

St. John Fisher University

Fisher Digital Publications

Business Faculty/Staff Publications

School of Business

10-3-2014

Hands on Learning of Automated Accounting Information Systems in the Cloud?

Mary Kay Copeland

St. John Fisher University, mcopeland@sjf.edu

Follow this and additional works at: https://fisherpub.sjf.edu/business_facpub



Part of the [Accounting Commons](#)

Publication Information

Copeland, Mary Kay, "Hands on Learning of Automated Accounting Information Systems in the Cloud?" (2014). *Business Faculty/Staff Publications*. Paper 12.

https://fisherpub.sjf.edu/business_facpub/12

Please note that the Publication Information provides general citation information and may not be appropriate for your discipline. To receive help in creating a citation based on your discipline, please visit <http://libguides.sjfc.edu/citations>.

This document is posted at https://fisherpub.sjf.edu/business_facpub/12 and is brought to you for free and open access by Fisher Digital Publications at . For more information, please contact fisherpub@sjf.edu.

Hands on Learning of Automated Accounting Information Systems in the Cloud?

Disciplines

Accounting | Business

Comments

Presented at the American Accounting Association's Northeast Regional Conference on October 3, 2014.

Hands on Learning of Automated Accounting Information Systems in the Cloud?

Mary Kay Copeland, CPA, MBA, PhD
St. John Fisher College
mcopeland@sjfc.edu

Why Hands on Learning of Automated Accounting Information Systems?

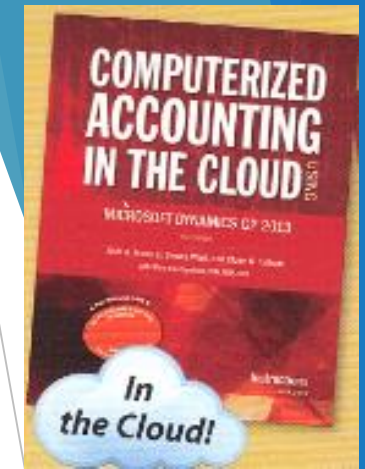
- ❑ AIS is absolutely critical....
- ❑ *The "systems" reflected in introductory and intermediate texts (i.e., manual systems) essentially no longer exist.*
- ❑ What students encounter once they go on the job looks nothing like they see in their textbooks. The entry, interpretation and, especially, the auditing of accounting data is extremely dependent on understanding automated accounting systems.
- ❑ Unfortunately, most accounting faculty, myself included, don't have an adequate background in and understanding of accounting systems. As a result, AIS is sort of a stepchild in the accounting curriculum. It's not appreciated, often not well taught, and certainly not well integrated into the rest of the curriculum.

Why Hands on Learning of Automated Accounting Information Systems?

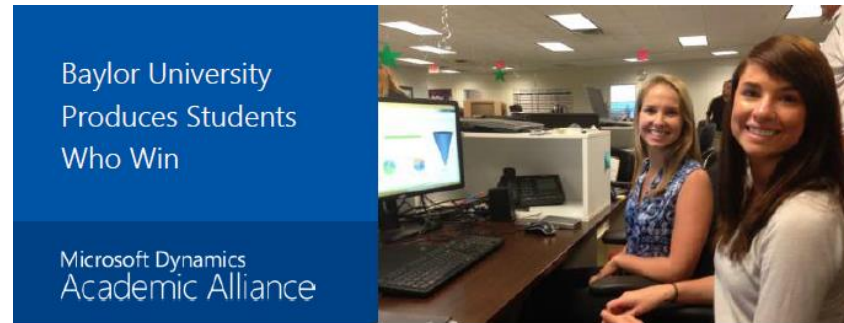
- ❑ *Students are better prepared for the Accounting Profession - Both Public and Private*
- ❑ *Improved Job Placement for Students*
- ❑ *Greater interest and engagement from students*
- ❑ *Bridges the gap between classroom learning and real life professional experience*

Technology and Educational Advancement with MS Dynamics and Cloud Access

- ❑ *Cloud Access for Accounting Systems*
- ❑ *Microsoft Dynamics Academic Alliance - Full Scale ERP solutions available for FREE to Colleges and Universities*
- ❑ *My Professional Experience*
- ❑ *My Classroom Experience*
- ❑ *Transformation from the Bleeding Edge to the Cutting Edge*



Microsoft Dynamics Academic Alliance Success Stories - Baylor and the Dallas Stars



"The use of CRM systems and data analytics is overtaking the sports industry. We are becoming more advanced in our customer targeting and application of detailed information. It is important to recruit students from DynAA schools to limit the learning curve and introduce them to the fast-paced world of sports."

