ACCOUNTING ANALYTICS

Learning Outcomes

1. Achieve a Data-Driven Mindset – the MAA program will help students develop a datadriven mindset, preparing them to interact with data scientists from an accountant's perspective. The program will provide exposure to topics on unstructured data, data extraction, data modeling, visualizations and relational databases.

2. Develop Business Intelligence – the MAA program will enable students to develop the skills necessary to apply modern analytical methods yielding descriptive, diagnostic, predictive, and prescriptive accounting information used for business intelligence.

3. Interact with Current Technology – the MAA program will help provide experience with audit, tax, and financial analytical cases and technologies such as Excel, SAS, and Python and visualization software such as Tableau and Microsoft Power BI.

4. Explore Contemporary Topics – the MAA program will expose student to contemporary topics such as fintech, cryptocurrencies, web scraping, and the use of blockchain.