

EY Business Communications Program in Accounting

In 2017, EY introduced its Business Communications program in ACC 305 Intermediate Financial Accounting I. EY professionals work with faculty to provide students with real world insights utilizing writing assignments requiring research in the Accounting Standards Codification. EY representatives introduce a writing assignment, explain the importance of writing in public accounting and highlight common writing issues to avoid. After students complete the assignment, EY representatives and the instructor provide individual feedback on the students' deliverables. EY representatives return to class to provide feedback and tie the assignment to real world challenges. The program provides persuasive evidence to students on the importance of writing and research to their careers and adds validity to the research and writing assignments in ACC 305 and subsequent courses.

ACC 303 Managerial Accounting is home for the second component of the EY Business Communications program. In ACC 303, students see how public accounting professionals use the Excel skills practiced in class. Through conversations with practitioners at public accounting firms and in corporate accounting, the instructor has developed a list of core Excel competencies needed immediately upon beginning work. The instructor exposes students to these skills through various assignments and uses data sets with an accounting and/or auditing application. EY representatives including a partner, manager and senior visit ACC 303 to discuss the importance of having an analytics mindset, knowledge of Excel and an understanding of data analysis. The sessions add legitimacy to what students are asked to do during the semester and help them see that the skills and some of the assignment tasks are directly used in the real world. This highlights the importance of having solid Excel skills before entering the workforce. The program helps students understand how they can distinguish themselves through data analysis skills during interviews and on the job. The program helps students realize they can gain a competitive advantage by possessing Excel and data analysis skills.