.00
A	474.00	489.00
A-	459.00	473.50
B+	438.50	458.50
B	423.00	438.00
B-	408.00	422.50
C+	387.50	407.50
C	372.00	387.00
C-	357.00	371.50
D+	336.50	356.50
D	321.00	336.00
D-	306.00	320.50
F	-	305.50

Analytical Tool Assessments

While this course is focused on the different types and methods of analysis that are performed by accountants, being able to perform the analysis, work with the data, draw conclusions, and prepare information is part of the process. Analysis can be done using many tools. We will use Excel as the tool

in this class for purposes of demonstration. The foundation and fundamentals of the theory are key objectives. Excel allows you to practice.

We will make sure everyone has the same level of skills in Excel to allow us to move effectively through the material. We will do this through a certification and assessment of your Excel skills. 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.

Chapter Reading and Theory Practice

For most chapters or identified content, the class schedule outlines the reading 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 the theory questions on your exams. 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.

Lab Assignments:

Performing the analytics using the methods discussed is key to solidifying your understanding of basic analytics. Whether transforming data, preparing and analyzing or drawing conclusions, the lab work provides you with accounting-related data and tasks that will demonstrate the theory. The basics of each lab will be demonstrated in class and videos will be provided in Connect. Students will then prepare their own analysis with an alternate set of data and submit their work and answer questions about their analysis through Connect. Students are expected to do their own work and may be asked to send in 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.

Syllabus Quiz and Excel Knowledge check– 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. Additionally, there will be a few questions assessing your baseline skills in Excel.

Exams

Exams are outlined on your class schedule. All exams will be at the UTD testing center. Exams will cover the theory and concepts covered in class and the noted chapters. They may be objective questions and / or essay type questions as well as the use of Excel to perform analysis of actual data. **All exams are closed-book / closed-note. Exams not completed within the specified testing window without prior arrangements will be given a 0.**

UT Dallas Testing Center <https://ets.utdallas.edu/testing-center/students>

Be sure to view and follow the **Test Center Student Guidelines**. All students will be required to make an appointment using the **RESERVE-A-SEAT** (<https://www.registerblast.com/utdallas/Exam/List>) application to take the exam during the required exam test window as specified in the class syllabus. The UTD Testing Center is located Synergy Park North 2 (SPN2). When you arrive to take your exam, you will sign in with your **Comet Card**.

The UTD Testing Center requests all students strictly follow the proctored exam scheduling deadlines. You must reserve your seat online through RegisterBlast (exam scheduling tool) no later than 48 hours before the exam time. If any student needs special accommodation, please seek the instructor's approval in advance. If you have any questions about using the UTD testing center service, please email TestingCenter@utdallas.edu.

The Testing Center does NOT ALLOW WALK-IN APPOINTMENTS, NO EXCEPTIONS. So, please plan and reserve your seat early and in advance.

Make-up Exams

Make-up exams will be given **ONLY** for excused absences, which must be determined **prior** to 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 to that of the original test. All make-up exams will be taken at a time determined by the instructor.

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 [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. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes 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

is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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 which 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 to false references or findings in research or other academic exercises;
- Unauthorized collaborating 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.

In the event that 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 period 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 – 5U1
Wednesday 6:00 pm – 10:00 pm JSOM 2.722

Dates		Chapters / Lectures / Theory Tests	Excel Certification	Labs (All Labs Due by 11:59pm on Due Date)
W	6/4	LOG INTO ELEARNING & COMPLETE THE SYLLABUS / EXCEL KNOWLEDGE QUIZ - DUE 6/11		
		Overview of Course, Syllabus, Tools & Objectives Ch 1 – Using Data Analytics to Ask and Answer Accounting Questions Ch 2 – Master the Data: An Introduction to Accounting Data	None	Introduction to Labs Ch 1 Appendix A In Class Lab Practice: 1-1: Journal Entries to a Trial Balance 2-1: Accounts Receivable Summary by Customer Labs Due for a Grade: 1-1-ALT 2-1 ALT Due 6/11
W	6/11	Class on Wednesday 6/11 will be via TEAMS – Professor is traveling – See TEAMS link in eLearning		
		Chapter 3 – Data Types & How They Are Used Test Review	Overview of LinkedIn Learning and Excel Skills	<u>Lab In-Class Practice:</u> Overview of Custom Lab #3 Labs For Grade: Custom Lab Ch 3 (See eLearning) Due 6/18
W	6/18	The week of 6/18 is your 1st test – you will be going to the testing center to complete this – see below. No in-person class.		
		Test #1 - @ UTD TESTING CENTER Objective / Theory Test (Ch 1, 2, 3) Test Open: Friday 6/13 – Friday 6/20 Be sure to register for your test within 48 hours of the test opening. REGISTER BY: 06/10	Work on at Home: LinkedIn Learning Sections <ul style="list-style-type: none"> • Manage Workbook Options and Settings • Manage & Format Data 	

