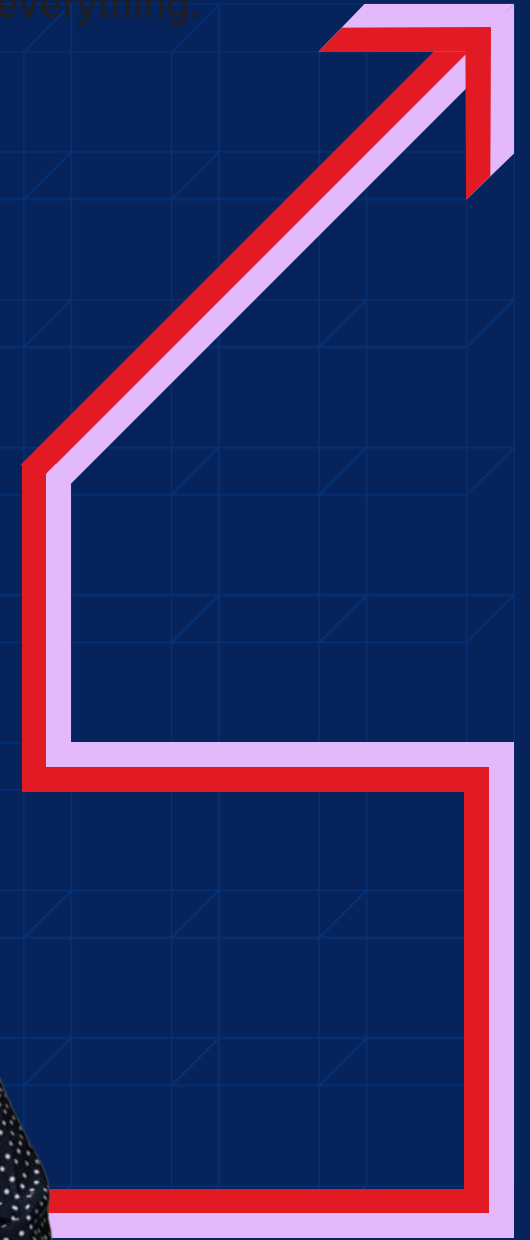


Because learning changes everything.®



# Data Analytics in Accounting

**McGraw Hill's Accounting  
Specific Course Offerings**



# DATA ANALYTICS: Industry Demand

**1,700%** Increase in jobs containing  
Tableau skills, past decade



LARGE FIRM INVOLVEMENT IN  
SPONSORING DATA ANALYTICS PROGRAMS



HUNDREDS OF MILLIONS OF DOLLARS  
ALREADY INVESTED IN DEVELOPING FIRMS'  
CAPABILITIES TO USE ANALYTICS  
TECHNIQUES



FIRMS STARTING TO RECRUIT STUDENTS  
FROM OTHER TRACKS BESIDES  
TRADITIONAL ACCOUNTING PROGRAMS



# DATA ANALYTICS: Once a Trend, Now a Necessity



INDUSTRY DEMANDING STUDENTS  
WITH DATA ANALYTICS EXPERIENCE



STUDENTS CHOOSING MAJORS  
WITH MORE ANALYTICS FOCUS



CPA EVOLUTION & MODEL  
CURRICULUM CHANGES

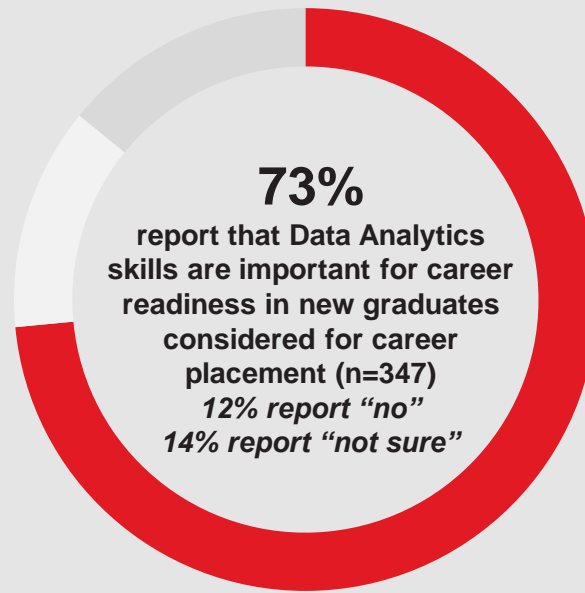


CONSISTENT WITH ACCREDITATION  
STANDARDS



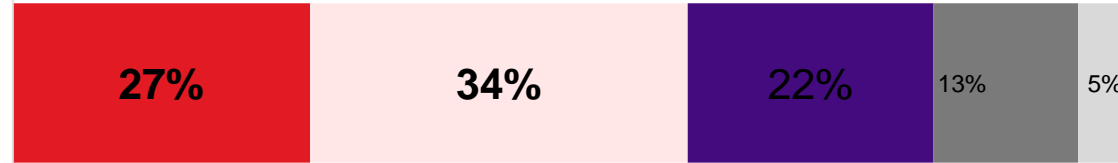
# What We Say About Data Analytics

Nearly all (91%) of accounting instructors or administrators report that Data Analytics skills are important to build career readiness skills in students and nearly three-quarters (73%) report that Data Analytics skills are important for new graduates considered for placement

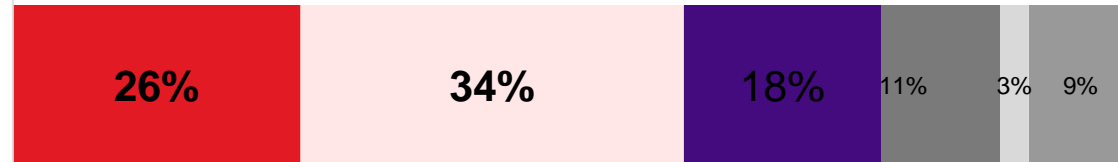


# What We Say About Data Analytics:

How important is it to you personally to incorporate Data Analytics course content into accounting curriculum? (n=433)



How important is it to your department to incorporate Data Analytics course content into accounting curriculum? (n=432)



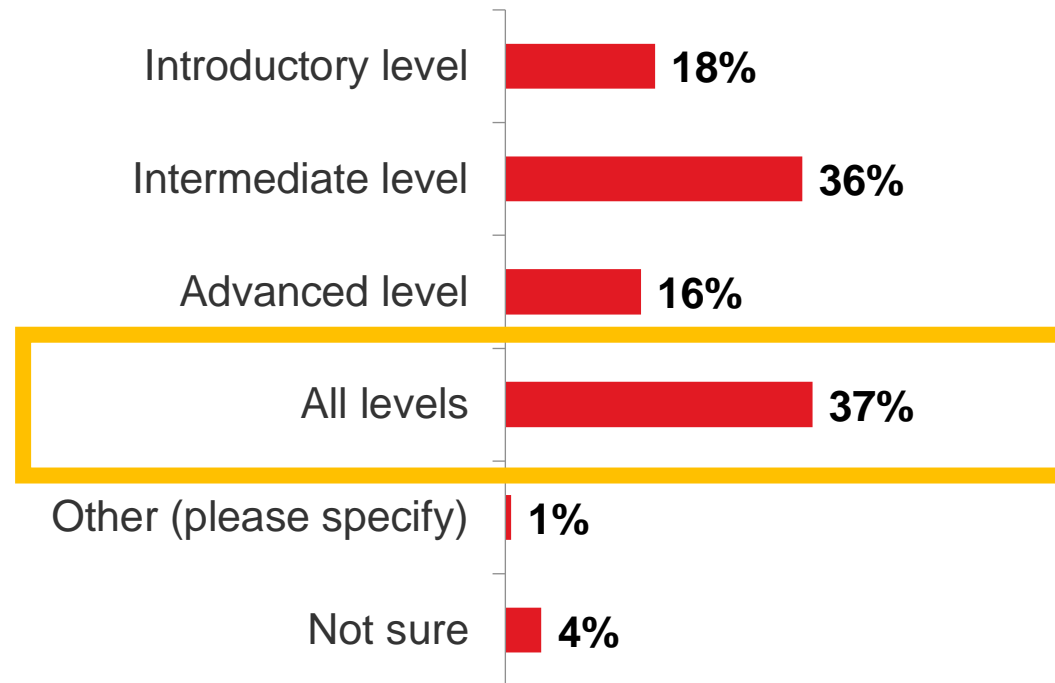
■ Extremely important  
■ Slightly important

■ Very important  
■ Not at all important

■ Moderately important  
■ Not sure\*

# What We Say About Data Analytics?

At what student level do you think Data Analytics should be introduced to students in the accounting curriculum? Please select all that apply. - Selected Choice (n=416)



**In a recent survey,** we received the following feedback...

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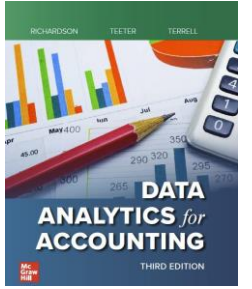
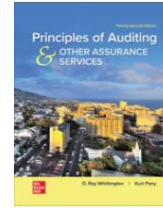
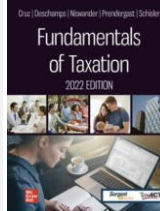
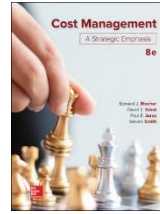
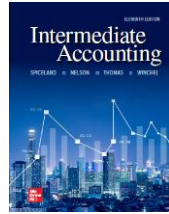
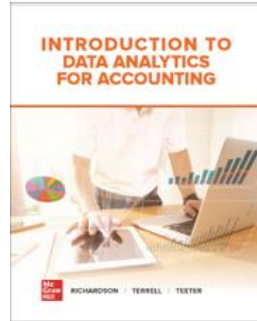
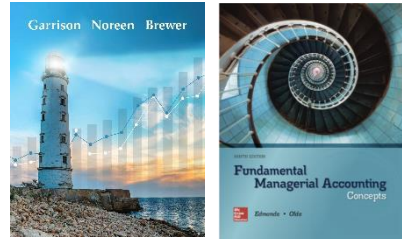
**100%**

**Interested in  
incorporating, not  
sure where to start**





# Data Analytics up the Accounting Curriculum



## Introductory, Fin/Man

- Initial Visualization Exposure and sophisticated Excel practice on smaller datasets

## Introductory Data Analytics

- Dedicated training on Excel & Tableau

## Intermediate, Cost, Tax

- Begin skill building & application

## Auditing

- Working with large datasets to consider risks

## Accounting Information Systems

- Deeper dive into Excel & Software

## Capstone Data Analytics

- Dedicated training on data analysis process within **2 tracks**:
- **Green Track:** Microsoft tools (including Excel, Power Query, and Power BI)
- **Blue Track:** Tableau tools (including Tableau Prep Builder and Tableau Desktop)
- **Other tools covered:** Access, SQL, IDEA, and Weka



## Data Visualization Exercises

- Interpreting Accounting data from visuals
- Built with static visualizations, integrated into Connect
- Auto-graded calculation/interpretation

## Tableau Dashboard Activities

- Scenario-based questions integrating active dashboards
- Students manipulate active or live dashboards within Connect
- Auto-graded analysis/decision-making questions

## Excel Analytics

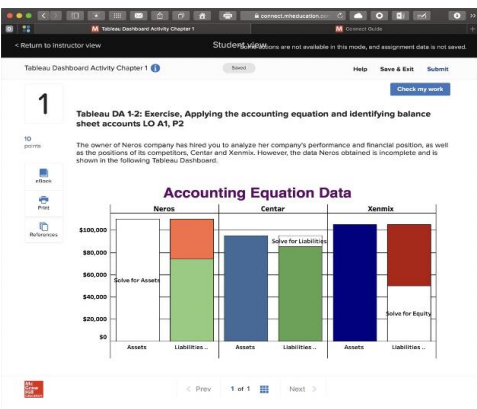
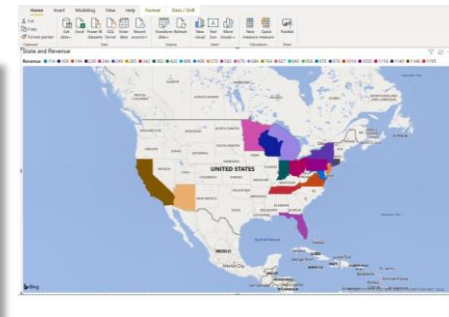
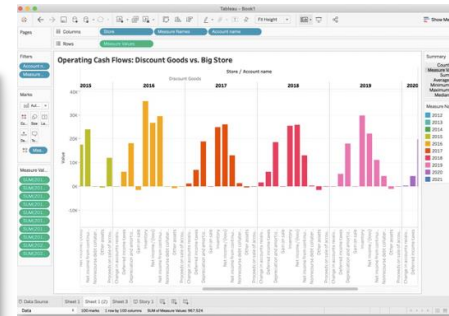
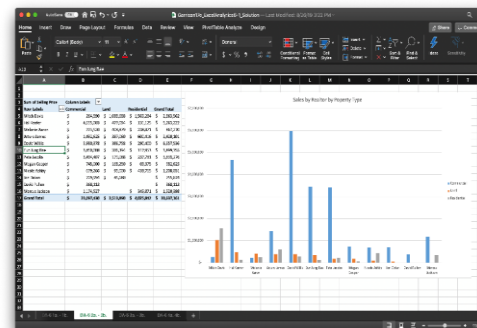
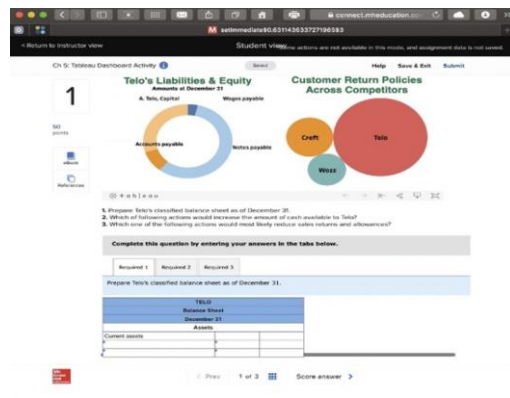
- Students work with complex datasets in live Excel
- Use Excel-based tools to analyze data sets and derive solutions
- Use a variety of Data Visualization techniques to communicate findings
- Goes beyond basic data manipulations & Excel skills]
- Auto-graded in Connect

## Applying Tableau

- Hands-on usage and skill-building within free Tableau software (incl. tutorial/instructional videos)
- Auto-graded critical-thinking and calculation questions, requiring manipulation and interpretation of data sets

## Applying Power BI

- Introduce and teach students to drive better business decisions by analyzing data for insights
- Provide interactive visualizations & business intelligence capabilities
- Students create their own reports and dashboards, harnessing data to tell a compelling business story



