

## Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	BUSINESS DATA ANALYTICS	Instructor	HWANG, TIEN-WEI
Course Class	TLAXB3P DEPARTMENT OF ACCOUNTING, 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		
Departmental Aim of Education			
I. Become proficient at accounting skills. II. Enhance information system knowledge. III. Able to integrate multiple fields. IV. Uphold ethics & morality standards. V. Further humanity awareness. VI. Cultivate international perspective. VII. Develop macro-view of the future.			
Subject Departmental core competences			
A. Equip students with capability in professional accounting knowledge.(ratio:40.00) B. Equip students with capability in global mobility.(ratio:10.00) C. Social responsibility and professional ethics.(ratio:30.00) D. Commuication, coordination and teamwork skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00)			

8. A sense of aesthetic appreciation. (ratio:10.00)

**Course Introduction**

This course integrates Alteryx, a powerful data analytics platform, with accounting practices to empower you. Explore using Alteryx for efficient data blending, preparation, and transformation in accounting workflows. The schedule covers fundamental Alteryx concepts, gradually building a foundation for applying these skills to accounting tasks. Prepare to optimize data processes and enhance accounting workflows through Alteryx.

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Comprehend Alteryx fundamentals, covering input, output, documentation, and data blending for efficient data processing in accounting workflows.	Cognitive
2	Acquire proficiency in using Alteryx for data preparation, transformation, and parsing. Learn to configure and apply additional features to ensure streamlined data management tailored to accounting needs.	Cognitive
3	Explore advanced Alteryx techniques, involving data cleansing, formatting, joining, and unionizing datasets. Master tools like 'Select,' 'Filter,' and 'Summarize' for organizing, extracting, and calculating data efficiently, enhancing your ability to manipulate and analyze accounting information.	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment

1	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

### Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Introduction	
2	113/09/16 ~ 113/09/22	Understanding Green Food & Transportation	
3	113/09/23 ~ 113/09/29	Understanding Green Clothing & Shopping	
4	113/09/30 ~ 113/10/06	Understanding Green Housing & Entertainment	
5	113/10/07 ~ 113/10/13	No class on 10/10	
6	113/10/14 ~ 113/10/20	Prep 1 Introduction, input, output, & documentation	
7	113/10/21 ~ 113/10/27	Prep 2 Data blending + Prep 3 Data preparation	
8	113/10/28 ~ 113/11/03	Prep 4 Data transformation and parsing + Prep 5 Configuration and additional features	
9	113/11/04 ~ 113/11/10	Midterm Exam	
10	113/11/11 ~ 113/11/17	Data Analysis of Auditing	
11	113/11/18 ~ 113/11/24	Data Analysis of Green Food	
12	113/11/25 ~ 113/12/01	Data Analysis of Green Transportation	
13	113/12/02 ~ 113/12/08	Data Analysis of Green Clothing	
14	113/12/09 ~ 113/12/15	Data Analysis of Green Shopping	
15	113/12/16 ~ 113/12/22	Data Analysis of Green Housing	
16	113/12/23 ~ 113/12/29	Data Analysis of Green Entertainment	
17	113/12/30 ~ 114/01/05	Final Exam	

18	114/01/06~ 114/01/12	Learned from Movies	
Key capabilities	self-directed learning International mobility Information Technology Problem solving Interdisciplinary		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching		
Distinctive teaching	Special/Problem-Based(PBL) Courses		
Course Content	Computer programming or Computer language (students have hands-on experience in related projects) Green Energy Sustainability issue		
Requirement			
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks Name of teaching materials: Trent Green. Alteryx for Accounting, Tax and Finance Professionals. (ISBN: 9798578651236)		
References			
Grading Policy	◆ Attendance :                   %   ◆ Mark of Usual :                   %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other 〈Participation〉 : 30.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		