

**ACCOUNTING CURRICULUM AND DATA ANALYTICS**

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**ABSTRACT**

This study describes what data analytics is in a business and accounting context and examines how and why data analytics should be incorporated in the accounting curriculum. The study looks at the two approaches: stand-alone data analytics courses/curriculum and incorporation of data analytics in existing accounting courses. It compares the data analytics programs by different universities in a metropolitan area in the State of Texas. The study also suggests a development of a comprehensive accounting analytics course.

Keywords: *Data Analytics, Accounting Analytics, Accounting Curriculum*