— **Leslie Horn**, Dallas Stars,



Through Microsoft Dynamics Academic Alliance, marketing professor Kirk Wakefield uses Microsoft Dynamics CRM in his classroom at Baylor University to educate his students and provide them with real-world applications for customer relationship management. Large projects including working directly with the Houston Astros and the Alamo Bowl are an important part of understanding how classroom curriculum and Microsoft Dynamics CRM work seamlessly to impact business processes in the sports industry. Before diving into the coursework, Professor Wakefield provides students with eight weeks of in-depth training and introduction to Microsoft Dynamics CRM. The outstanding classroom experiences Alex, Chace, Erin, Leslie, and Simon had working with Microsoft Dynamics CRM 4.0 and 2011 helped them land internships and their dream jobs within the sports industry.



Alex Karp- Columbus Blue Jackets

Alex is currently working as a CRM Coordinator for the Columbus Blue Jackets, an NHL sports team. Alex has learned that interpersonal skills and sales process knowledge are important in a career related to Microsoft Dynamics implementation. Alex testifies that his experiences in college with Microsoft Dynamics CRM gave him a significant advantage in the job market. "As far as Dynamics itself, having a live CRM system on campus was a great experience. Not only did I get to work with a live system, I also got to work with live data on the Astros project senior year. I enjoyed having the ability to experiment Dynamics with minimal consequences. I was able to pick up many basic functions that I use every day such as creating new records, using marketing lists, and customizing entities thanks to having CRM on campus. I was then able to showcase those in the interview process which I think gave me an edge."

Microsoft Dynamics Academic Alliance Success Stories

Avanade Inc. and
Willamette University:
A Collaborative
Relationship

Microsoft Dynamics
Academic Alliance



“Our customers rely on Avanade’s expert talent to help them realize significant business value from their Dynamics AX ERP solution.

Recruiting DynAA students adds to our team talent balanced in business and technical perspectives and well-prepared to help our customers be successful.”

Avanade Inc. is a Microsoft Dynamics Inner Circle Partner focused on consulting services. With more than \$1B in revenue, 18,000 professionals, 70 worldwide offices, and 4,000 customers throughout the globe, Avanade strives to be leader in consulting innovation. Customers like L’Oreal, Pepsi, and Sara Lee are directly impacted by the services Avanade provides.

Willamette University is an American private institution of higher learning located in Salem, Oregon. The school has approximately 2,800 students enrolled, 2,000 undergraduate and 800 graduate. The Atkinson Graduate School of Management, established in 1974, offers four MBA programs for graduate students. Microsoft Dynamics are integral to the curriculum within the Accelerated MBA program offered by Willamette.

Microsoft Dynamics Academic Alliance Success Stories

Success Story: University of Indianapolis

Dr. Jerry Flatto Champions
Microsoft and University
Partnership

Microsoft Dynamics
Academic Alliance



Leading Students to Job Opportunities

Experience with Microsoft Dynamics solutions in the classroom has also made Dr. Flatto's students attractive to local companies for hiring opportunities. Joan Sojka talks about the benefits of her education: "Having experience with Microsoft Dynamics GP, Microsoft Dynamics CRM, and the databases of both of those solutions helped me first get an internship with the University of Indianapolis School of Business. After that, managers from the **NFL Super Bowl** interviewed me and were greatly impressed by my experience, offering me an internship position for the event. In that internship, I was able to reorganize their database and make it function more effectively." Michelle Burke, another of Flatto's students, adds "When I went to an interview, the hiring manager saw that I included Microsoft Dynamics solutions on my resume, which was what the company used. Because of this, even with little job experience as a student, I immediately had an advantage over other candidates because I would need less training on the job. After receiving the offer and beginning the position, it quickly became apparent how beneficial it was to use Microsoft Dynamics solutions in the classroom before beginning my career."

"As we talk about various concepts in the classroom, Microsoft Dynamics solutions aid in learning and students gain the relevant, hands-on experience that they need to be more competitive when it's time for them to find a job."

— **Dr. Jerry Flatto**, Professor of Information Systems, University of Indianapolis School of Business



Microsoft Dynamics Academic Alliance Success Stories - Tribridge



“Students who are exposed to Microsoft Dynamics during their programs of study have a better understanding of how technology enables business process which drives organizations to succeed.”

— **Doug Blitzer**, Senior Director of Talent Strategy and Development, Tribridge



Founded in 1998, **Tribridge** is a technology services firm specializing in business applications and cloud solutions. A Microsoft Dynamics Inner Circle Partner for more than a decade, Tribridge helps mid-market and enterprise customers solve their business challenges through a complete range of services, including Cloud Computing, ERP, CRM, Human Capital Management, Custom Software Development, Portals & Collaboration and Security & Infrastructure. Tribridge has 600 team members, 3,750 customers and a 98% customer satisfaction rate. The firm has been awarded Microsoft Dynamics Worldwide Partner of the Year four times. In an effort to develop current team members and recruit top talent from universities, Tribridge established Tribridge Academy in 2011. The Academy is a comprehensive training program that ensures consistencies in service delivery, support and management across the nation as Tribridge expands.

