

Modul 0924\_Electives\_Seminar\_Management\_Accounting

1	<b>Module Number</b> 0924	<b>Study Programme</b> TAB	<b>Semester</b> 7	<b>Offered in</b> X WS X SS	<b>Duration</b> 1 Semester	<b>Module Type</b> Elective	<b>Workload (h)</b> 60	<b>ECTS Points</b> 2
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>
	a) Seminar Management Accounting		Seminar		<b>(SWS)</b> 2	<b>(h)</b> 30	<b>(h)</b> 30	english
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students can...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... describe methods to visualize data.</li> <li>... recognize the significance of good visualization of data</li> <li>... understand main sources of errors in visualization of data.</li> <li>... understand systems for performance evaluation, e.g. Balanced Scorecard.</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <ul style="list-style-type: none"> <li>... apply data analytics tools such as tableau to transform and analyze data.</li> <li>... create financial reports and presentations.</li> <li>... analyse financial report.</li> <li>... create data stories from data, pose relevant questions, analyze the data and make recommendations.</li> <li>... integrate the data stories in a performance evaluation system.</li> <li>... set up hypothesis on economic contexts.</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>... communicate actively within a team and coordinate tasks within a team.</li> <li>... interpret the results of the analysed data and draw conclusions.</li> <li>... present and discuss self-developed dash-boards and performance evaluation systems.</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>... derive recommendations for decisions from a economic perspective on the basis of the analyses and evaluations made.</li> <li>... justify the solution theoretically and methodically.</li> <li>... reflect and assess one's own abilities in a group comparison.</li> </ul>							
4	<p><b>Contents</b></p> <p>a) The seminar addresses two important topics of modern management accounting. One is performance evaluation and the second is data analytics to draw conclusions and make recommendations to improve financial performance. Performance evaluation and performance evaluation systems are described and discussed. Especially pure financial performance systems and combined systems such as a balanced scorecard. Methods and possibilities to visualize data are discussed. Especially mistakes that can be made in visualizing data and how one can influence the receiver of reports by the visualization. Best practice in data visualization is developed. During the semester students run in groups a simulation of a business with the web-based software monsoonsim. They then extract the data, transform the data, and analyze the data. The students then create data stories and present their dashboards and make recommendations to improve performance.</p>							
5	<p><b>Participation Requirements</b></p> <p>compulsory: completed first period of studies (semester one and two) recommended: completed financial and management accounting courses</p>							
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>Graded presentations during the semester and participation in simulation rounds.</p>							
7	<p><b>Further use of Module</b></p> <p>Module can be used in 0925 bachelors thesis and 0926 scientific project.</p>							
8	<p><b>Module Manager and Full-Time Lecturer</b></p> <p>Prof. Dr. Oliver Dürr</p>							

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9	<b>Literature</b> <ul style="list-style-type: none"><li>• Bhimani / Datar / Horngren / Rajan (2019): Management and Cost Accounting, Pearson.</li><li>• Cole/Nussbaumer/Knaflic (2015): Storytelling with data: a data visualization guide for business professionals, Wiley.</li><li>• Kaplan / Atkinson / Matsumura / Young (2011): Management Accounting: Information for decision making and strategy execution, Prentice Hall.</li><li>• Tufte, Edward (2009): The visual display of quantitative information, Conn. Graphics Press.</li></ul>
10	<b>Last Updated</b> 14.12.2019