ACCT4399 –CURRENT CONCEPTS IN ACCOUNTING

BUSINESS INTELLIGENCE & ANALYTICS|
UNIVERSITY OF TEXAS AT EL PASO
COLLEGE OF BUSINESS ADMINISTRATION

GENERAL INFORMATION:

Instructor

Paulette D. Rodriguez, CMA, MAcc

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- Google Voicemail/Text: (915) 229-5841
- Office: CoBA 255
- Office Hours:
  - By appointment: http://www.calendly.com/paulette-CMA
  - TR, 1:30pm – 2:50pm, CoBA Third Floor Calc Lab

Class Sessions

- TR 12:00pm –01:20pm; CoBA 320

COURSE DESCRIPTION:

Overview of the process of data analysis. Data analytics have moved out of the academic world of statisticians to the practical world of technology. A variety of user friendly technologies bring powerful analytical capabilities to end users. Three major areas that comprise analytics are reporting, visualization and prediction. This course uses the latest in technology to show the practice of data analytics in the real world. You will experience practical applications of analytics through guided exercises and case studies.

COURSE OBJECTIVES:

Data analytics has become a highly sought after skill in business, engineering, economics, government, services, science, health care and other domains. This course will explore the technology and practice of data analytics.

After completing the course, students will be able to

- Analyze data to generate information and knowledge that lead to informed decisions for businesses
- Author enterprise dashboards that are used to summarize and visualize data in a way that supports insight into trends and "what-if" analysis in real time.
- Show how business intelligence can be derived from data warehouses
- Create standard reports for business users
- Derive insightful trends using data mining techniques
- Apply the latest in analytics technology in real world case studies in the areas of business, entertainment, climate change etc.

PREREQUISITES

- Basic computer literacy
- An introductory course in information technology covering information systems, internet, technology-enabled business, spreadsheets, databases, digital representation of data, basics of hardware and software, and business processes.
- Basic skills in Microsoft Excel – working with tables, formulae, sorting, filtering and charting
- Introductory course on statistics

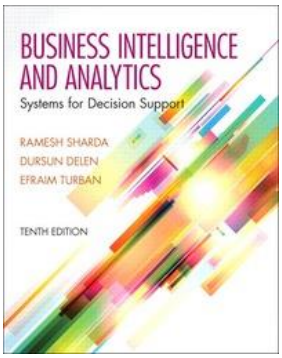
COURSE RESOURCES:

Blackboard

You must have access to Blackboard. Our 'virtual classroom' in BLACKBOARD will include items such as:

- All graded items will be accessed in Blackboard.
- The course calendar with due dates
- All course resources: presentations, videos, and spreadsheet templates

Textbook



BUSINESS INTELLIGENCE AND ANALYTICS, by Ramesh Sharda
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Computer Hardware

A computer connected to the Internet with access to software via my.apps.utep.edu

- SAP GUI 7.50
- SAP Business Warehouse
- SAP Business Explorer Query Designer
- SAP BusinessObjects Analysis for Microsoft Office
- SAP BusinessObjects Design Studio
- SAP Predictive Analytics
- SAP Crystal Reports
- SAP Business Objects
- SAP Analytics Cloud
- Microsoft Excel and Access
- Teradata
- R
- RapidMiner
- Tableau

COURSE CONTENT

All assignments are individual assignments. ***Outsourcing of assignments is not permitted. Submit on time. There are no make-ups.*** **** Late work is not accepted. Don't even ask. Period. ** Computer issues (Server/Blackboard/Brower, etc.…) are not a valid excuse to miss an assignment.**
These are minimum course requirements.

Teaching Methodology

A typical class will involve lecture, problem-solving and discussions. I would expect the students to have read the material assigned prior to class. It is assumed that the student will take the initiative to do the appropriate research to understand any terminology or logic required to complete the assignments.

Bi-weekly Homework:

These will be posted in Blackboard. If the assignment is a READING assignment, you are to submit a description of what you learned – something you care about, not a summary of the reading. You will submit all assignments via Blackboard. The learning objective of these assignments is to learn one or more facet of data analytics in order to prepare you for what you experience as a working professional working in the real world. Sometimes your grade will be based on completeness, and not accuracy.