# Data Analytics in Accounting: *Integrating across the curriculum*

## Intro / Financial / Managerial

- Data Visualizations
- Tableau Dashboard Activities
- Applying Tableau
- Applying Power BI
- Excel Analytics

## Intermed. Accounting

- Data Visualization Exercises
- Tableau Dashboard Activities
- Applying Tableau
- Applying Power BI

## Intro. Data Analytics for Acct.

- Excel
- Tableau

## Cost Acct.

- Applying Excel
- Goal Seek
- Pivot Tables
- Applying Tableau
- Data Visualization

## Taxation

- Tableau Dashboard Activities

## Auditing

- IDEA
- Applying Tableau
- EY Helix Analyzer
- ACL Software

## Acc. Info Systems

- Tableau
- Excel Power Pivot tables/ Filters

## Data Analytics for Acct. (*capstone*)

- Tableau
- IDEA
- Access
- SQL
- Weka

**Data Analytics looks different in different courses**

# Tableau & Power BI

## ✓ In-demand skills

- ✓ Companies are hiring for analytical skills

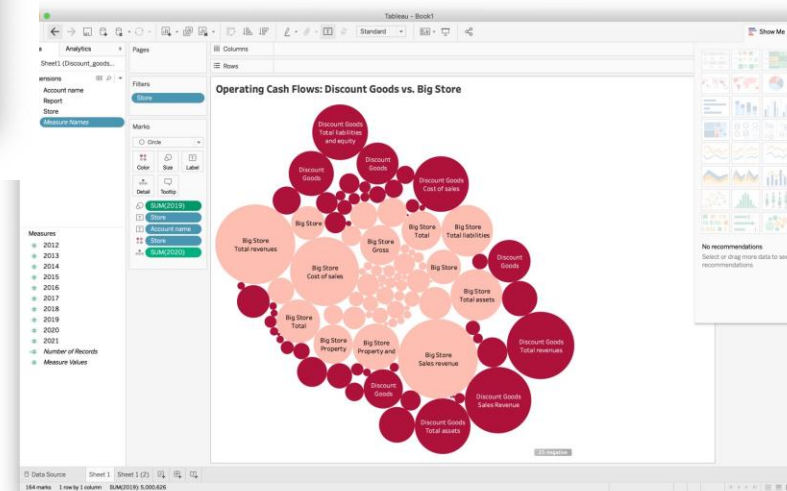
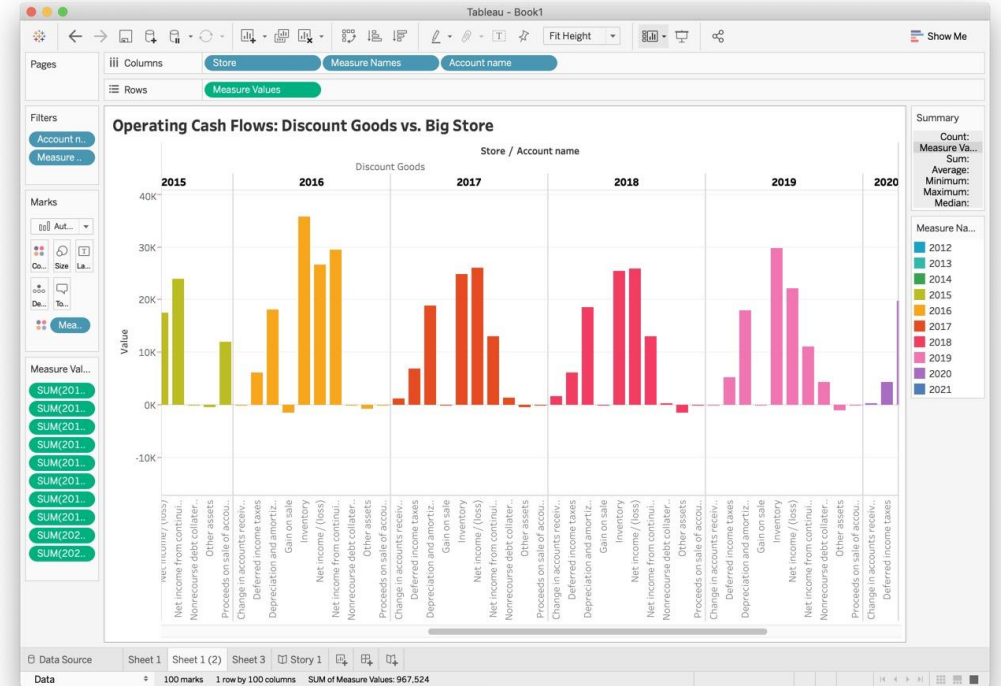
## ✓ Student Engagement

- ✓ Make data analytics come to life working hands on

## ✓ Easy to use

- ✓ library of on-demand tutorials and a dedicated support

Measure Names	Store	Measure Values
Number of Records	Big Store	1.00
2021	Big Store	13,708.02
2020	Big Store	20,866.25
2019	Big Store	14,883.00
2018	Big Store	16,993.00
2017	Big Store	16,387.00
2016	Big Store	17,756.00
2015	Big Store	16,695.00
2014	Big Store	17,099.00
2013	Big Store	15,080.00
2012	Big Store	14,293.00
Number of Records	Discount Goods	2.00
2021	Discount Goods	18,281.96
2020	Discount Goods	29,111.11
2019	Discount Goods	22,115.56
2018	Discount Goods	25,955.56
2017	Discount Goods	26,035.56
2016	Discount Goods	26,657.78
2015	Discount Goods	17,520.00
2014	Discount Goods	-14,542.22
2013	Discount Goods	29,893.33
2012	Discount Goods	24,328.89
Summary	Full Data	22 rows



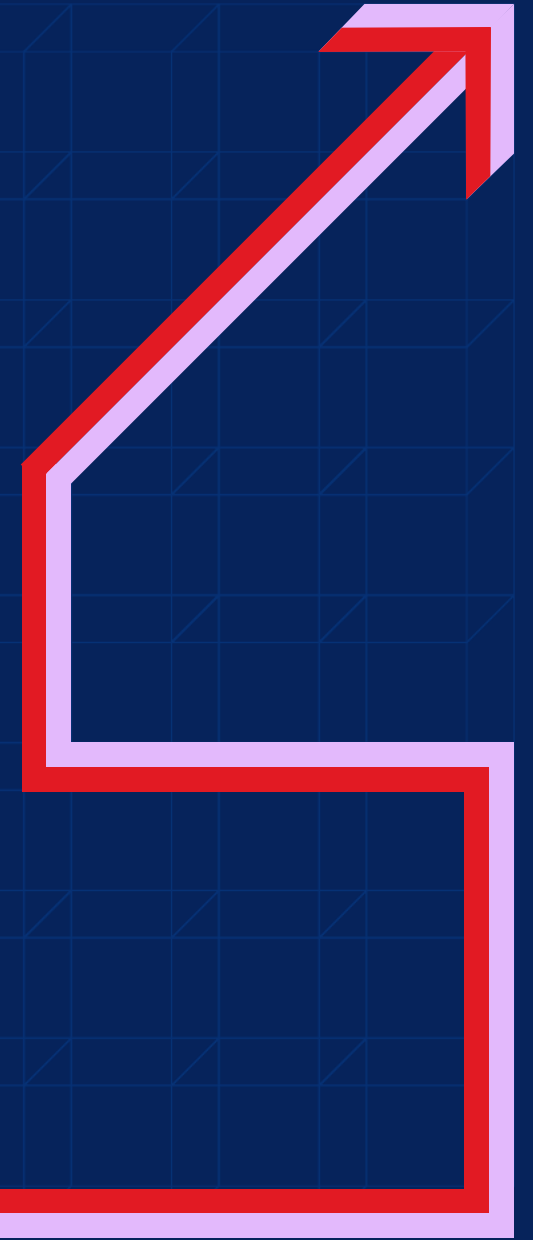


# Introductory Accounting

**Wild Series**

**Your Team: Claire McLemore & Steve Schuetz**

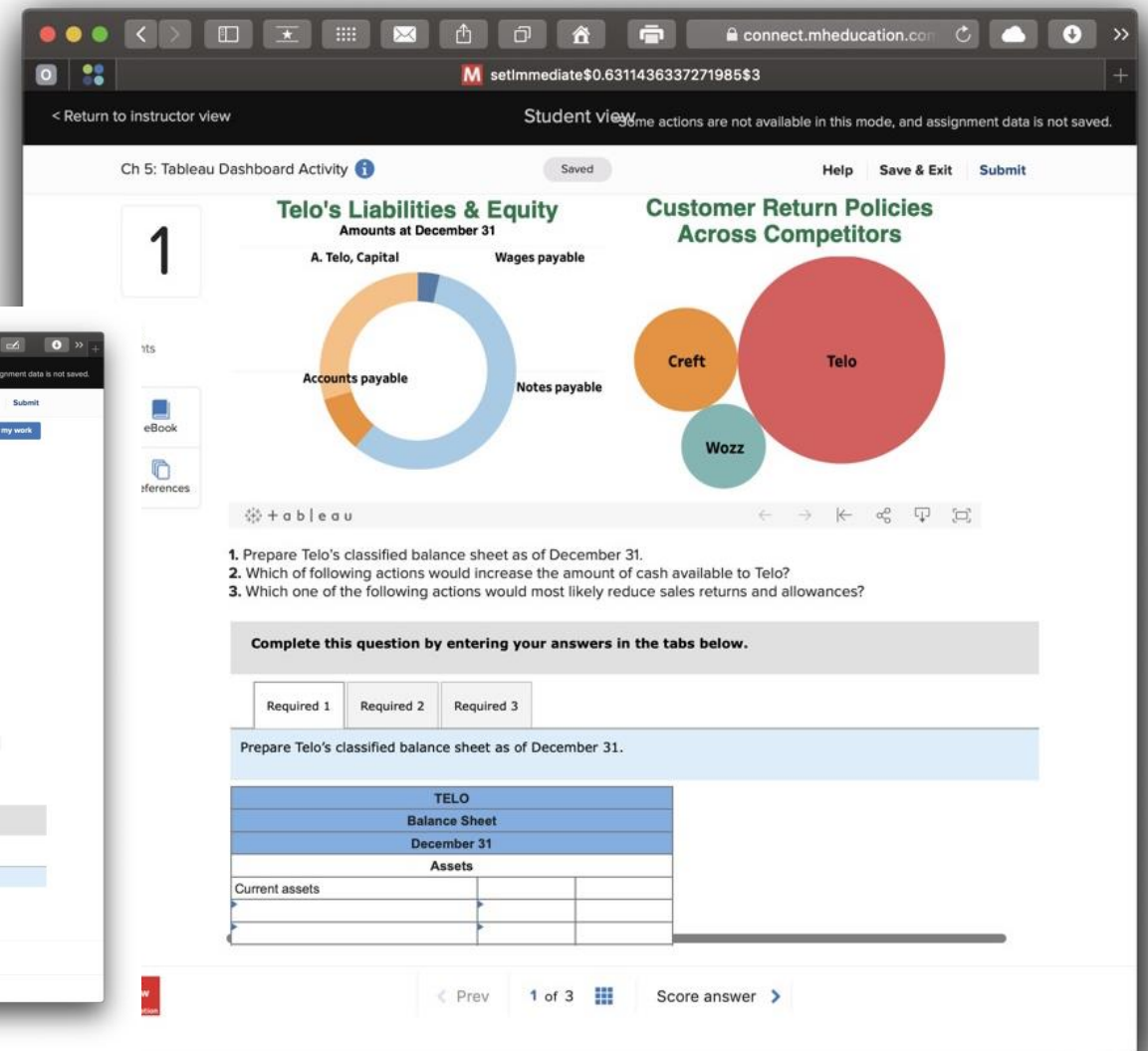
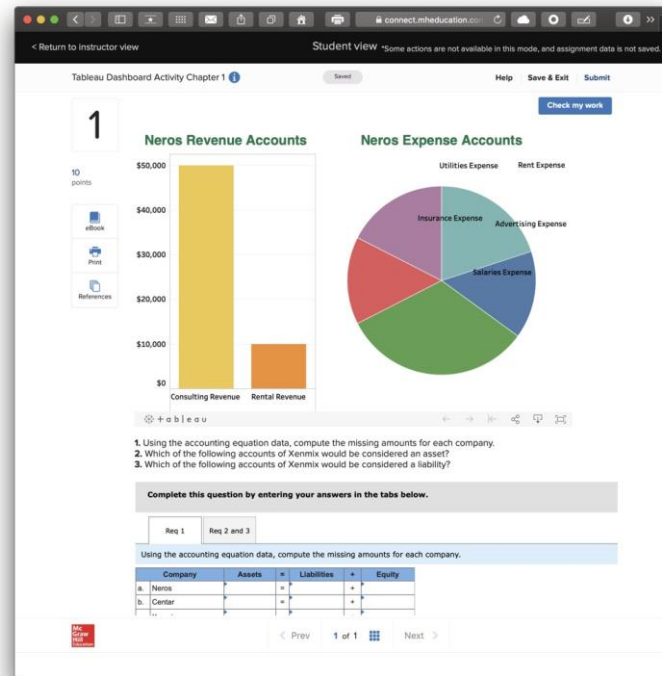
**Updated 11.16.21**



# Data Analytics in Introductory Accounting

## Introductory Accounting

- Tableau Dashboard Activities
- Integrated Excel & Applying Excel
- Title-specific videos/content (over 1500 videos)



# Data Analytics in Introductory Accounting

1.53 Mil Views

PLUS  
title-specific  
video content!

## Excel Tools: Integrated Excel & Applying Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2		Given Information*					Answers						
3						(a) Adjusting entries							
4		Supplies	\$12,600	Service revenue	\$145,600	1 Supplies expense		\$8,100					
5		Interest receivable	0	Interest revenue	0	2 Supplies		8,100					
6		Salaries payable	0	Supplies expense		3							
7		Deferred revenue	7,200	Salaries expense	64,700	4							
8													
9		1. Supplies remaining at the end of the year.											
10		2. Services remaining to be provided to customers who paid in advance.											
11		3. Employees are owed additional salaries at the end of the year.											
12		4. A note receivable was accepted on March 31.											
13		Interest rate on note											
14						(b) Adjusted balances							
15						Supplies		Service revenue					
16						Interest receivable		Interest revenue					
17						Salaries payable		Supplies expense					
18						Deferred revenue		Salaries expense					
19		* Insert a different amount in any of the blue cells in the given information to see alternative calculations.											
20		The amount in #1 should be less than the balance of Supplies. The amount in #2 should be less than the balance of Deferred Revenue.											

## Tableau Dashboard Activities

**Tableau Dashboard Activity Chapter 1**

**1** Tableau DA 1-2: Exercise, Applying the accounting equation and identify sheet accounts LO A1, P2

10 points

The owner of Nerros company has hired you to analyze her company's performance as the positions of its competitors, Centar and Xenmix. However, the data Nerros obtain shown in the following Tableau Dashboard.

