

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY

ACC 263 – DATA ANALYTICS AND STATISTICS IN ACCOUNTING (3 CR.)

Course Description

Introduces the field of business analytics in accounting, finance, and business management. Focuses on the way in which enterprises such as corporations, non-profits, and governments can use data to gain insights and make better decisions. Presents the application of selected data mining techniques to support business analytics.

Lecture 3 hours. Total 3 hours per week.

General Course Purpose

Analytics has been defined as extensive use of data, statistical and quantitative analysis, exploratory and predictive models, and fact-based management to drive outcomes and decisions. Analytics is not only analytical methodologies and techniques used logical analysis, but also a process of transforming data into actions through analysis and insights in the context of organizational decisions making, problem solving and judgment. Analytics include a range of activities, such as standard and ad hoc reports, queries, and alerts, and quantitative models. These quantitative models include statistical analysis, forecasting/extrapolation, predictive modeling, optimization, and simulation.

Course Prerequisites/Corequisites

Prerequisite: ACC 212.

Course Objectives

- a) Explain how business managers use business analytics to formulate and solve business and
- b) Use and apply MS Excel to solve business problems
- c) Apply various analytical techniques to evaluate the consequences of different business/accounting problems and to select the best alternative
- d) Articulate the robustness and limitations of descriptive and predictive modeling techniques

Major Topics to be Included

- a) Data Analytics Overview
- b) The Excel Basics and Visualizing/Exploring Data
- c) Descriptive Measures and Statistics
- d) Probability Distributions
- e) Sampling, Statistical Inference, and Judgment
- f) Spreadsheet Modeling and Analysis
- g) Trend and Regression Analyses
- h) Forecasting Techniques