Prerequisites:

- ACCT 661 or ACCT 361;
- or permission of the program director.

Programs:

- George Mason University Graduate Program

Course Description:

This course presents advanced topics in analytics used in business professions. The course focuses on the development of skills required to analyze data captured in enterprise resource planning (ERP) systems – the type of data most often used by business professionals – and the exploration and presentation of data for decision-making. The topics include a continuation of business process knowledge and advanced skills in data visualization and analysis. Emerging issues in business are also introduced, such as blockchain technology and distributed databases and ledgers.

Course Learning Objectives:

1. Students will be able to understand the purpose of different types of data analytics techniques and learn which techniques are appropriate for business decision making.
2. Students will master the flow of data in ERP systems.
3. Students will gain expertise with data analytics tools and be able to apply these tools to analyze business information.
4. Students will be able to interpret and communicate results with stakeholders.
5. Students will increase their awareness of the impact of technology on business.
Text and Learning Materials:

1. Materials developed by the instructional faculty and supplemented by materials and cases prepared by the accounting firms, software companies, and other on-line resources.
2. Technology includes relational databases, statistical tools, and other analytics software including visualization, graphics, and data packages.

Core Course Topics:

- Business processes not covered in ACCT 661 including human resources and the sale and acquisition of non-inventory resources
- Advanced knowledge of internal controls used to mitigate business process and information risks.
- Intermediate and advanced skills in data visualization tools with an emphasis on data such as joining, blending, parameters, and calculations, using tools such as Tableau, Microsoft BI, and Microsoft Excel.
- Exposure to other analytic tools such as R.
- Introduction to data mining for business intelligence.
- Blockchain technology basics and an introduction to distributed databases and ledgers.
- Emerging issues and evolving technologies in business.

Methods of Student Evaluation:

Exams, quizzes, assignments, and an individual term project

Course Grading:

Your grade will be assigned based on the number of points you earn on each assignment. Below is the grading scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100%</td>
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<tr>
<td>B</td>
<td>80 – 90%</td>
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<tr>
<td>C</td>
<td>70 – 80%</td>
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<tr>
<td>F</td>
<td>Below 700</td>
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