**Accounting Equation Data**

Company	Assets	Liabilities
Nerros	~\$100,000	~\$80,000
Centar	~\$90,000	~\$85,000
Xenmix	~\$100,000	~\$50,000

Labels on chart: Solve for Assets, Solve for Liabilities, Solve for Equity



# Tableau Dashboard Activities

3 DIFFERENT  
LEVELS &  
APPROX 100  
TDAS

## TDA: Quick Study

- 5-10 minutes
- Reading Financial & Managerial Data from Dashboards
- Auto-graded assignments

HW: before or early in coverage

## TDA: Exercise

- 10-20 minutes
- Applying Financial & Managerial Data from Dashboards
- Auto-graded assignments

HW: after first day coverage

## TDA: Mini Case

- 15-25 minutes
- Interpreting & Decision Making using Financial & Managerial Dashboards
- Auto-graded assignments

HW: later in coverage & in-class

# Data Analytics Content in Introductory Accounting

## Wild Franchise by Title

TITLE	Data Analytics Offer
<b>Fundamental Accounting Principles</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel, Applying Excel, Excel Sims</li> </ul>
<b>Financial and Managerial Accounting</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel, Applying Excel, Excel Sims</li> </ul>
<b>Managerial Accounting</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel, Applying Excel, Excel Sims</li> </ul>
<b>Financial Accounting Fundamentals</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel, Applying Excel, Excel Sims</li> </ul>
<b>Financial Accounting: Information for Decisions</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities (w/ algo versions)</li> <li>✓ Integrated Excel (w/ algo versions), Applying Excel, Excel Sims</li> </ul>

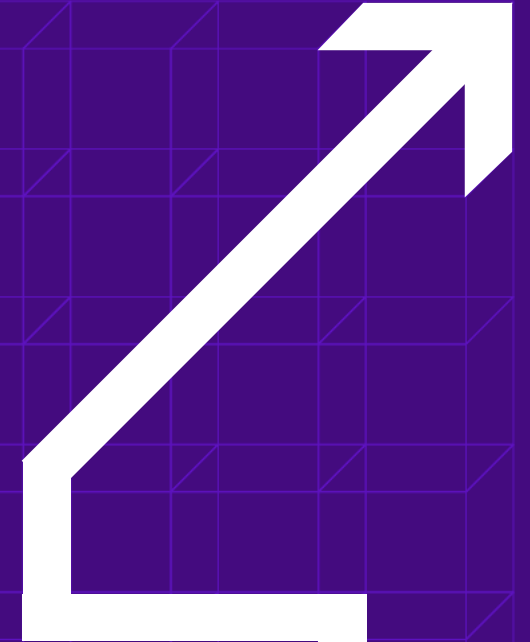
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# **Financial Accounting**

**4 different franchises**

**Your Team: Lauren Schur & Noelle Bathurst**

**Updated 11.16.21**



# Data Analytics in Financial Accounting

**PLUS**  
title-specific  
video content!

Data Visualization  
Exercises

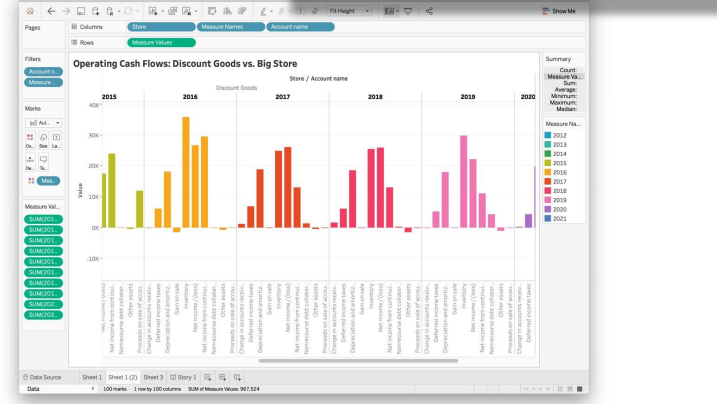
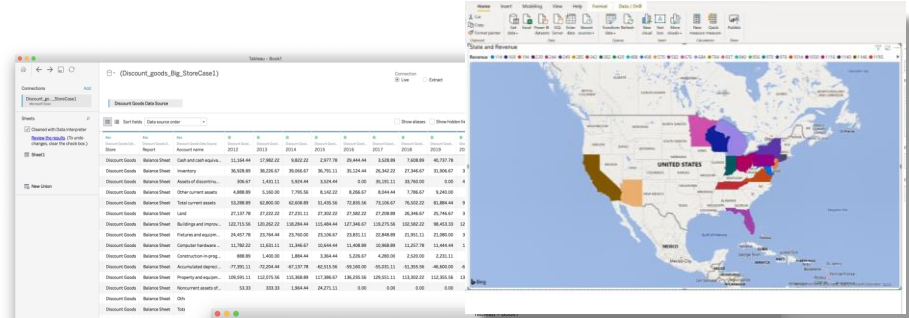
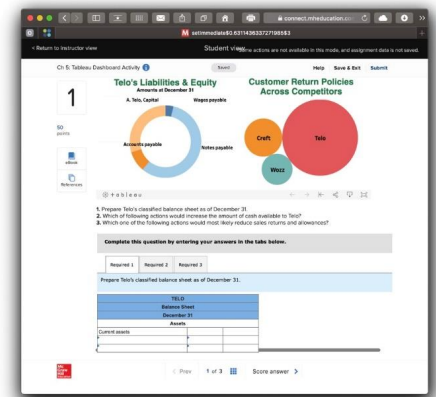
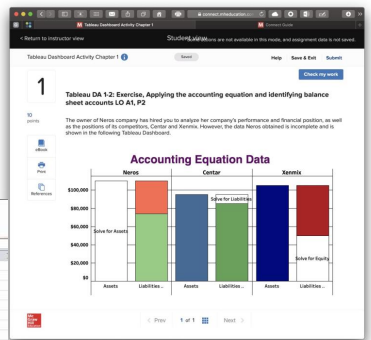
Tableau  
Dashboard  
Activities

Applying  
Tableau

Applying  
Power BI

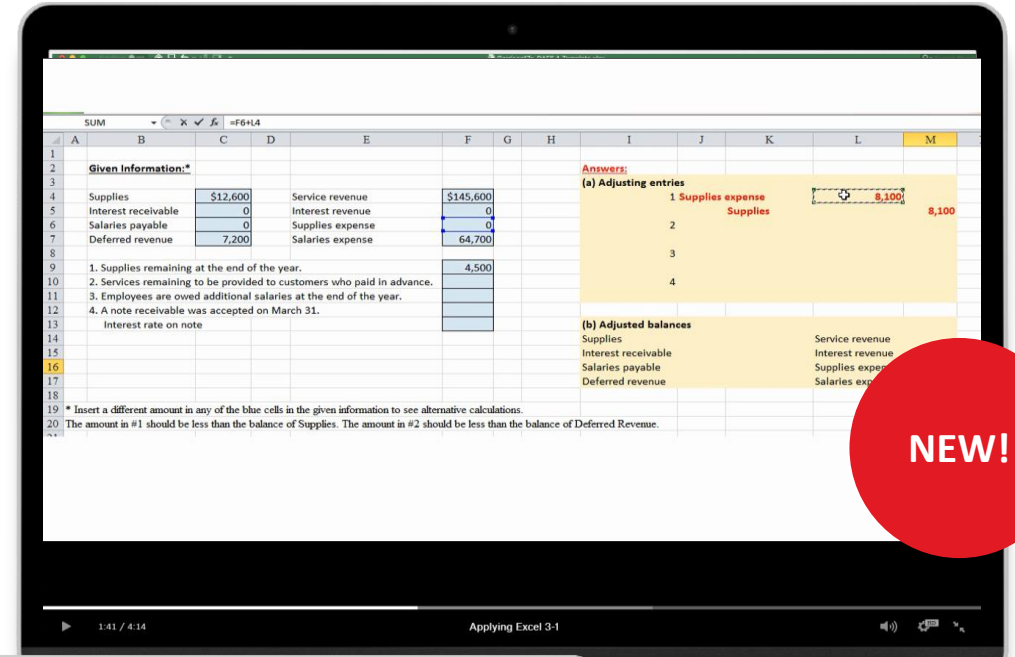
Excel Tools:  
Integrated Excel  
& Applying Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2	<b>Given Information*</b>												
3	Supplies	\$12,000	Service revenue	\$145,000									
4	Interest receivable	0	Interest revenue	0									
5	Salaries payable	0	Supplies expense	0									
6	Deferred revenue	7,200	Salaries expense	64,200									
7													
8													
9	1. Supplies remaining at the end of the year. 4,500												
10	2. Services remaining to be provided to customers who paid in advance.												
11	3. Employees are owed additional salaries at the end of the year.												
12	4. A note receivable was accepted on March 31.												
13	Interest rate on note												
14													
15	<b>(b) Adjusted balances</b>												
16	Supplies		Service revenue										
17	Interest receivable		Interest revenue										
18	Salaries payable		Supplies expense	78,110									
19	Deferred revenue		Salaries expense										
20	* Insert a different amount in any of the blue cells in the given information to see alternative calculations.												
21	The amount in #1 should be less than the balance of Supplies. The amount in #2 should be less than the balance of Deferred Revenue.												



# Data Analytics in Financial Accounting: Spotlight on Spiceland

- New Data Analytics assignments teach students how to use software tools to derive financial insights and communicate them to stakeholders.
- Build basic Excel skills through Integrated Excel and Applying Excel
- Interpret visual data sets and interact with live Tableau dashboards
- Gain hands-on experience creating dashboards in Applying Tableau and Applying Power BI (coming in 2022!)



\*This slide indicates newest edition content available

# Data Analytics in Financial Accounting: Spotlight on Edmonds IFAB

- The Edmonds approach helps students think like business professionals, building analysis and conceptual skills. New Data Analytics assignments teach students to use software tools to derive financial insights about business.
- Build basic business skills through Excel Simulations
- Interpret and engage with visual data sets in live Tableau dashboards
- Use Applying Tableau capstone project to gain hands-on experience