Weekly Reading Quizzes:

Instead of having exams, we will have weekly reading quizzes, held on the due date for each of the readings. This class is built around our textbook, thus I will require you to read the text and you will be assessed with a quiz over the reading assignments. I expect you to have read each of the assigned readings in detail by the quiz date shown on the syllabus. You will be allowed to drop your three (3) lowest scores.

Projects

You should remember that your grade is based upon your ability to DO the work rather than on your ability to follow along as someone else does it. Computer literacy is mastered through practice, practice, and practice.

Although there will be significant in-class coverage of analytics topics, student participative learning will dominate your time in the course. The main vehicle for this outside the classroom are the projects.

Each student will complete seven projects that will be graded on the accuracy and thoroughness of your work.

The learning objective of these projects is for you to learn analytical tools that are widely used in industry and seen as a very important skill to have. The due date and time associated with each project is stated clearly in BLACKBOARD on the Course Calendar.

Extra Credit

There is none.

Need for Assistance:

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

CAMPUS CARRY:

Persons holding a Concealed Handgun License can lawfully carry their handgun into a UTEP classroom as long as the gun remains concealed. Open carry remains prohibited on campus. In other words, none of us should see (or be able to tell that there is) a gun at UTEP. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call 9-1-1 [emergency] or Campus Police [747-5611, non-emergency]. For more information on campus carry, see [http://sa.utep.edu/campuscarry/]; for more information on overall campus safety, see [http://admin.utep.edu/emergency].

ACADEMIC DISHONESTY

I expect all students to conduct themselves with the highest level of integrity. You have the opportunity throughout your business career to demonstrate your own level of integrity. Similarly, in this class you will have an opportunity to demonstrate academic integrity. The two are inextricably linked. And let's not be naïve: just as we will see with accounting standards, issues of integrity are rarely black and white – they are invariably some shade of gray. I encourage you to think about the standard you set for business integrity in your career, and to implement that standard with respect to your academic integrity in this class. In so doing, you might want to keep the following quote from Samuel Johnson in mind: "The chains of habit are too weak to be felt until they are too strong to be broken".

Academic dishonesty in any form will not be tolerated. For a definition of academic dishonesty and its consequences, see your student handbook.

For the purposes of this course, academic dishonesty includes, but is not limited to,

- Copying another student's solution or allowing another student to copy your solution
- Removing or copying pages or problems from exams or quizzes, including those posted on the World Wide Web
- Any other activity that jeopardizes the integrity of this course.

EVALUATION:

Grades are not given; they are **EARNED**. You must work for it. Your grade will be based on results rather than on effort—your performance is an indicator of your ability to master the topic. Decide to work **NOW** for the grade you want. If you diligently work through the material, participate actively in class, you should be able to achieve the course objectives listed earlier.

Your grade will be based on the total number of points that you earn for each assignment group. The weight associated with each of the graded areas, and the total points required to earn the various grades, are shown below.

Assignment Group	Weight
Bi-Weekly Projects (7)	40%
Bi-Weekly Homework (7)	20%
In-Class Reading Quizzes (12)	30%
Final Exam/Project	10%
Total	**100%**

You will be able to check the status of your grade at any point during the quarter by accessing 'My Grades' section in Blackboard.

Your grade will be calculated using the following scale:

Grade	Level of Work	Percentage Range
A	Excellent, distinguished	90 – 100%
B	Very good, above average	80 – 89%
C	Average, Normal	70 – 79%
D	Below Average	60 - 69%
F	Failing	<60%

The instructor reserves the right to relax the standards and to make judgment calls at the end of the semester.

A grade of **"I" (Incomplete)** will be assigned only in circumstances in agreement with the current UTEP Graduate Catalog.

If you are taking this course under the S/U option, you must earn a "B" or better to receive a grade of "S."

CLASS SCHEDULE:

It is impossible to predict the precise flow of the course and dates may have to be adjusted slightly from time to time. Modifications to the schedule and changes in course requirements will be announced in class and/or through Blackboard. ***I reserve the right to change any assignment if circumstances dictate. Students will be notified of such changes through an announcement in class AND/OR via Blackboard. It is the student's responsibility to be aware of such change.***