Recruiting Efforts

Tribridge has recruited **18 students/recent graduates** as full-time employees to Tribridge Academy in the last year, **11 of whom** are from DynAA institutions. In the last three years, Tribridge has recruited a total of **29 recent graduates**. Tribridge utilizes many recruiting efforts focused on recent graduates, including on-site information sessions, attendance and participation in career fairs, marketing to student organizations, extensive professor and career center relationship building, Tribridge website's recruiting portal, virtual career fairs and regular communication with DynAA institution contacts.

Institutions

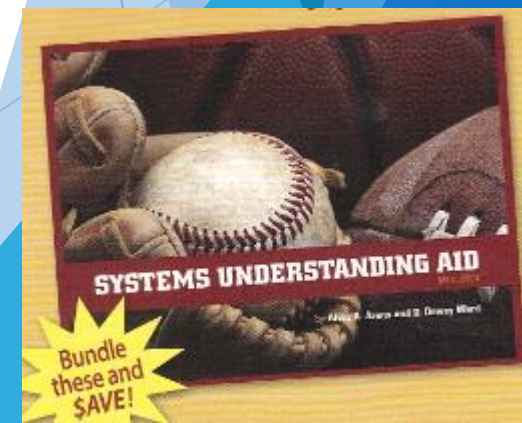
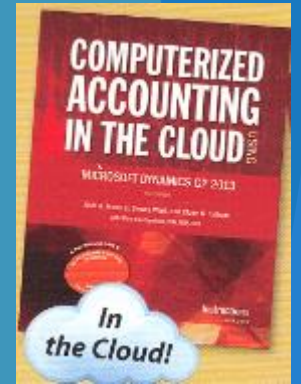
Tribridge has recruited students and recent graduates from the following institutions: Florida State University, University of Florida, University of South Florida, University of Tampa, University of Central Florida, North Carolina State University, University of Georgia, University of Alabama, Kennesaw State University, Southern Polytechnic University, Louisiana State University, Saint Leo University, University of Texas – Arlington, Boston College, University of Alabama and Virginia Tech.

Courses With Hands On Learning of Accounting Systems

- ❑ *Intro Accounting*
- ❑ *Intermediate Accounting*
- ❑ *Accounting Information Systems (Undergraduate or Graduate)*
- ❑ *Auditing*
- ❑ *MIS or IS Courses*

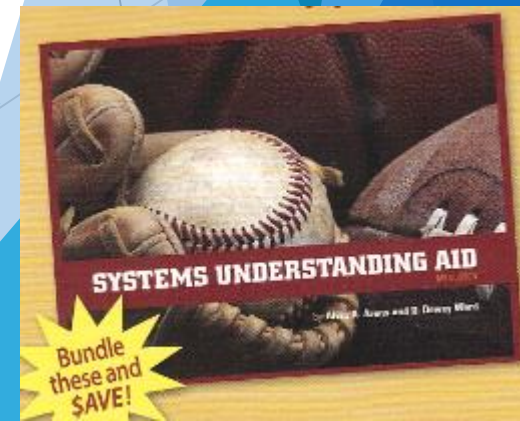
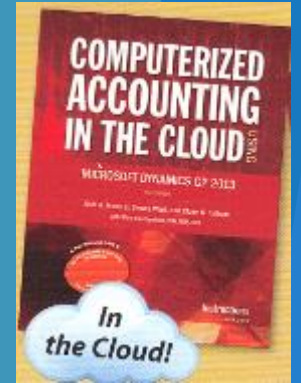
Many Options Available - Examples

- ❑ *Manual Practice Set - Systems Understanding Aid (Intro)*
- ❑ *Cloud Computing Practice Set Only (Undergraduate AIS, Intermediate, Audit)*
- ❑ *Manual Practice Set and Cloud Computing Practice Set (Same Case) (Undergraduate AIS, Intermediate, Audit)*
- ❑ *AIS Text that features Microsoft Dynamics GP and Cloud Computing Practice Set (Undergraduate or Graduate AIS)*



Advantages of Microsoft Dynamics GP

- ❑ *Cloud Based - Deployment Effortless*
- ❑ *Full ERP solution*
- ❑ *Easy to learn and implement*
- ❑ *Written by AIS educators that had extensive experience in the classroom and with the software.*
- ❑ *Microsoft Dynamics Academic Alliance - Career Center, Strong demand for students*
- ❑ *Free software, free training, extensive educational materials*



Take a Look

- ❑ *Systems Understanding Aid (SUA)*
- ❑ *Microsoft Dynamics GP in the Cloud*
- ❑ *Educators receive free trial in the cloud and of materials*
- ❑ *Free software, free training, extensive educational materials through the academic alliance*