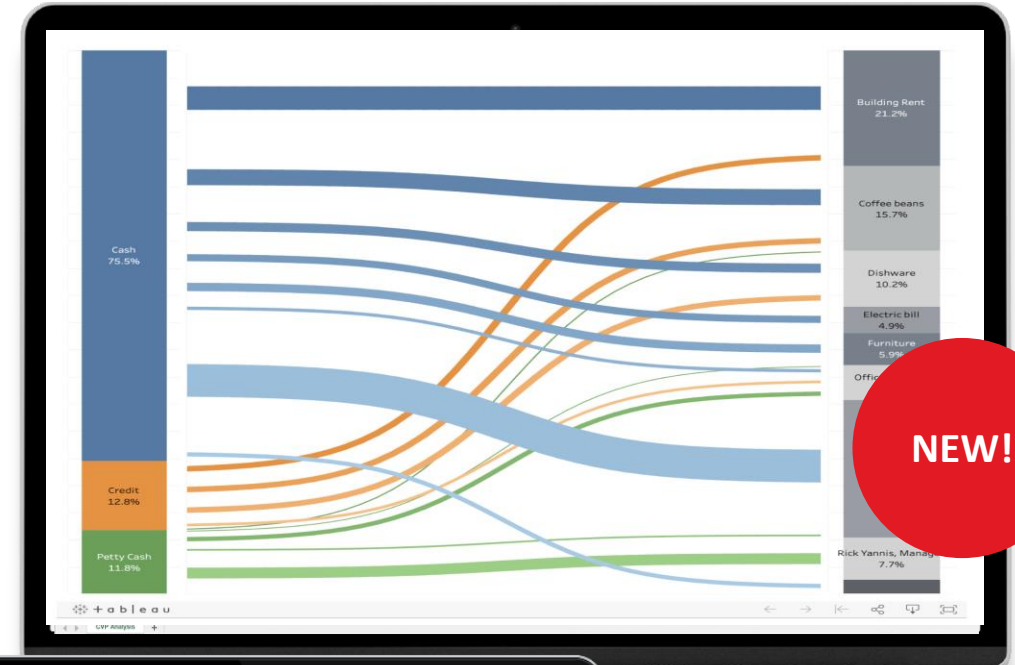
**NEW!**

*\*This slide indicates newest edition content available*

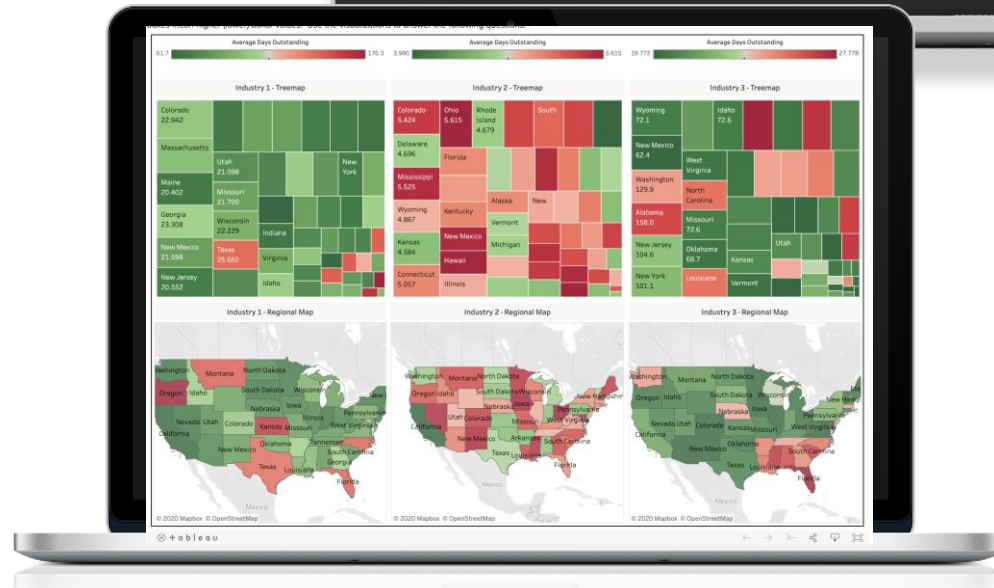


# Data Analytics in Financial Accounting: Spotlight on Edmonds FFAC

- The Edmonds approach helps students think like business professionals, building analysis and conceptual skills. New Data Analytics assignments teach students to use software tools to derive financial insights about business.
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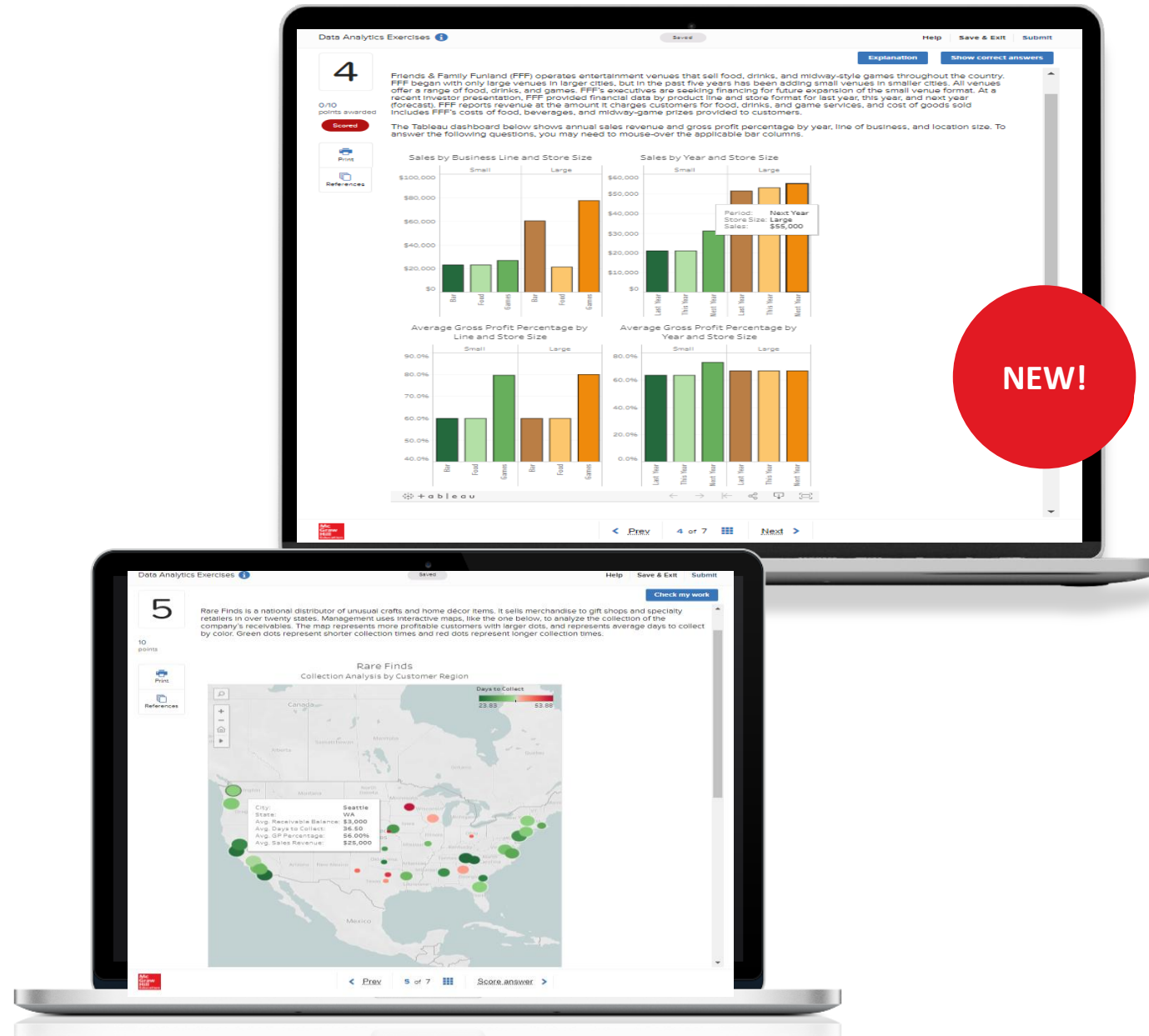
**NEW!**



*\*This slide indicates newest edition content available*

# Data Analytics in Financial Accounting: Spotlight on Phillips

- New Data Analytics assignments teach students how to use software tools to derive financial insights and communicate them to stakeholders.
- Learn and practice Excel formulas and functions in Accounting context with Integrated Excel
- Interpret visual data sets and interact with live Tableau dashboards
- Watch custom-created news-magazine style videos on current topics, like Big Data and Sustainability

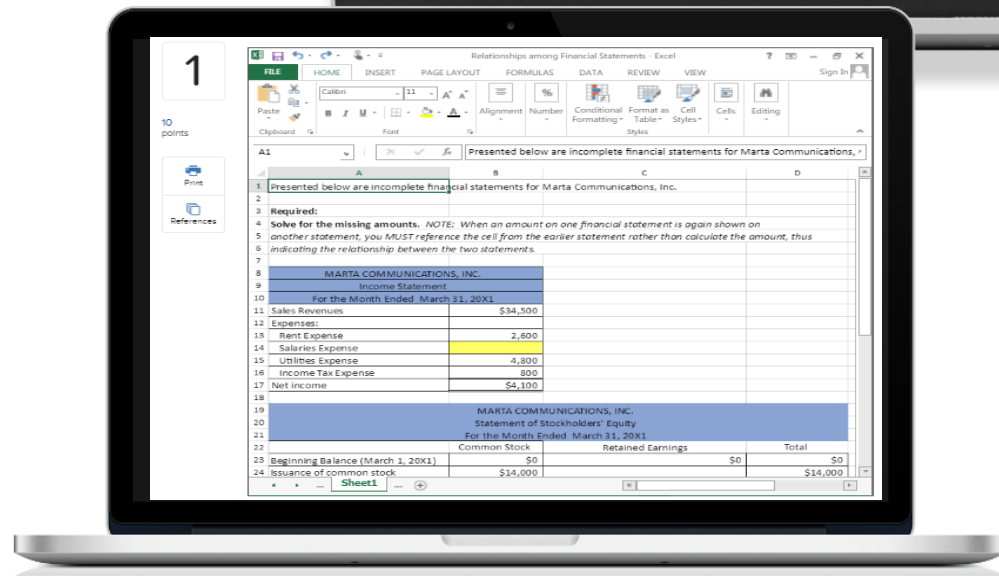
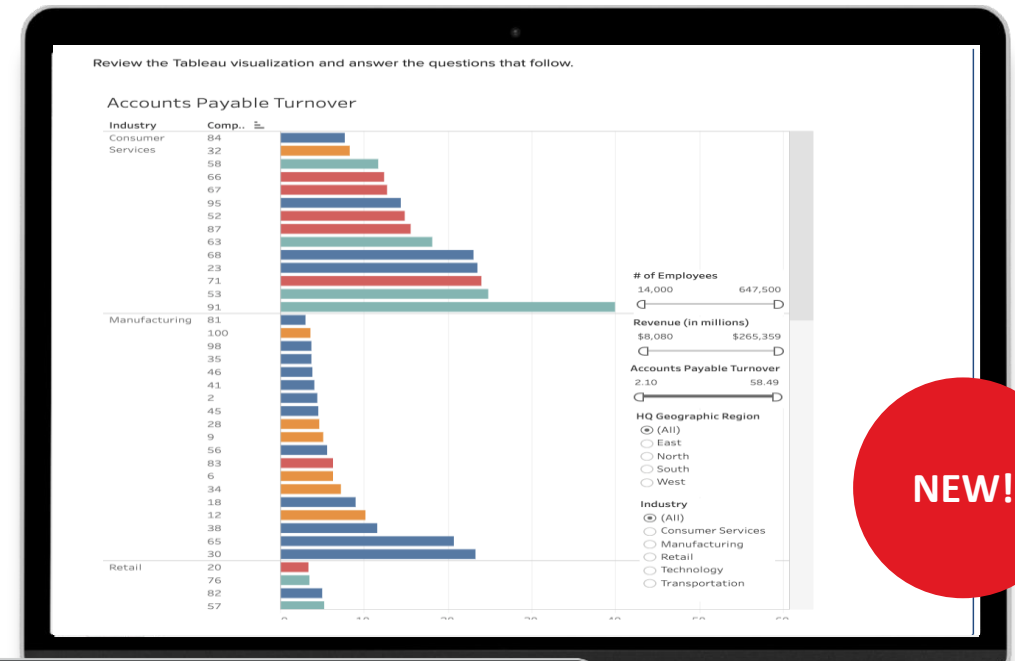


**NEW!**

*\*This slide indicates newest edition content available*

# Data Analytics in Financial Accounting: Spotlight on Libby

- New Data Analytics assignments teach students how to use software tools to derive financial insights and communicate them to stakeholders.
- Learn and practice Excel formulas and functions in Accounting context with Integrated Excel
- Interpret visual data sets and interact with live Tableau dashboards



*\*This slide indicates newest edition content available*

# Data Analytics Content in Financial Accounting (by title)

Title	Data Analytics Offer
<b>Spiceland</b> <b>Financial Accounting</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel &amp; Applying Excel</li> <li>✓ Data Visualizations Exercises</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Tableau</li> <li>✓ Applying Power BI (coming in 2022!)</li> </ul>
<b>Phillips</b> <b>Fundamentals of Financial Accounting</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Flash Topic Videos (Big Data)</li> </ul>
<b>Libby</b> <b>Financial Accounting</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> </ul>
<b>Wild</b> <b>Financial Accounting: Info for Decision Making</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Tableau Dashboard Activities</li> </ul>
<b>Edmonds</b> <b>Intro Financial Accounting for Business</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Tableau</li> </ul>
<b>Edmonds</b> <b>Fundamentals of Financial Accounting Concepts</b>	<ul style="list-style-type: none"> <li>✓ Applying Excel</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Tableau</li> </ul>

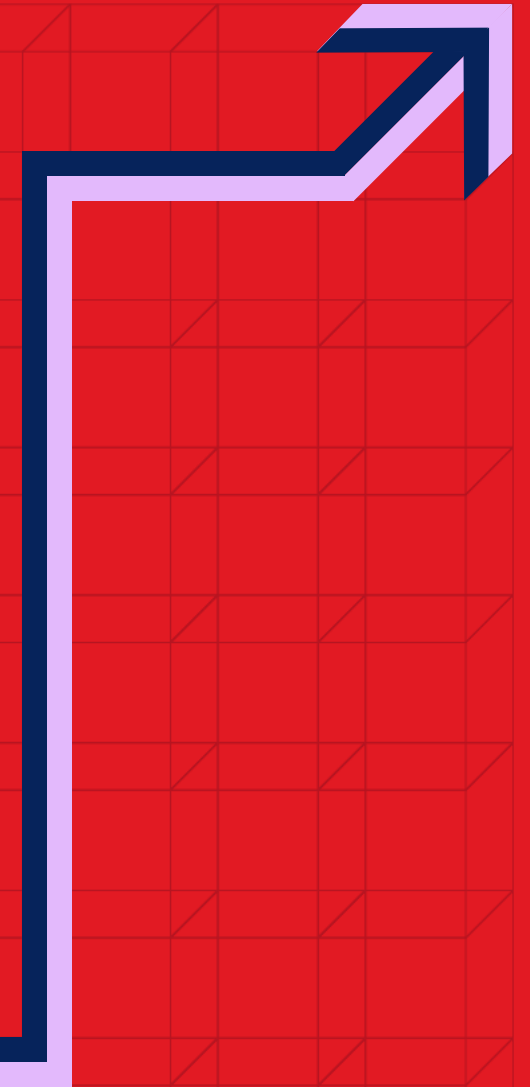
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# **Managerial Accounting**

**4 different franchises**

**Your Team: Lauren Schur & Noelle Bathurst**

**Updated 11.16.21**



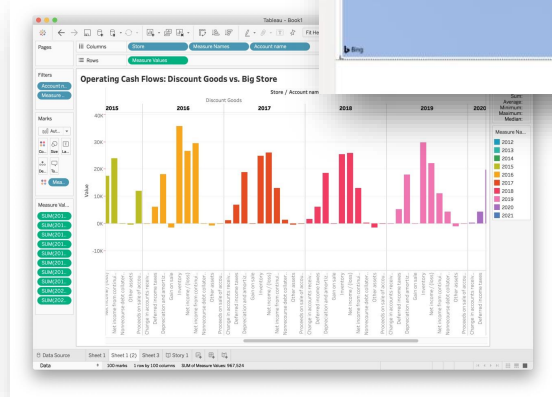
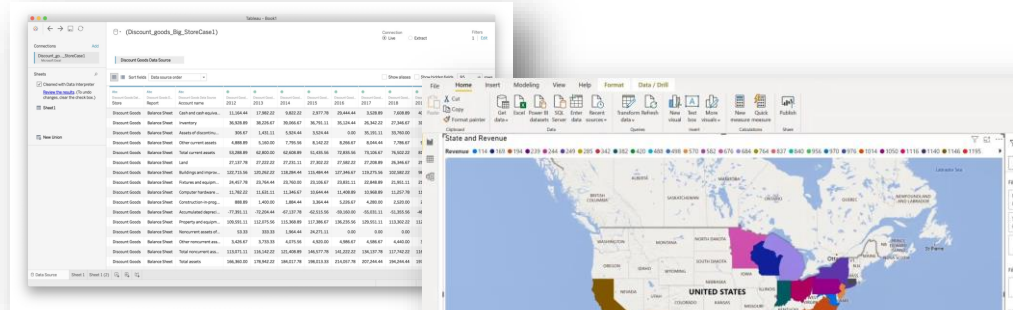
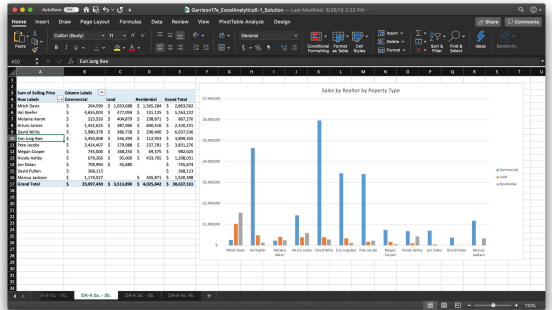
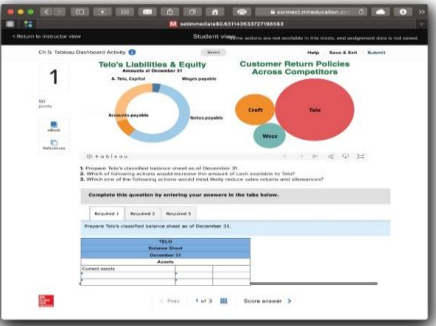
# Data Analytics in Managerial Accounting

