ACC 5350, Data-driven Storytelling
Course Description: This course will explore the concepts of data storytelling, why it matters, and how it can transform research results into impactful narratives through which you influence clients, colleagues, and stakeholders to learn new insights, remember important findings, and have the confidence to act on them. Techniques of data collection to analysis to result reporting will be explored. Analytical and visualization tools such as Excel and Power BI will be implemented to analyze and create data visualizations for presentation.
Prerequisites: BUS 3500 with a C or better, or permission of the Chair of the School of Business and admission to the MBA degree program. It is encouraged that students have taken an upper-level applications course such as ACC 3950, MIS 3505, or MBA 5500.

Learning Objectives:

1. To understand the tools of storytelling to effectively communicate with stakeholders.
2. To integrate appropriate visual content to achieve desired narrative goals that resonate with your audience.
3. To create visual and narrative presentations using appropriate tools.
4. Define and use appropriate checks and reasoning processes for ensuring data transparency, validity, and ethical use.