CO-CREATION WITH AN ACCOUNTING FIRM: AN OPEN ONLINE COURSE ON BUSINESS ANALYTICS

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INTRODUCTION

The financial sector is rapidly transforming: where the focus used to be on reporting the past, it is now shifting to understanding the present and forecasting the future. Massive amounts of data are available in the financial sector, but accountancy firms do not yet make full advantage of this data. Despite the rising need for analytical skills of employees in the financial sector, educational programs do not include those skills in their curricula. Students, as well as professionals, are therefore not prepared for a data-driven future. Together with a consultancy firm we are developing this open online course so that all students and professionals will be prepared for their ‘new’ occupation: the data-driven accountant.

GOALS

The goal of this project is to co-create an open online course for students and professionals in which they will learn to analyze and interpret data. As a result, they will be able to advise clients about the past, the present and the future of their company. There are three sub-goals:

1. Creation of an open online course about business analytics.
2. Creation of an online learning community of students and professionals in the financial sector.
3. The course with the real-life cases and the fictive datasets will become available with a CC-BY-NC license.

RESULTS PILOT

A pilot study was set up in January 2017 to evaluate the content, supervision, difficulty and the needs of the students as well as the professionals. This led to the following results:

During the pilot study, the open online course was offered in Blackboard Open (n=10) en Open EdX (n=10).

If there was no deadline, the participants would not have finished this part of the course within the estimated schedule, even though the content was relatively easy for some participants. 66% of the participants rated the pilot study as appropriate difficulty for professionals against 80% for the students.

QUESTIONs

1. Does anyone has experience with Open EdX or Blackboard Open?
2. How to foster an online community between students and professionals?
3. How to accommodate students and professionals, despite the different levels of proficiency?
4. How to manage flexibility, but with a deadline due to the preferences of the participants?
5. Does anyone have recommendations about available CC materials we could reuse?

ABOUT SAXION

Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students. Saxion University of Applied Sciences has three campuses in the East of the Netherlands - one campus in each of the three Dutch cities of Deventer, Enschede and Apeldoorn. The Saxion strategic profile ‘Living Technology’ is co-developed with the regional actors, confirmed in the themes and focus documented in the Smart Specialization Strategy Eastern Netherlands.