Applying Power BI

Applying Tableau

Excel Tools:  
Integrated  
Excel &  
Excel  
Analytics

Tableau  
Dashboard  
Activities

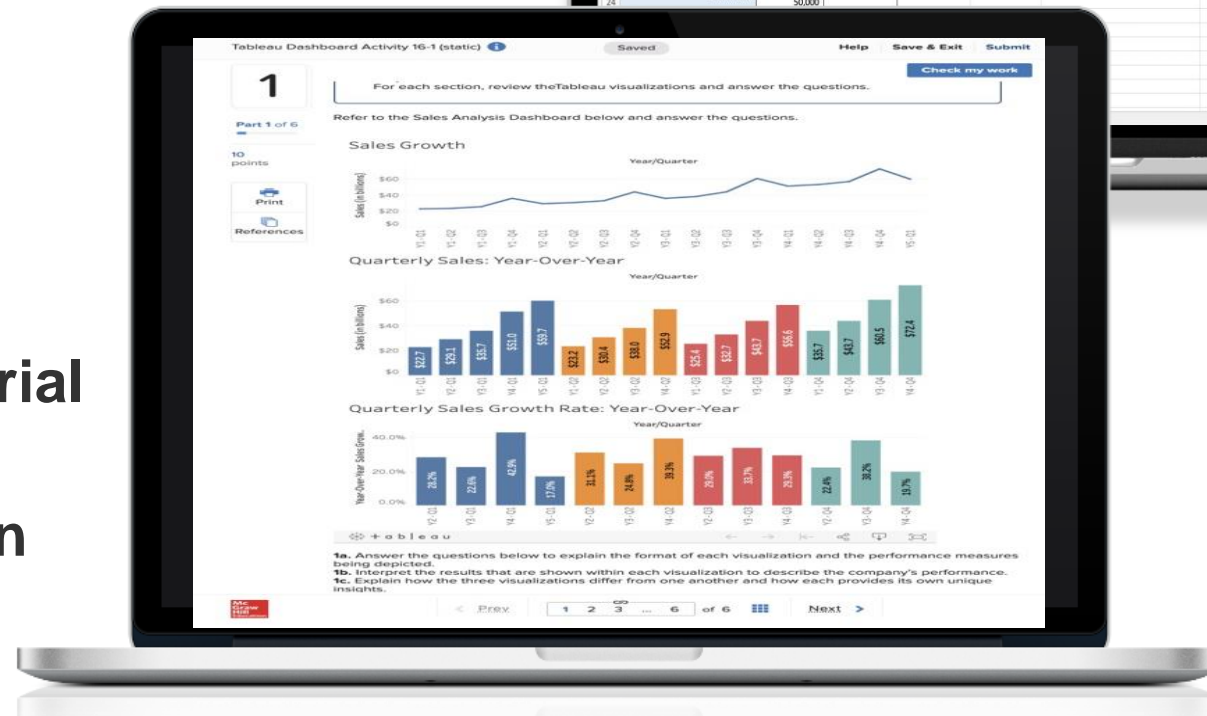
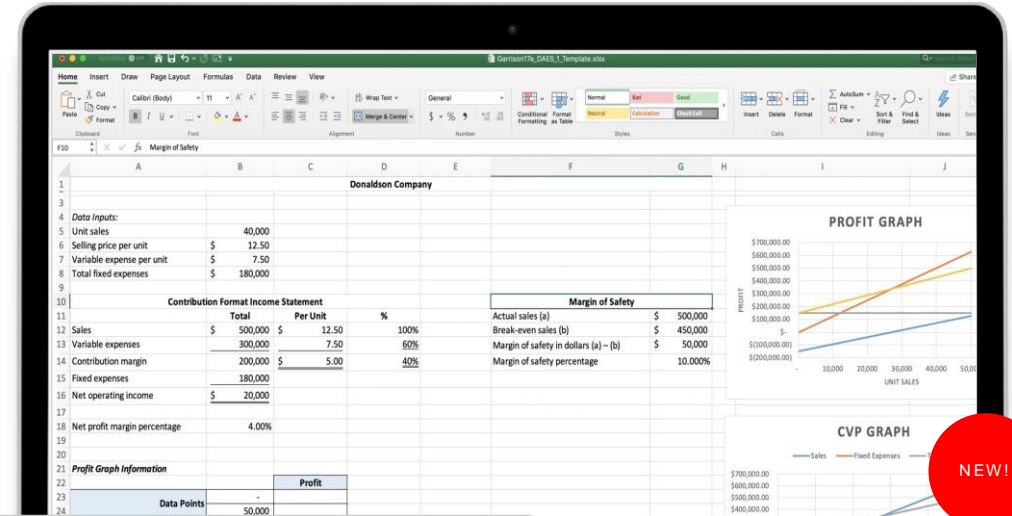




# Data Analytics in Managerial Accounting: Spotlight on Garrison

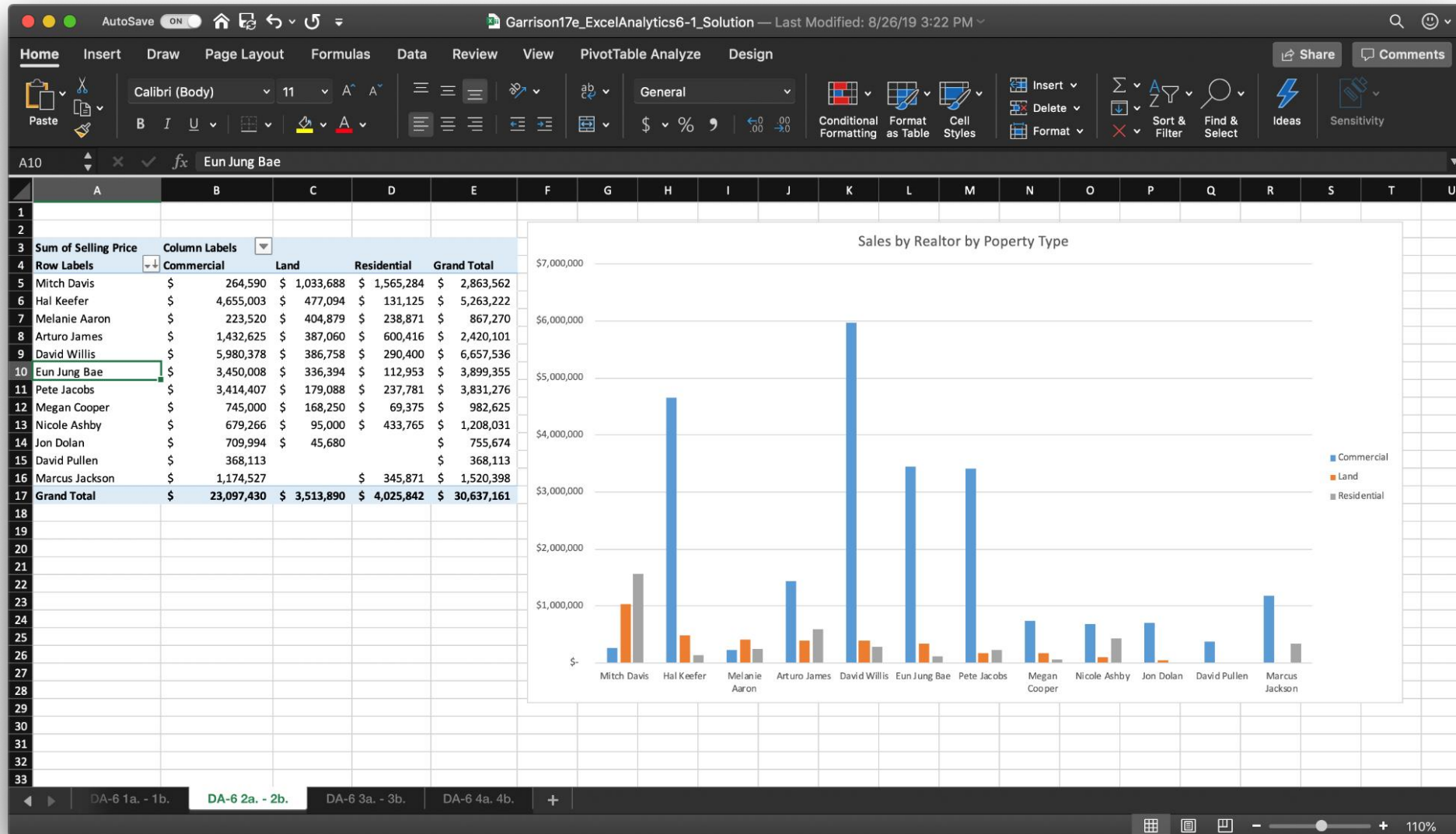
New Data Analytics Exercises teach students how to:

- Use software tools to derive managerial insights and communicate them to stakeholders
- Use more sophisticated data analysis tools in Excel to analyze and derivate managerial insights
- Communicate their findings in visually compelling ways
- Interpret and build data visualization dashboards in Tableau, Power BI, and Excel



*\*this slide indicates newest edition content available*

# NEW! Excel Analytics in Garrison



*\*this slide indicates newest edition content available*

# Data Analytics Content in Managerial Accounting (by title)

AUTHOR	Data Analytics Offer
<b>Garrison</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel &amp; Excel Analytics</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Power BI</li> <li>✓ Applying Tableau</li> </ul>
<b>Brewer</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel &amp; Excel Analytics</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Power BI</li> <li>✓ Applying Tableau</li> </ul>
<b>Noreen</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel &amp; Excel Analytics</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Power BI</li> <li>✓ Applying Tableau</li> </ul>
<b>Edmonds FMAC</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Applying Tableau</li> </ul>
<b>Hilton</b>	<ul style="list-style-type: none"> <li>✓ Tableau Expressions of Excel Regression</li> </ul>
<b>Whitecotton</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Tableau Dashboard Activities</li> <li>✓ Applying Tableau</li> <li>✓ Data Analytics Continuing Case</li> </ul>
<b>Wild</b>	<ul style="list-style-type: none"> <li>✓ Integrated Excel</li> <li>✓ Tableau Dashboard Activities</li> </ul> <p style="text-align: right;"><i>*This grid indicates newest edition content available</i></p>

# **Intermediate Accounting**

## **Spiceland Franchise**

**Your Team: Lauren Schur & Noelle Bathurst**

**Updated 11.16.21**



# Data Analytics in Intermediate Accounting

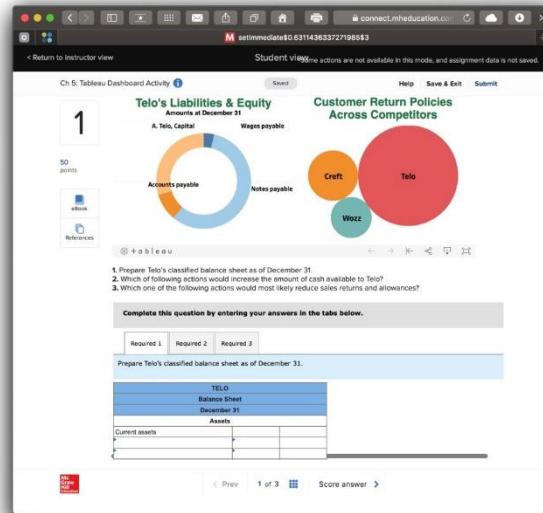
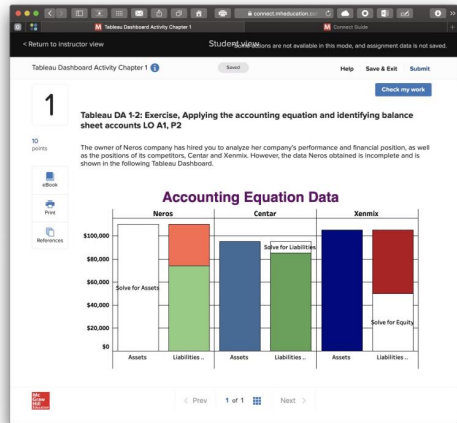
VIDEO WALK-THROUGHS!

Applying Power BI

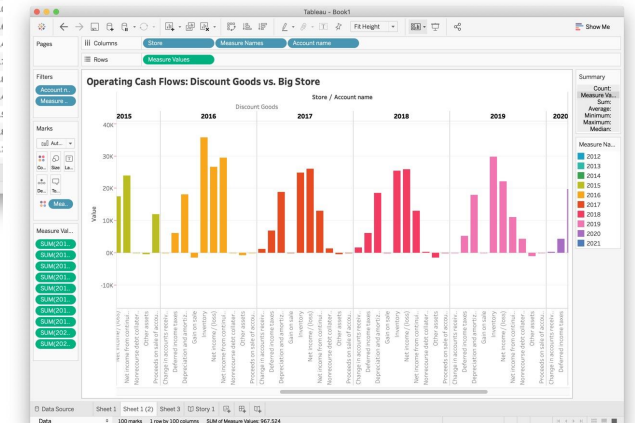
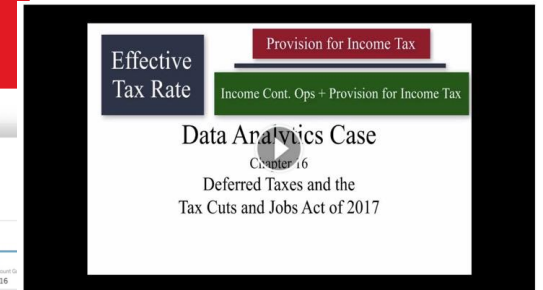
Applying Tableau

