Introduction to Accounting Data and Analytics

Course outline

- The course focuses on how an organisation can leverage information through business analytics to achieve its goals.
- Participants will learn how to identify the information needs of an organisation as well as information that would drive competitive advantage.

Course objectives

There is an increasing focus on big data for the accounting profession. Big data represents an opportunity for accountants to analyse the internal and external forces that influence their companies' performance. By capitalising on big data, the role of accountants is moving beyond optimising the finance function to transforming the enterprise to sharpen competitive advantage.

At the end of the course, the participants are able to:

- Explain the fundamental concepts of business analytics, and how it can be a competitive advantage to the business.
- Explain how business analytics may impact accounting function.
- Understand how to establish analytics culture and capability.
- Understand different types of analytics and analytical tools.

Course details
1 week

Certificated by Singapore Management University (SMU)

Who should attend

Finance and accounting professionals who want to learn more about how data and analytics can be applied in accounting.

Pre-requisites
There are no prerequisites for this programme. Prior knowledge on any of the topics is not required.

Tools
None

Model of training
Classroom,
Field trip