Dates		Chapters / Lectures / Theory Tests	Excel Certification	Labs (All Labs Due by 11:59pm on Due Date)
W	6/25		Review and Practice in Class with Analysis Tools <ul style="list-style-type: none"> Managing workbook options and settings Managing and formatting data In-Class: Analysis Assessment Using Excel practice #1	
W	7/2	Ch 4 – Master the Data: Preparing for Analysis Ch 5 – Perform the Analysis – Types of Data Analytics	Practice at Home: LinkedIn Learning: <ul style="list-style-type: none"> Create Advanced Formulas and Macros Manage advanced charts and tables Introduce Certification Practice Tests	<u>In-Class Lab Practice:</u> Lab 4-2: Linking Two Tables: VLOOKUP Lab 5-2: Conditional Formatting <u>Labs Due for a Grade:</u> Lab 4-2 Alt Lab 5-2 Alt Due 7/9
W	7/9	Ch 6: Perform the Analysis: Descriptive Analytics	Review and Practice in Class with Analysis tools: <ul style="list-style-type: none"> Create Advanced Formulas and Macros Manage advanced charts and tables In-Class: Analysis Assessment Using Excel practice #2	<u>In-Class Lab Practice:</u> 6-3: Horizontal Analysis with Sparklines <u>Labs Due for a Grade:</u> Lab 6-3 Alt Due 7/16

Dates		Chapters / Lectures / Theory Tests	Excel Certification	Labs (All Labs Due by 11:59pm on Due Date)
W	7/16	Ch 7 Perform the Analysis: Diagnostic Analytics Test Review	Review and Practice in Class with Analysis tools: <ul style="list-style-type: none"> • Create Advanced Formulas and Macros • Manage advanced charts and tables <p>In-Class: Analysis Assessment Using Excel practice #3</p>	<u>In-Class Lab Practice:</u> 7-2: Days of Week Journal 7-7: Duplicate Payments <u>Labs Due for a Grade:</u> Lab 7-2 Alt Lab 7-7Alt Due 7/23
W	7/23	The week of 7/23 is your 2nd test – you will be going to the testing center to complete this – see below.		
W	7/23	Test #2 - @ UTD TESTING CENTER Objective / Theory / Analysis Test (Ch 4-7) Test Open: Friday 7/18 – Saturday 7/26 Be sure to register for your test within 48 hours of the test opening. REGISTER BY: 07/15		
W	7/30	Ch 8 Perform the Analysis: Predictive Analytics	Excel Certification Practice test due Monday 7/28 by 11:59 PM Excel Certification Attempt 1 This will occur at approx. 7:30 pm 8pm.	<u>In-Class Lab Practice:</u> Lab 8-3 Estimating Cost Behavior with Regression Analysis <u>Labs Due for a Grade:</u> Lab 8-3 Alt Due 8/6
W	8/6	Ch 9 Perform the Analysis: Prescriptive Analytics Ch 10 Share the Story Test Review	Excel Certification Attempt 2, if needed) This will occur at approx. 8pm	<u>In-Class Lab Practice</u> Lab 9-7 What if Analysis <u>Labs Due for a Grade:</u> Lab 9-7 Alt Due 8/13

		The week of 8/13 is your 3rd test – you will be going to the testing center to complete this – see below. No in-person class.		
W	8/13	Test #3 - @ UTD TESTING CENTER Test #3 (Ch 8, 9, 10) Objective / Theory / Analysis Test Open: Friday 8/08 – Friday 8/15 Be sure to register for your test within 48 hours of the test opening. REGISTER BY: 08/05		

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