Tableau Dashboard Activities

Data Visualization



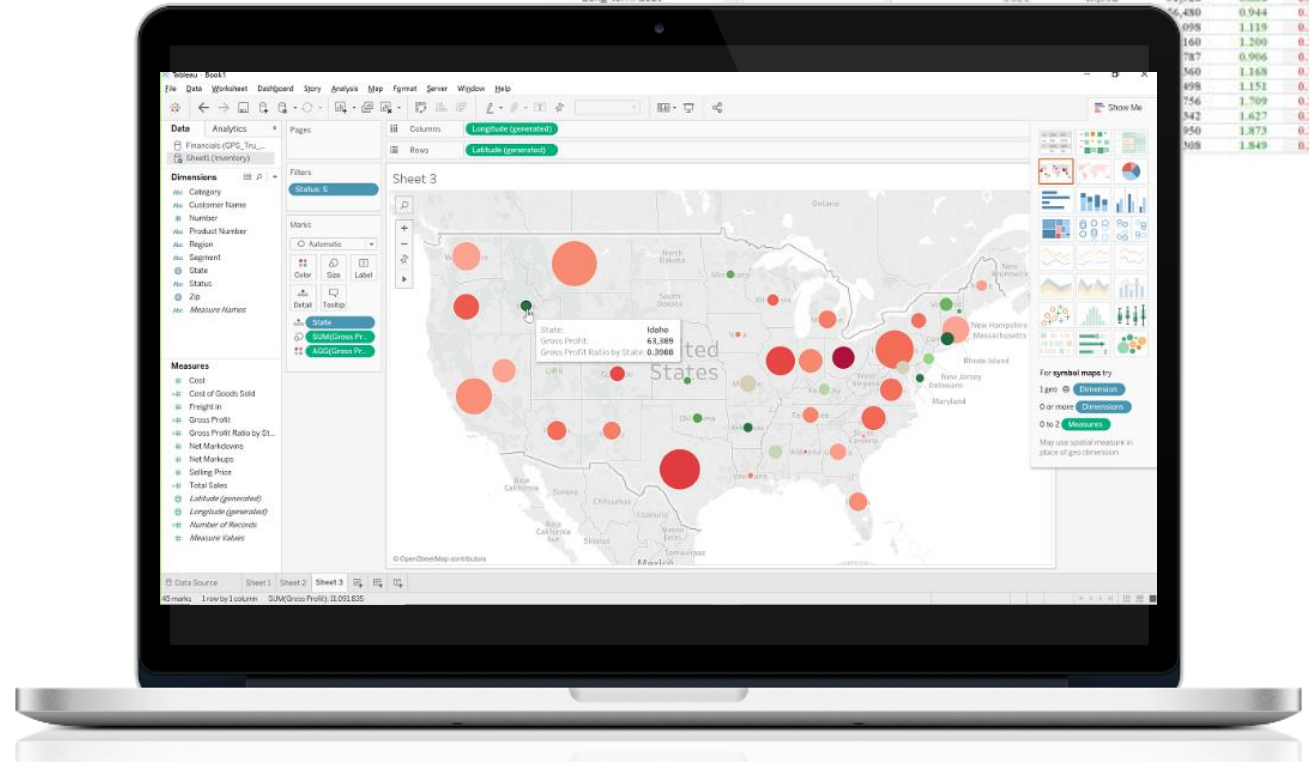
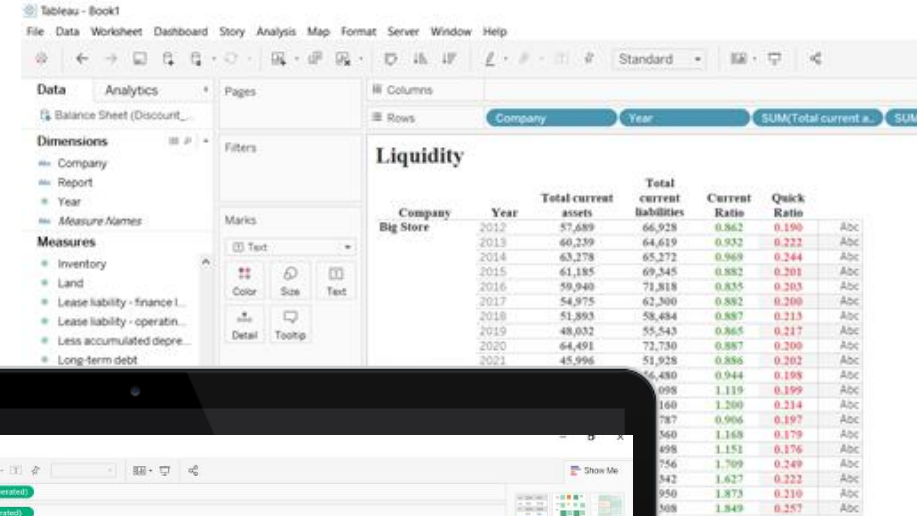
Account name	2012	2013	2014	2015	2016
Cash and cash equivalents	11,164.44	17,982.22	9,822.22	2,977.78	29,444.44
Inventory	36,928.89	38,226.67	39,066.67	36,791.11	35,124.44
Assets of discontinued operations	306.67	1,431.11	5,924.44	3,524.44	0.00
Total current assets	4,888.89	5,160.00	7,795.56	8,142.22	8,044.44
Total noncurrent assets	53,288.89	62,800.00	62,608.89	51,435.56	72,835.56
Total assets	58,177.78	67,960.00	70,404.44	59,577.78	80,880.00
Liabilities	122,715.56	120,282.22	118,284.44	117,882.22	116,311.11
Equity	24,457.78	23,764.44	23,760.00	24,457.78	23,760.00
Total liabilities and equity	147,173.34	144,046.66	142,044.44	142,035.00	140,071.11





# Data Analytics in Intermediate Accounting: Spotlight on **Spiceland**

- New auto-graded Data Analytics tools teach students how to build data analytics skills, interact with live Tableau dashboards in Connect, and apply their skills with hands-on work in freely available Tableau and Power BI software
- Instructors need not be Tableau experts themselves
- Step-by-step instructions and videos guide students
- Immediate feedback and auto-graded capabilities in Connect



*\*This slide indicates newest edition content available*

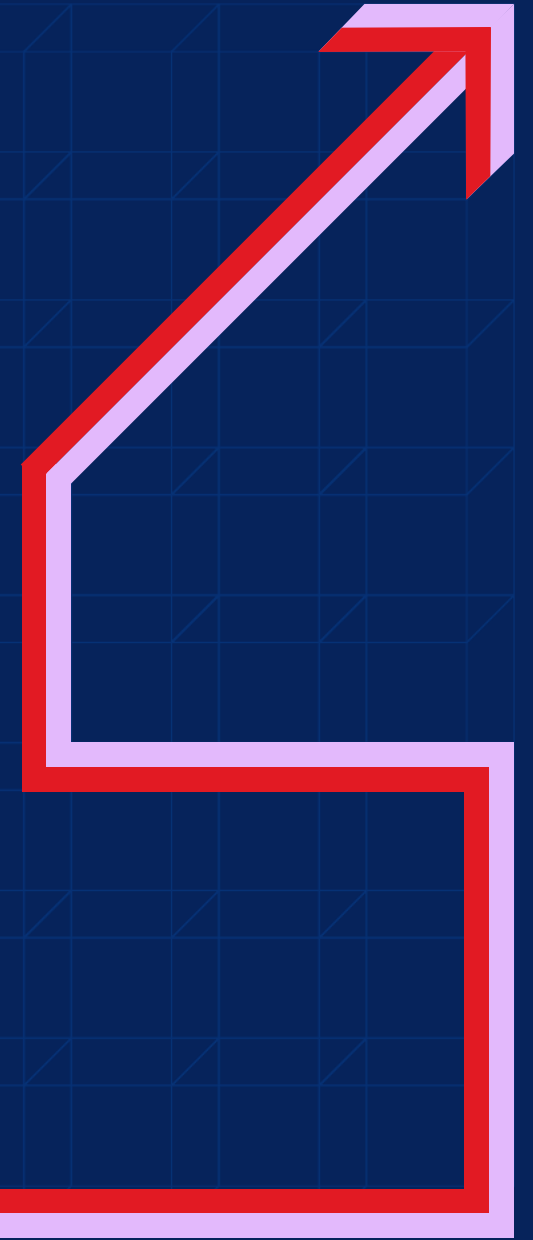


# Taxation

**Spilker, Jones & Cruz**

**Your Team: Claire McLemore & Kathleen Klehr**

**Updated 11.16.21**



# Data Analytics in Taxation

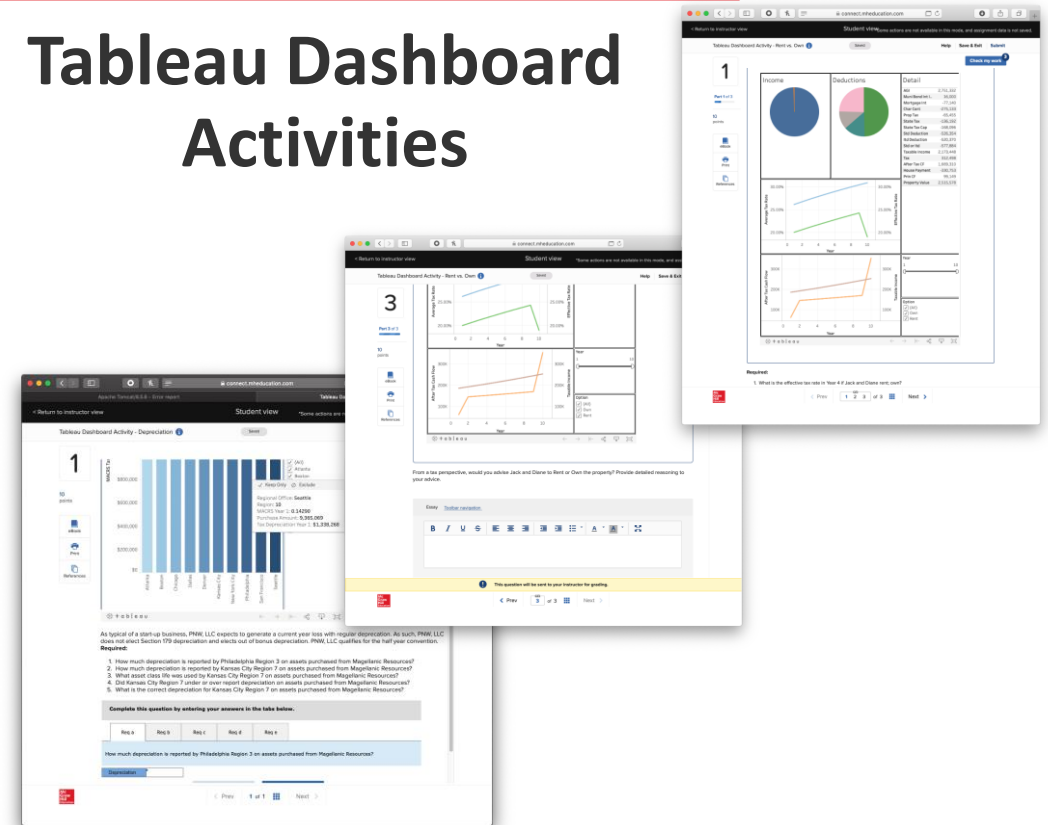
## Available for Spilker, Jones & Cruz

PLUS  
Guided-  
Example Hint  
Videos!

### Excel Tools: Integrated Excel **\*Coming Fall 2022\***

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2		Given Information*							Answers				
3									(a) Adjusting entries				
4		Supplies	\$12,600	Service revenue	\$145,600			1	Supplies expense	\$,100			
5		Interest receivable	0	Interest revenue	0			2	Supplies	8,100			
6		Salaries payable	0	Salaries expense				3					
7		Deferred revenue	7,200	Salaries expense	64,700			4					
8													
9		1. Supplies remaining at the end of the year.				4,500							
10		2. Services remaining to be provided to customers who paid in advance.											
11		3. Employees are owed additional salaries at the end of the year.											
12		4. A note receivable was accepted on March 31.											
13		Interest rate on note											
14									(b) Adjusted balances				
15									Supplies		Service revenue		
16									Interest receivable		Interest revenue		
17									Salaries payable		Supplies expense	\$64,700	
18									Deferred revenue		Salaries expense		
19		* Insert a different amount in any of the blue cells in the given information to see alternative calculations.											
20		The amount in #1 should be less than the balance of Supplies. The amount in #2 should be less than the balance of Deferred Revenue.											

## Tableau Dashboard Activities



# Data Analytics Content in **Taxation** (by title)

Title	Data Analytics Offer
<b>Spilker Taxation of Individuals and Business Entities</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>
<b>Spilker Taxation of Individuals</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>
<b>Spilker Taxation of Business Entities</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>
<b>Spilker Essentials of Federal Taxation</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>
<b>Jones Principles of Taxation</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>
<b>Cruz Fundamentals of Taxation</b>	<ul style="list-style-type: none"> <li>✓ Tableau Dashboard Activities</li> <li>✓ Integrated Excel</li> </ul>

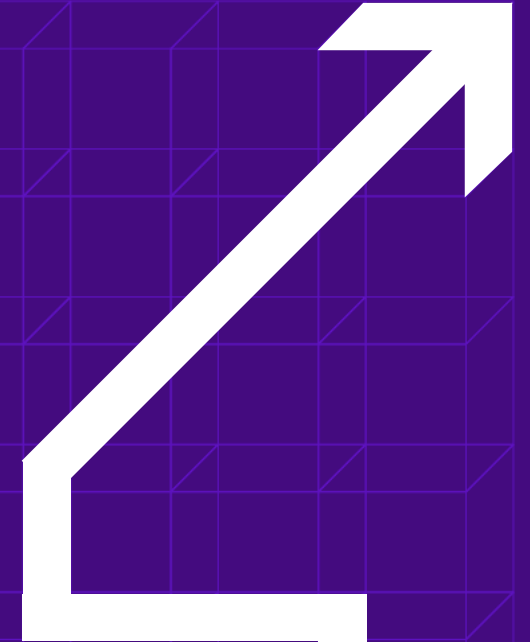
*\*This grid indicates newest edition content available*

# Auditing

**Messier, Louwers,  
Whittington**

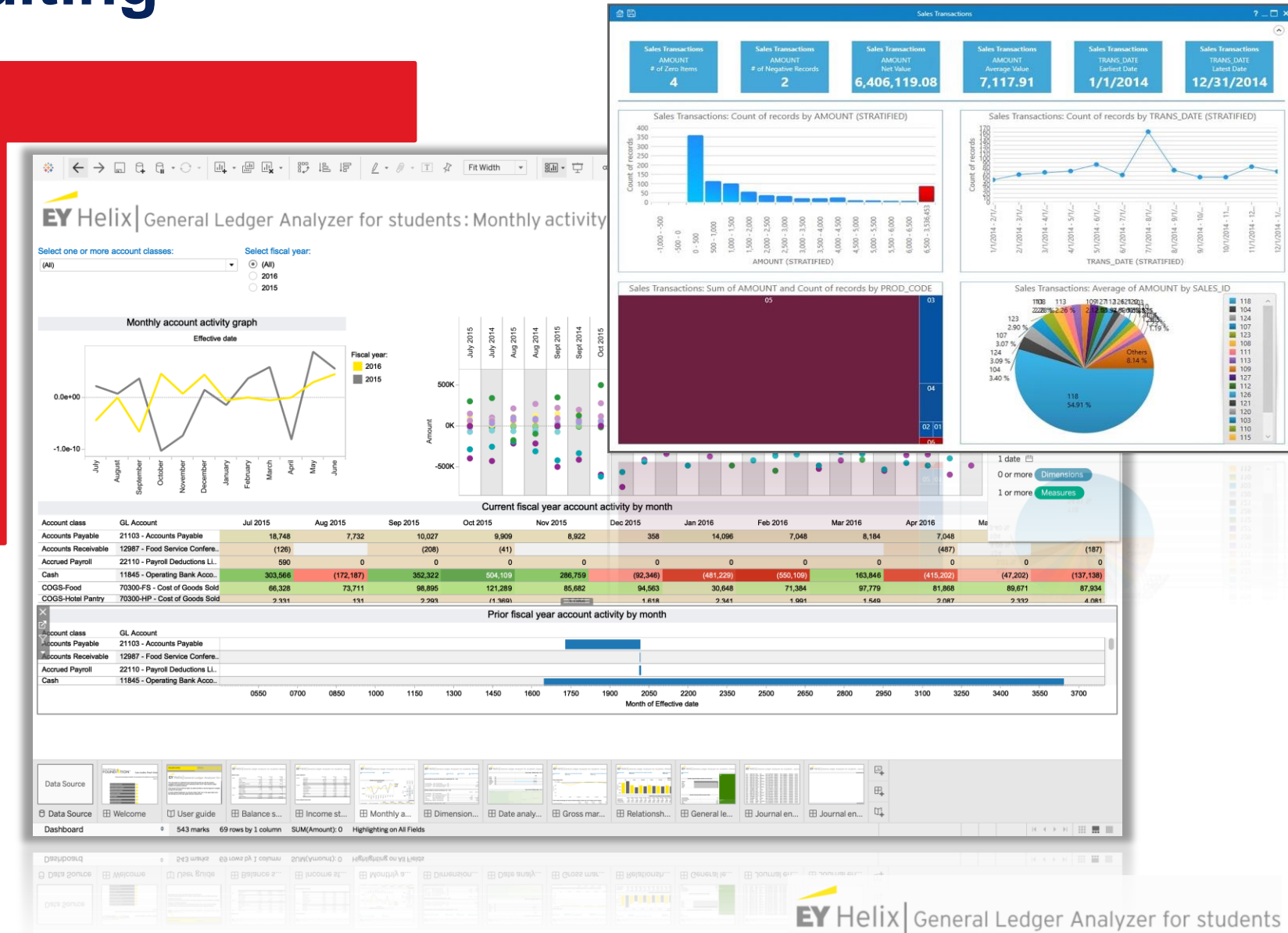
**Your Team: Lauren Schur & Danielle McLimore**

