

**East Texas A&M University**  
**College of Business**  
**Department of Accounting, Finance, Economics & Business Law**  
**Introduction to Accounting Analytics ACCT 350 01E**  
**CRN #20046**  
**Spring 2026**

**Professor:** Dr. Robert Rankin, CMA  
**Office:** BA337B  
**Email:** robert.rankin@etamu.edu (preferred contact method)

**Office hours:** Monday 10:00 to 11:00 zoom, Tuesday & Thursday 10:00 to 11:00, 2:00 to 3:00  
or by appointment zoom or in-person

**Course Meeting Day/Time/Room:** Tuesday/Thursday 12:30 to 1:45 TBD

**Important Dates:**

*College of Business Career Fair, Tuesday, February 24<sup>th</sup> 10:00 to 1:00, Rayburn Student Center*

**Course Description:**

This course develops foundational skills in data preparation, visualization, and interpretation for decision-making for accountants. This course provides a fundamental understanding of data extraction processes, transformation and loading with an emphasis on data visualization. Prerequisites: ACCT 2301. ACCT 2302. ACCT 311.

**Course Materials:**

**Required Software/Text:**

Title: Introduction to Data Analytics for Accounting, 2nd edition, 2024  
Authors: Richardson, Terrell, Tetter  
Publisher: McGraw Hill  
Connect Access Card including e-book 9781266355318  
Connect + Loose Leaf 9781264484744

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## Program Objectives

<u>COB Program Objectives</u>	<u>Assessment</u>
<i>Students will...</i>	<i>Students complete...</i>
demonstrate proficiency in <b>spoken communications</b> by delivering clear and well-structured business presentations.	Not assessed
demonstrate proficiency in <b>written communications</b> by creating clear and well-structured business documents.	Introduction paper
identify and evaluate <b>ethical</b> business issues.	Not assessed
be analytical <b>problem solvers</b> in business environments.	The excel and tableau labs are designed to enhance students abilities to be analytical problem solvers.
be technically proficient and prepare for roles in the accounting profession.	All of the activities in this course (labs, brief exercises and labs are intended to prepare students to be technical proficient.

## Course Embedded Objectives

*Upon satisfactory completion of this course, the student will:*

- Understand data types used in accounting data and how it is obtained.
- Learn how to prepare data for analysis.
- Differentiate between the four types of analysis: descriptive, diagnostic, predictive and prescriptive.
- Utilize a variety of accounting specific data to perform the four different types of analysis (descriptive, diagnostic, predictive and prescriptive.)
- Assess best practices for sharing and communicating the data story through visualizations.

## Student Responsibilities

1. Read assigned material on schedule.
2. Complete all homework assignments on time and before class.
3. Prepare for class, examinations, and quizzes.
4. Participate in all discussions.

## Teaching Procedures

The class will be conducted in a lecture/discussion format. Be prepared to discuss and ask questions about the material assigned for each class period. This will require that you read the material prior to the class period during which it will be discussed. Although many of the issues covered in the readings will be discussed in class, all the areas covered in the readings will not be part of class discussion. You are encouraged to participate in class. Participation is based on volunteering for class activities and exhibiting a positive attitude, demonstrated by attentive, courteous, and respectful behavior at all times. The nature of this course encourages an interactive forum, and everyone has something valuable to contribute. Disruptive or rude behavior will not be tolerated.

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## General Class Rules

- Missed assignments, and exams cannot be made up.

## Course Evaluation

Your final grade will be based upon the following items:

<b>Grade Determination</b>				
<b><u>Activity</u></b>	<b><u>Number</u></b>	<b><u>Points Per</u></b>	<b><u>Total Points</u></b>	<b><u>Percent</u></b>
Introduction Paper	1	10	10	2%
Academic Honesty Policy	1	10	10	2%
Excel Certification- LinkedIn	1	50	50	8%
Excel Financial Statements	1	50	50	8%
Homework- Videos/Brief Exercises	11	5	55	9%
Homework- Lab (Excel/Tableau)	22	15	330	52%
Case Egg Industry Analysis (Individual)	1	25	25	4%
Egg Excel/Tableau Case (Group)	1	100	100	16%
Egg Power Point Slides	1	50	50	8%
<b><i>Total</i></b>			<b><u>630</u></b>	

### ***Possible Points:***

- Homework and quizzes to be completed in Connect
- Your grades will be maintained in D2L

### ***Grade Determination:***

89.5% – or above = A  
79.5% – 89.4% = B  
69.5% – 79.4% = C  
59.5% – 69.4% = D  
59.4% or below = F

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## CPA Exam Candidates - State of Texas

### CPA Exam Candidates - State of Texas

*Candidates who desire to sit for the CPA in Texas must meet the following educational criteria:*

1. Completed a bachelors degree
2. Completed 21 passing semester credit hours from Category 1 & 2 courses as detailed here.
3. **Category 1 Courses:** *Completed a minimum of 12 semester hours with at least three semester hours in each of the following accounting courses.*
  - a. Financial accounting and reporting
  - b. Financial statement auditing
  - c. Taxation
  - d. Accounting information systems or accounting data analytics
4. **Category 2 Courses:** *Completed a minimum of 9 semester hours in accounting from this list.*
  - a. Accounting data analytics
  - b. Accounting research & analysis
  - c. Accounting theory
  - d. Advanced accounting
  - e. Auditing & attestation services
  - f. Financial accounting and reporting for business organizations or intermediate accounting
  - g. Financial planning
  - h. Financial statement analysis
  - i. Fraud examination
  - j. Governmental & non-profit entity accounting
  - k. Internal accounting control & risk assessment
  - l. International accounting
  - m. Management information systems (must be cross-listed as accounting)
  - n. Managerial or cost accounting (excluding introductory level courses)
  - o. Mergers & acquisitions
  - p. Taxation
5. 2-semester credit hours of accounting communication from ACCT 311 & ACCT 421 (1 hour per course)
6. 2- semester hours of accounting research from ACCT 340 & ACCT 427 (1 hour per course)

