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Data Analytics, Power BI and Emerging Technologies in the Accounting Classroom

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The American Accounting Association (AAA) hosted a three-day conference in May 2019 focusing on the impact of emerging technologies and data analytics in the accounting profession and higher education.

Attendees participated in hands-on training and discussions about emerging technologies, received instructional materials to assist in classroom activities, and connected with leading researchers, educators, and professionals.

Sessions attended:
- Data and Analytics: Curriculum Innovation to Meet Employer Needs.
- Data and Analytics for Your Accounting Courses: Ways to Incorporate Data and Analytic Skills into any Accounting Course
- Activities, Resources, and Takeaways from AAA’s Intensive Data and Analytics Workshop
- Emerging Issues Forum: Highlights from AAA’s Blockchain Technology Conference
- Microsoft’s Power BI Workshop

Attendance Objectives
1. Learn new strategies to help our department incorporate data analytical technologies into the undergraduate and graduate programs.
2. Stay current on important emerging technologies like Blockchain that impact the accounting and reporting functions significantly.
3. Learn how to use Microsoft Power BI and how it can be used to support learning outcomes in the accounting classroom.

Outcomes Achieved
(What did I learn?)

Technology in the Classroom – Three Approaches
To meet the learning experience requirements described in Standard A5, AACSB accounting accredited programs are generally adopting one of the three following approaches:

- Make no changes to existing courses, however, create at least one new course within the core program designed to provide all of the learning experiences described.
- Make changes to most or all existing core and elective courses to spread the learning experiences across the entire program. Do not create any new courses.
- Make changes to most or all existing core and elective courses as well as creating multiple new courses in the program.

Emergency Technologies – BlockChain
BlockChain is the name given to a new global accounting technology.

BlockChain is gaining speed through the increased use of Bitcoin and other cryptocurrencies.

A BlockChain is blocks or groups of digital transactions that, when recorded in a global digital ledger, are chained together in a specific unalterable sequence.

This unalterable sequencing is what provides the secure structure of BlockChain technology resulting in increased confidence in the authenticity of the data within the digital transaction.

Outcomes Achieved
(What did I do?)

Instructional Development Travel Grant 2019
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