**Updated. 11.16.21**



# Data Analytics in Auditing

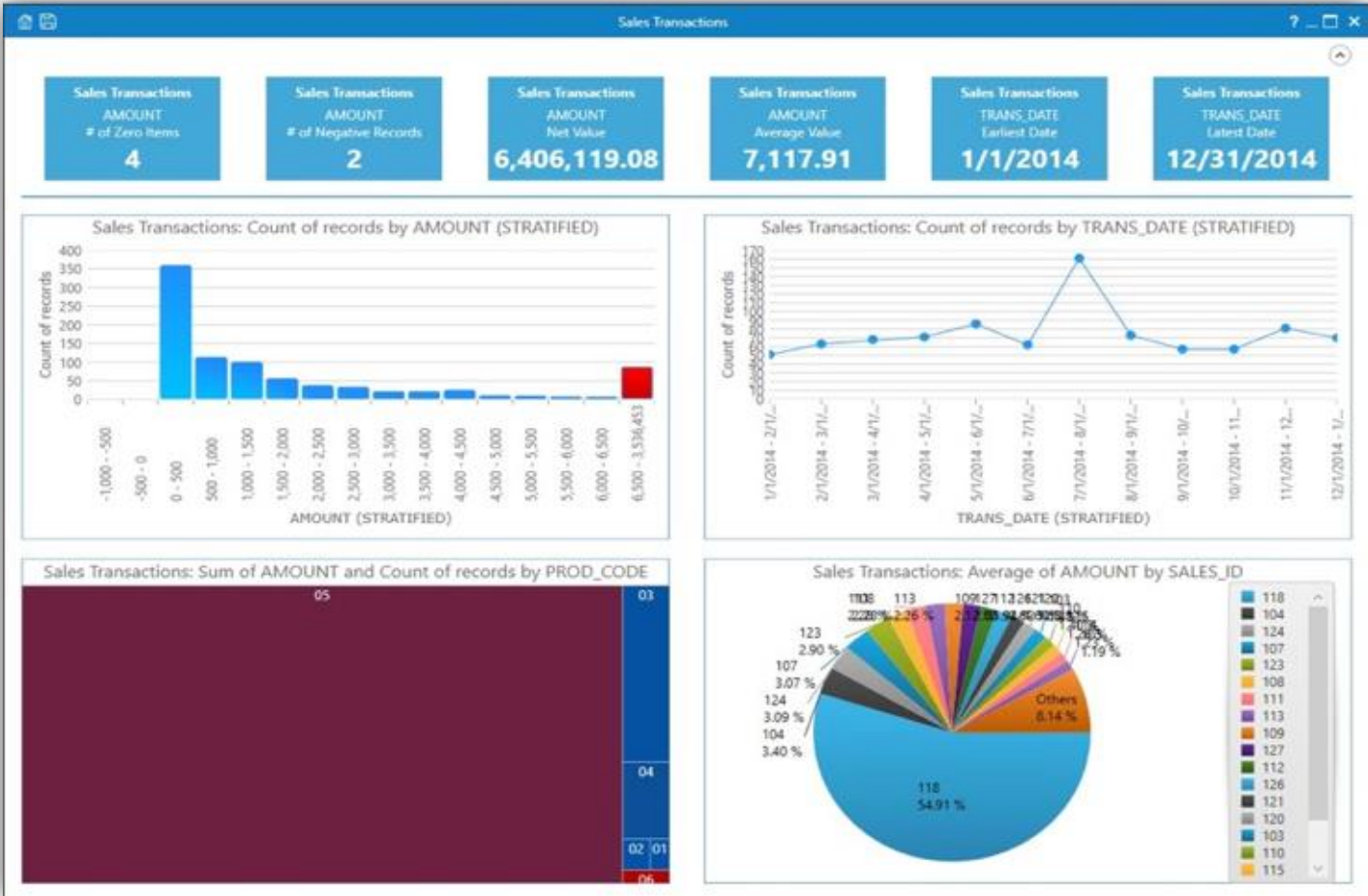
- IDEA
- Applying Tableau
- EY Audit Software (Helix)
- ACL Software



# Data Analytics in Auditing: IDEA

Louwers  
Messier  
Whittington

*Available in Connect, with auto grading where possible. Also available outside of Connect.*



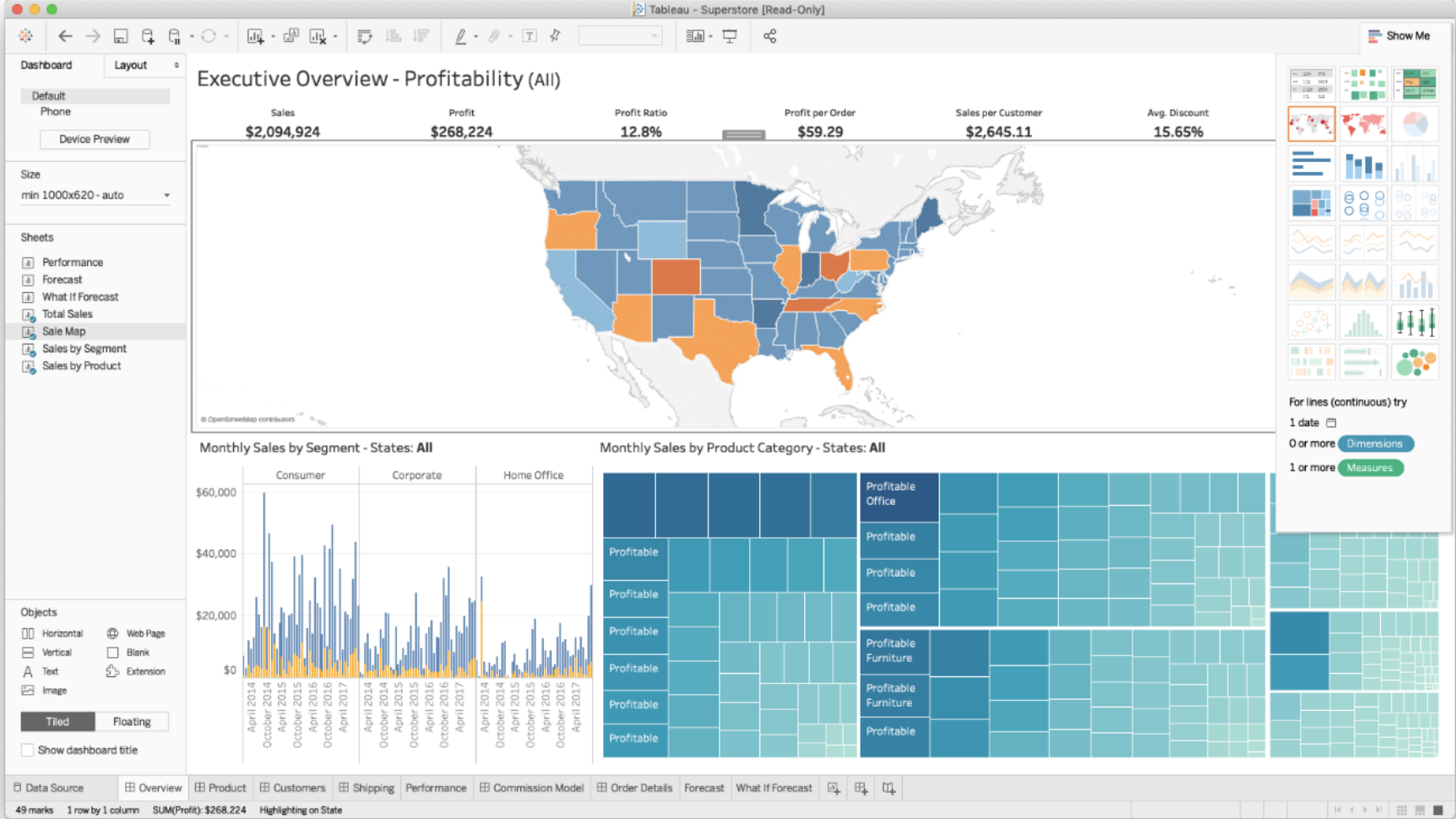


# Data Analytics in Auditing: Applying Tableau



## Applying Tableau

- Messier
- Whittington



*\*This grid indicates newest edition content available*

## Messier, *Auditing & Assurance Services 12e*



**Data Visualization**

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**Audit Analytics**

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**Robotic Process Automation**

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**Ernst & Young Audit Analyzer**

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Understanding platform differentiation boosts critical-thinking and problem-solving skills

# Data Analytics Content in Auditing (by title)

Auditing Title	Data Analytics Offer
Louwers	<ul style="list-style-type: none"> <li>✓ New module on Data Analytics</li> <li>✓ KPMG Case using Tableau to assess fraud and risk</li> <li>✓ IDEA Auditing Software</li> <li>✓ Data Sets provided can be used by any analytics software</li> <li>✓ Apollo Shoes Audit Simulation Case: includes data analytics component</li> </ul>
Messier	<ul style="list-style-type: none"> <li>✓ Applying Tableau</li> <li>✓ IDEA Auditing Software</li> <li>✓ UiPath</li> <li>✓ EY Helix Cases</li> </ul>
Whittington	<ul style="list-style-type: none"> <li>✓ IDEA Auditing Software</li> <li>✓ ACL</li> <li>✓ Applying Tableau</li> </ul>

**Caseware IDEA Audit Software:** is a powerful data analysis tool designed to help auditors, accountants and other finance professionals perform data analysis quickly to help improve audits and identify control breakdowns.

**Tableau:** is a powerful analytics tool that helps students see and understand data. Give your students a leg up in the real-world with experience using Tableau; letting them access, visually analyze, and understand data while creating interactive worksheets.

**Ernst & Young Foundation Content & Cases:** Provides students experience working with large datasets and considering risks using case material developed by EY's Ernst & Young Foundation. Instructors & students are provided with access to The Ernst & Young Academic Resource Center; specifically, the EY P-Card case data and the opportunity to explore the audit data analytics process in great depth while using EY's proprietary Tableau analyzer tool, EY Helix.

*\*This grid indicates newest edition content available*

**Mc  
Graw  
Hill**

# **Cost Accounting**

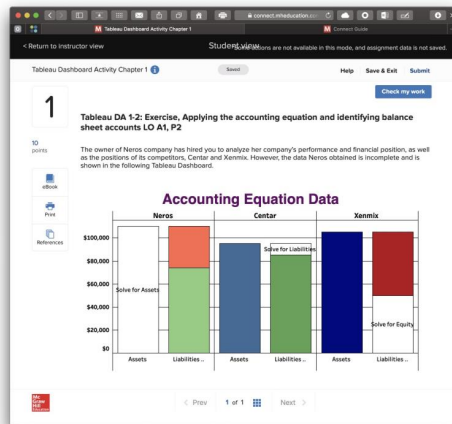
**Lanen, Blocher**

**Your Team: Lauren Schur & Danielle McLimore**

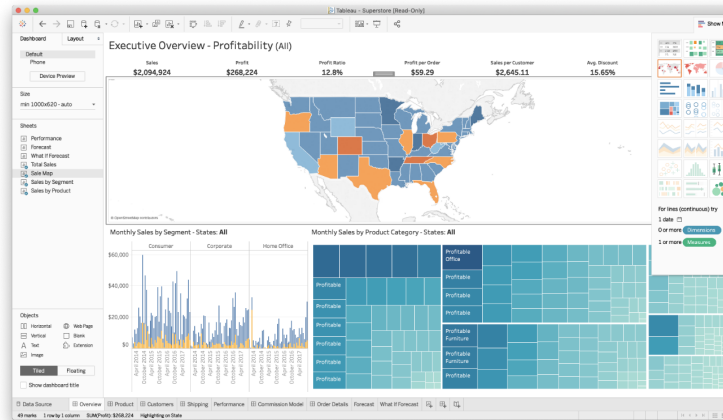
**Updated 11.16.21**

# Data Analytics Content Types in Cost Accounting

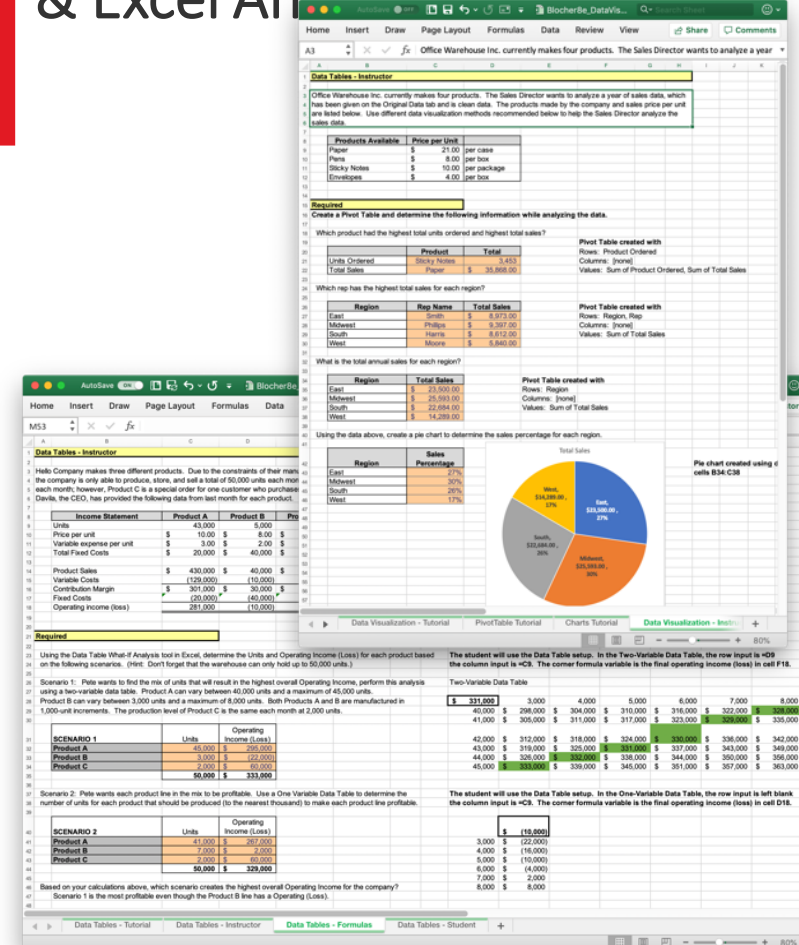
## Data Visualization Exercises



## Applying Tableau



## Excel Tools: Integrated Excel, Applying Excel & Excel Analytics



# Data Analytics Content in Cost Accounting (by title)

AUTHOR	Data Analytics Offer
Blocher	<ul style="list-style-type: none"><li>✓ Integrated Excel &amp; Applying Excel</li><li>✓ Applying Tableau</li></ul>
Lanen	<ul style="list-style-type: none"><li>✓ Excel Analytics Exercises</li></ul>