*Courses not recognized by the state board include elementary accounting, principles of accounting, financial and managerial accounting, introductory accounting, accounting software courses, any CPA review course and ethics courses (e.g. ACCT 430).*

For more information visit Exam/Qualification on the State Board's website: <http://www.tsbpa.state.tx.us/>

### University Policies and Procedures

#### **Academic Honesty Policy**

The College of Business at East Texas A & M University will strive to be recognized as a community with legal, ethical, and moral principles and to practice professionalism in all that we do. Failure to abide by these principles will result in sanctions up to and including dismissal. Five different types of activities that will bring sanctions are as follows:

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**Illegal activity:** Violation of any local, state, or federal laws that prohibit the offender from performance of his or her duty.

**Dishonest Conduct:** Seeking or obtaining unfair advantage by stealing or receiving copies of tests or intentionally preventing others from completing their work. In addition, falsifying of records to enter or complete a program will also be considered dishonest conduct.

**Cheating:** The unauthorized use of another's work and reporting it as your own. You are specifically prohibited from submitting homework that was covered in class that you did not complete. If cheating is detected, the student will earn a zero for the assignment.

**Plagiarism:** Using someone else's ideas and not giving proper credit. If plagiarism is detected, the student will earn a zero for the assignment.

**Collusion:** Acting with others to perpetrate any of the above actions regardless of personal gain.

**Artificial Intelligence & ChatBots:** East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources. Any undocumented use of such software constitutes an instance of plagiarism and will result in a zero for the assignment.

### **Ethics**

Integrity is the hallmark of the accounting profession and will be stressed throughout the course. Any type of student breach of ethics, including but not limited to: illegal activity, dishonest conduct, cheating, plagiarism, or collusion, will result in failure of assignment or exam (F) (zero points) and/or further academic sanction (i.e. failure of course (F), dismissal from class and/or referral to Dean of the College of Business).

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student's Guide Handbook, Policies and Procedures, Conduct).

### **ET Supports Students' Mental Health**

The Counseling Center at ETAMU, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation

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requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a have a disability and require accommodation, please contact:

**Office of Student Disability Resources and Services**  
**East Texas A&M University Gee Library, Room 132**  
**Phone: 903.866.5150 - or - 903.886.5835**  
**Fax: 903.468.8148**  
**[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)**

**Other:** University policy will be followed in regards to withdrawals during the semester. It is the student's responsibility to conform with the university rules relating to dropping or withdrawing from the course.

### **Email Policy**

All students must use their My Leo accounts when corresponding with professors. Please include the course number in the subject line of the email message. I will answer emails within 24 hours during the week. If you do not hear from me during the specified time, assume I did not receive your email and contact me again.

### **Attendance**

#### ***Class Attendance Policy:***

Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Students are responsible for requesting makeup work prior to any anticipated absence. They will be permitted to make up work for absences which are considered by the faculty member to be excusable. The method used to make-up this work shall be determined by the faculty member. The student is responsible for providing the faculty member reason(s) for his/her absence. The faculty member then determines the validity of the reason(s) for the absence and whether the student is to be excused for the absence.

Faculty members may consider the following reasons for absences excusable: (a) Participation in a required/authorized university activity; (b) Verified illness; (c) Death in a student's immediate family; (d) Obligation of student at legal proceedings in fulfilling responsibility as a citizen; and (e) Others determined by individual faculty to be excusable (e.g. elective University activities, etc.)

It is the student's responsibility to drop the class. I will not drop you from the class

### **Concealed Carry**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ET Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all ET campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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## **Other**

University policy will be followed in regards to withdrawals during the semester. It is the student's responsibility to conform with the university rules relating to dropping or withdrawing from the course.

## **Discipline Policy**

"All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Handbook, Policies and Procedures, Conduct).

## **Comfortable Learning Environment**

The university, this department, and your instructor are all committed to maintaining an inoffensive, non-threatening learning environment for every student. Class members (including the instructor) are to treat each other politely both in word and deed. Offensive humor and aggressive personal advances are specifically forbidden. If you feel uncomfortable with a personal interaction, contact your instructor for help in solving the problem.

## **Civility in the Academic Environment**

Civility in the classroom or online course and respect for the opinions of others is very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom/online course. Courteous behavior and responses are expected. To create and preserve a learning environment that optimizes teaching and learning, all participants share a responsibility in creating a civil and non-disruptive forum. Students are expected to conduct themselves at all times in a manner that does not disrupt teaching or learning. Faculty have the authority to request students who exhibit inappropriate behavior to leave the class/online course and may refer serious offenses to the University Police Department and/or the Dean of Students for disciplinary action.

## **Incomplete in Course**

Students who, because of circumstances beyond their control, are unable to attend classes during or after review week will, upon approval of the teacher, receive a mark of "X" in all courses in which they were maintaining passing grades. A grade of "X" (incomplete) will not be counted in the calculation of the grade point average for one semester. If the "X" has not been removed at the end of one semester, it will automatically be changed to a grade of "F." If a student feels that a grade is not correct, the matter should be discussed with the instructor. If the instructor finds the grade incorrect, the instructor must petition for a grade change by receiving approval from the department head and dean, with final approval from the Registrar's Office

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