RUTGERS
UNIVERSITY | CAMDEN
School of Business

ACC 395: Accounting Data Analytics
Spring 2026

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Course Objectives:

This course is a broad introduction to applying data analytics to solve problems in accounting and other business areas. During the course, you will receive hands-on experience with applying data science techniques through a series of in-class labs and an open-ended final project. You'll learn how to understand your data, to collect the data you need, to find what you want in that data, extract it efficiently and effectively, and finally present it to those who need it. Tools we will use include Excel, Tableau, and SAS. Topics covered include data preparation and cleaning, statistical modeling, data visualization, audit data analytics, managerial performance analytics, financial statement analytics, audit analytics, and text mining. Prior experience with these tools is not required. While we will use many tools in this course, the focus is on concepts and not statistical math or programming.

This isn't a highly technical course, but this course will introduce you to technical topics. While we will explore some of the more technical aspects, the focus of this course will be the application of data science and analytics concepts to solve accounting and business problems. It is unlikely that you will go forth from this class and start work as a hardcore "quant." However, this course will give you the background so that you can manage data scientists and the analytics function and know what they are talking about. You will need to develop the skill, vocabulary, and knowledge to be an intelligent consumer of data and of analytics.

Recommended Textbook:

1. Data Analytics for Accounting. New York, NY: McGraw-Hill Education, 3rd Edition. This is a required textbook that will provide the structure for the class and many of the in-class labs. Either the hard copy of the textbook or e-book is acceptable. Be sure to get access to Connect for this semester. If you rent the book, you may need to purchase Connect separately. Textbook has been set up as ***FirstDay Course Materials*** and you do NOT need to purchase it on your own. *FirstDay* is the cheapest option and includes the textbook cost in your tuition. You may opt out from *FirstDay*, but you will be responsible for purchasing the textbook on your own. Please note that if

you purchase a used textbook, you will still need to purchase Connect access to complete the required assignments.

2. Data Analytics Using Excel Microsoft 365: This is an optional textbook that provides the foundation for Excel knowledge. ISBN: 978-1-4533-3759-2

Supplementary materials, including lecture slides, articles, and other items of interest will be posted on the course Canvas page.

Grading:

The course grade is based on lab assignments (35%), quizzes (30% total), final project (25%), and class participation (10%).

	PERCENT OF FINAL GRADE
1. Lab assignments	35%
2. Quizzes	30%
3. Final project	25%
4. Class Participation	10%

Prereview assignments:

Prereview assignments will be completed through Connect.

Lab assignments:

Students will be given a set of tasks to complete, documenting their process and interpreting their results. **Labs from the textbook must be submitted through Connect unless otherwise noted.** The lab projects could be worked on in groups, but an individual submission must be made of your own work. Turning in the same exact assignment for two or more members in a group is not acceptable. Please contact me if you have additional questions about this.

Remote Desktop:

Several of the labs will use the Dillard's Department Stores dataset. The University of Arkansas (UARK) provides access to this dataset through remote desktop. The instructions for accessing the UARK remote desktop is on Canvas under "Remote Desktop Instructions". Important Note: Always back up files you create on the remote desktop (e.g., by emailing them to yourself). Files on user accounts may be automatically deleted after some time.

Quizzes:

There will be a total of 2 online quizzes throughout the course. Each quiz will be taken during class time on a computer through Connect. Quiz content may come from the lectures and

assignments. **Make-up quizzes will be given only for documented medical or family emergencies at the instructor's discretion.**

Final Project:

Final Project To show proficiency and understanding of data analytics techniques, student teams of two individuals will analyze datasets using the IMPACT framework and create a formal presentation demonstrating the process and results to the class. I will discuss and distribute the final project description during the semester. Students are required to write a 3 to 5 page paper (12 point font, double spaced) demonstrating the process and results to the instructor. The paper must be uploaded to Canvas by the due date. As part of this project, you are also required to submit a **short screen-recorded video** in which you **walk through how you implemented the project**. The goal of this video is to demonstrate your understanding of the project workflow and your ability to explain your own work. The video should clearly show *how* you carried out the project, not just the final output. **Late submissions will receive a deduction of 10% of the total possible points of the project.**

Class Participation:

Students are expected to do the assigned readings and lectures and to participate actively in discussions. In the case of this class, participation is will be through the discussion board; richness of content about the assigned topics will be used to evaluate your participation.

Fairness:

I view being fair across people as one of the most important parts of my job. So, I will not give extra credit or extra assignments to individuals, unless I can do the same for everyone.

Disability Services/Accommodations:

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact https://success.camden.rutgers.edu/disability-services.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity:

The Academic Integrity policy can be found at
https://studentconduct.rutgers.edu/processes/university-code-student-conduct
http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

Artificial Intelligence Use:

Acceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

Unacceptable Use of AI

The use of generative AI tools is not permitted in this course for the following activities:

● Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat.
● Completing work that has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
● Writing a draft of a writing assignment.
● Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

Code of Student Conduct:

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct.
To review the code, go to the Office of Community Standards:
https://deanofstudents.camden.rutgers.edu/student-conduct

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

Course Schedule:

Date	M/W	Topics
Jan 21	W	**No Class** (course preparation) Install Excel and Tableau on your laptop. Tableau has a 1-year student license: https://www.tableau.com/academic/students. Verify that you can access the University of Arkansas Remote Desktop. The instructions for this are on Canvas under "Remote Desktop Instructions"
Jan 26	M	Ch. 1: Introduction to analytics
Jan 28	W	Ch. 2: Master the data (How data are used and stored)
Feb 02	M	Ch. 2: Master the data (Extract Transform and Load (ETL) the data)
Feb 04	W	Ch. 2: Master the data (Extract Transform and Load (ETL) the data)
Feb 09	M	Ch. 2: Master the data (Extract Transform and Load (ETL) the data)
Feb 11	W	Ch. 2: Master the data (Extract Transform and Load (ETL) the data)
Feb 16	M	Ch. 3: Performing the Test Plan and Analyzing the Results
Feb 18	W	Ch. 3: Performing the Test Plan and Analyzing the Results
Feb 23	M	Ch. 3: Performing the Test Plan and Analyzing the Results
Feb 25	W	Ch. 3: Performing the Test Plan and Analyzing the Results
Mar 02	M	Ch. 4: Communicating Results and Visualizations
Mar 04	W	Ch. 4: Communicating Results and Visualizations
Mar 09	M	Review session (zoom meeting)
Mar 11	W	Quiz 1 (Cover Ch.1 – Ch.3)
Mar 16	M	Spring break
Mar 18	W	Spring break
Mar 23	M	Ch. 4: Communicating Results and Visualizations
Mar 25	W	Ch. 4: Communicating Results and Visualizations
Mar 30	M	Ch. 6: Audit Analytics
Apr 01	W	Ch. 6: Audit Analytics
Apr 06	M	Ch. 6: Audit Analytics
Apr 08	W	Ch. 7: Managerial Analytics
Apr 13	M	Ch. 7: Managerial Analytics
Apr 15	W	Ch. 7: Managerial Analytics
Apr 20	M	Class Project Briefing (zoom meeting)
Apr 22	W	Review session (zoom meeting)
Apr 27	M	Quiz 2 (Cover Ch.4, 6 & 7)
Apr 29	W	Optional Topic
May 04	M	Optional Topic

* The schedule is subject to change, depending on how we progress throughout the semester.