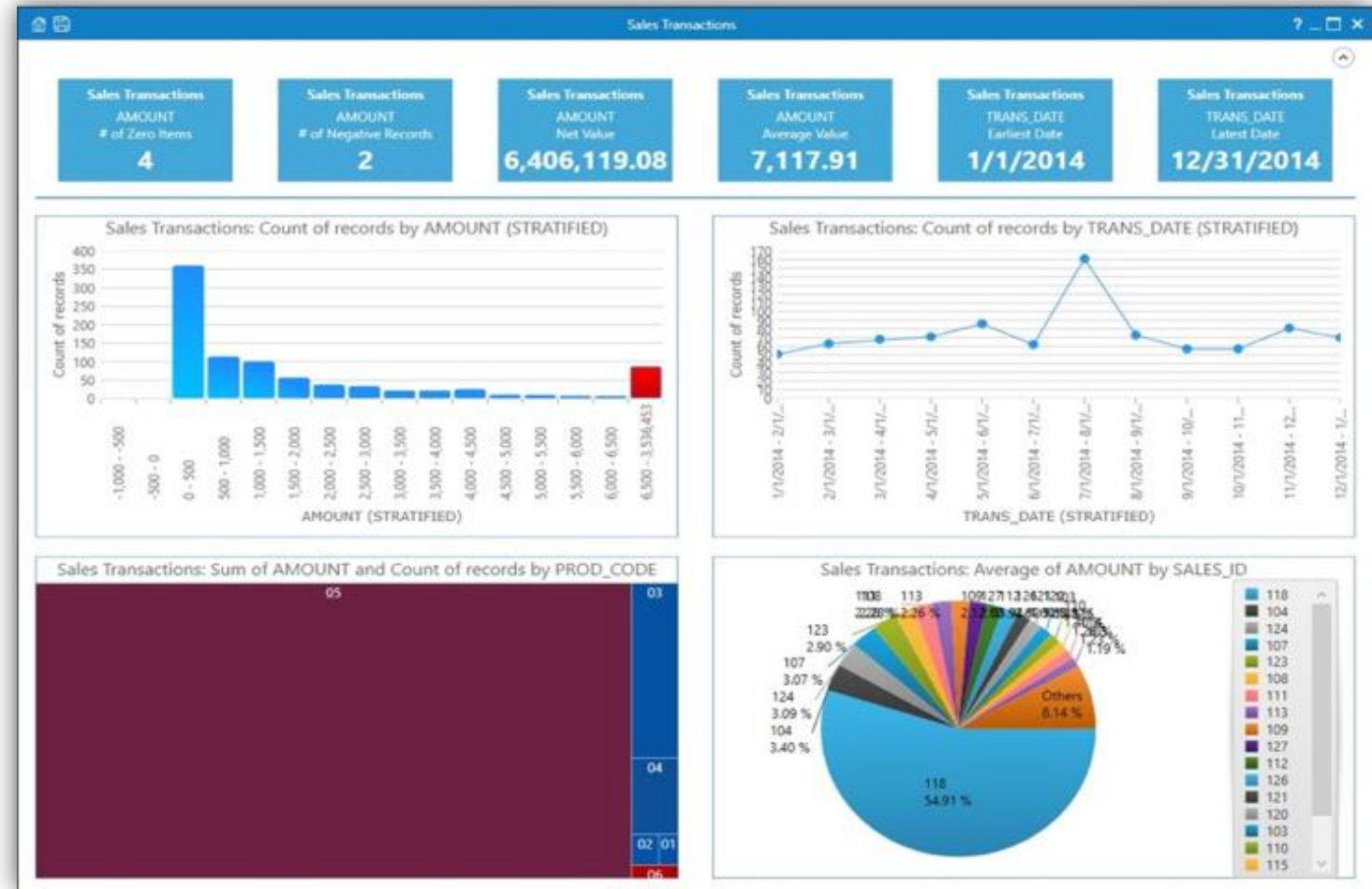
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# Data Analytics Content Types in Gov't & Not-For-Profit: **Reck**

## Excel Analytics

- **Reck**
- Copley coming soon!



\*This grid indicates newest edition content available



# **Dedicated Analytics Courses**

**Richardson Franchise**

**Your Team: Claire McLemore & Steve Schuetz**

**Updated 11.16.21**



# Dedicated Data Analytics Texts: Richardson, Teeter, & Terrell

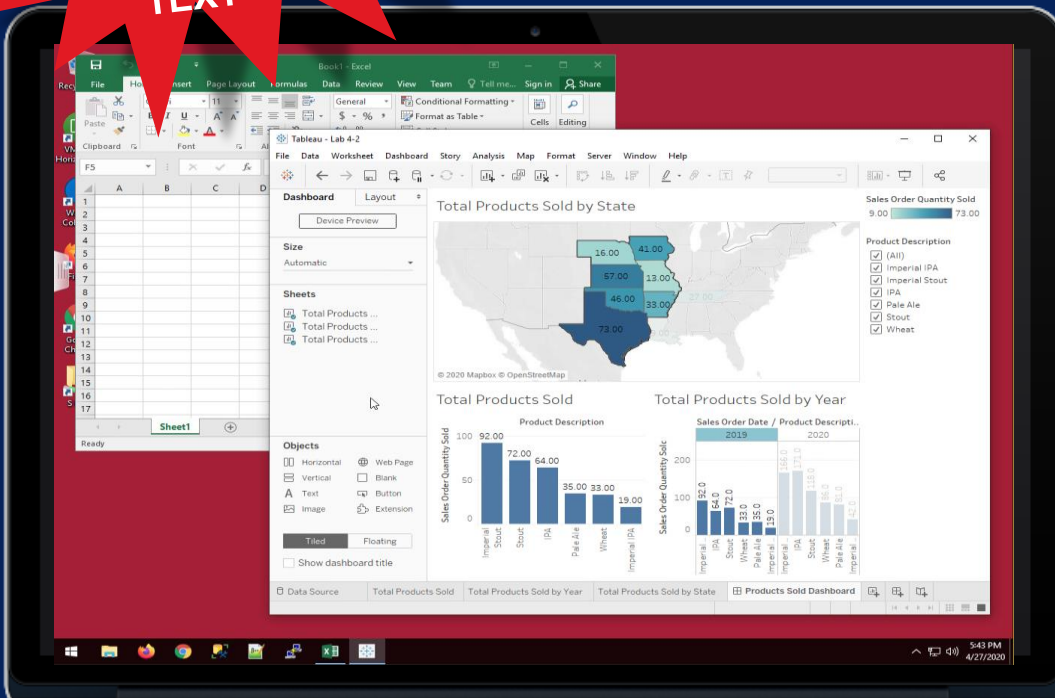
## Introduction to Data Analytics for Accounting

- **Intro**
- **PRE-REQS:** Financial & Managerial
- **Focus:** Excel & Tableau
- Uses the **AMPS Model**
  - Ask the Question
  - Master the Data
  - Perform the Analysis
  - Share the Story

## Data Analytics for Accounting

- **Capstone**
- **PRE-REQS:** Auditing, Intermediate, Tax, AIS, etc.
- **Focus - 2 Tracks:**
  - **Green Track:** Microsoft tools (including Excel, Power Query, and Power BI)
  - **Blue Track:** Tableau tools (including Tableau Prep Builder and Tableau Desktop)
  - **Other tools covered:** Access, SQL, IDEA, and Weka
- Uses the **IMPACT Model:**
  - Identify the questions
  - Master the data
  - Perform the test plan
  - Address and refine the results
  - Communicate insights
  - Track the outcomes

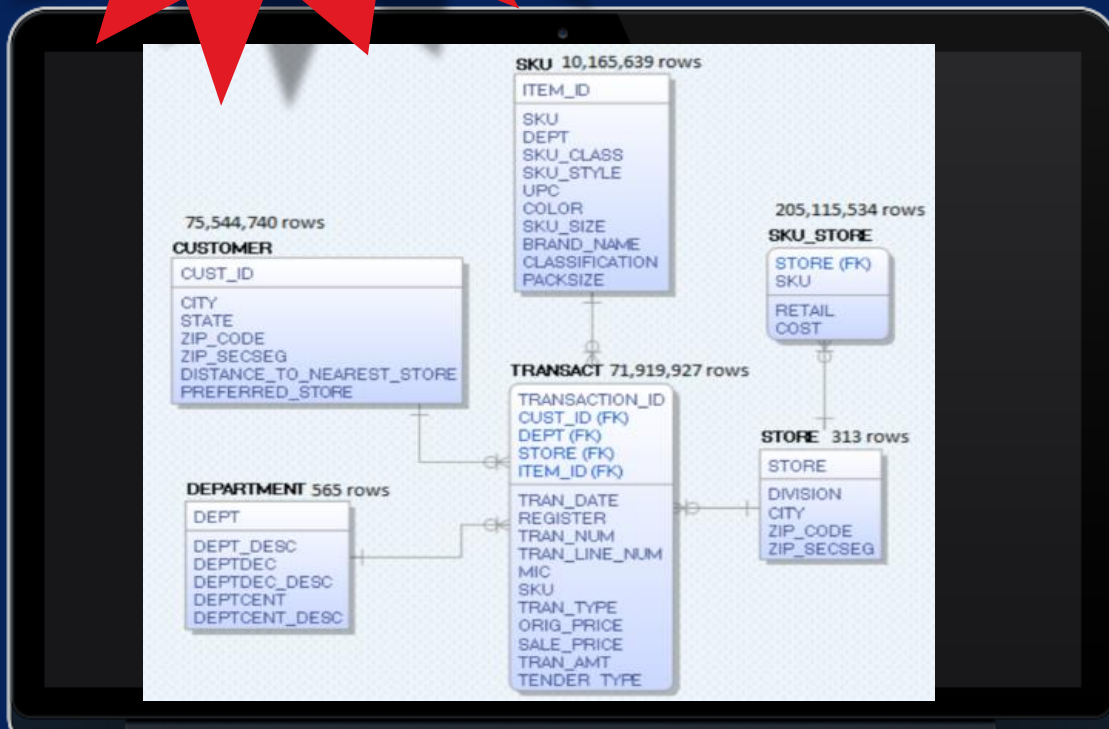
INTRO:  
SOPHOMORE/  
JUNIOR LEVEL  
TEXT



## ***Introduction to Data Analytics for Accounting*** will provide hands-on learning with more than 50 Labs:

- Each lab has two datasets – one dataset is used in a base lab for learning and an alternate dataset is used for student assessment.
  - ✓ The initial lab includes lots of handholding with easy step-by-step instructions.
  - ✓ The alternate lab includes no handholding and students have a new set of data to complete the lab on their own.
  - ✓ Both labs come with assessments that require students to take a screenshot and answer five MC questions.

**CAPSTONE:  
SENIOR/MASTERS  
LEVEL TEXT**



***Data Analytics for Accounting*** features comprehensive cases that have the students explore Dillard's sales data:

- ✓ Requires student use of Remote Desktop hosted by Walton College at the University of Arkansas.
- ✓ Offers 6 tables with more than 360 million records to explore.
- ✓ Expose students to real world data integrity problems.
- ✓ Each comprehensive lab in the textbook details different data cleaning, analysis, modeling, and visualization techniques.



## New Features

### 01 **Color Coded Multi-Track Labs:**

Instructors have the flexibility to guide students through labs using two different tool tracks or both:

- **Green Track:** Microsoft tools (including Excel, Power Query, and Power BI)
- **Blue Track:** Tableau tools (including Tableau Prep Builder and Tableau Desktop)
- **Each track** is clearly identified and supported with additional resources.

### 02 **Lab Example Outputs:**

Each lab begins with an example of what students are expected to create. This provides a clear reference and guide for student deliverables.

### 03 **Lab Videos:**

All labs are now designed with an in-line video that provides guidance for the student to complete the lab.

### 04 **Auto-Graded Problems:**

The quantity and variety of auto-graded problems and labs that are assignable in McGraw Hill Connect® have been expanded.

### 05 **Discussion and Analysis questions:**

Now available as manually graded assignments in McGraw Hill Connect®



# Connect Pre-Built Course Package

- **OLC Certified Connect Courses:** High quality, pedagogically sound digital content that is instructionally designed for student success (reading, homework, and assessment for each chapter)
- **Sample Syllabi:** highlights the assignments and policy settings in the pre-built course
- **Course Key:** a spreadsheet that lists all the assignments and policy settings

The screenshot displays the McGraw-Hill Connect interface for a pre-built instructor course. The page title is "Brewer, Introduction to Managerial Accounting, 8e, Pre-built Instructor Course". The interface includes a navigation bar with "Library" and "Performance" tabs, and a "My courses" section. The main content area is divided into several sections:

- no messages to show** and **no assignments to grade** status bars.
- Assignments** section with a "+ Add Assignment" button and a filter icon.
- Table of Resources:**

Title	Shared	Info	Start-due	Show/hide
----- Drop an assignment here to remove from a group -----				
<b>Instructor Folder</b> (Instructor Eyes Only): Resources To Enhance Your Connect Experience				
Sample Syllabi			none	
Course Key			none	
Transition Guide			none	
Learn More About The Digital Resources Inside Connect			none	
Instructor Training Resources			none	
<b>Additional Student Resources</b>				
▶ Orientation Assignments				
▶ In-Class Assignments				
▶ Prologue. Managerial Accounting: An Overview				

Additional features visible on the right side of the interface include:

- Instructor view / Student view** toggle.
- Section info** section with instructor details for "B&E Library Course S" and a link to "Sections and colleagues".
- eBook** section featuring "Introduction to Managerial Accounting (SmartBook)" by Peter Brewer, 8e, and "Brewer, Introduction to Managerial Accounting 8e (ebook)".
- Section web address:** <http://connect.mheducation.com/class/b-lib>
- Upload syllabus** button.
- my course resources** section with a large "LS LEARNSMART" logo.