

Appendix 1

Consent

Informed Consent

You are invited to participate in this research survey because you are a graduate of the UNIVERSITY X Accounting and Legal studies department undergraduate and/or graduate program(s). The purpose of this research to assess the value of potential curriculum changes for our current students. We expect that this survey will take about 10 minutes to complete.

Participation is entirely voluntary, and you may withdraw at any time. Completion of the survey constitutes your consent to participate in this research. All data obtained will be anonymous. We ask that you do not provide any information that could specifically identify you personally (e.g. your name). If you have any questions before completing this survey, please contact the primary researcher.

This research study has been reviewed by the Human Research Protection Program at the University. For information about the review process, please contact the Office of Research and Grants Administration.

If you wish to participate, please proceed to the questionnaire by clicking the Next Arrow below. If not, exit using the exit button on your browser. You may exit in this same manner if at any time throughout the survey you choose to end your participation.

Initial Prompt

In recent years, there has been a lot of discussion about ways to ensure that accounting curriculums continue to be both practical and relevant. To that end our accreditation organization, the Association to Advance Collegiate Schools of Business (AACSB), has outlined several curriculum changes. In an effort to ensure we incorporate those changes in a way that meets the needs of our stakeholders, the Department of Accounting and Legal Studies is requesting your assistance.

Please complete the following brief survey which will cover various specific topics, but also give you the opportunity to provide open-ended feedback. Thank you in advance for your support as we continue our efforts toward excellence.

General Curriculum

Do you feel the accounting courses you received as part of your undergraduate degree prepared you to perform well in the workplace?

Definitely not

Probably not

May or May not
have

Probably yes

Definitely yes

Are there specific topics you were not offered during your undergraduate coursework you feel would have better prepared you for the work you have done since graduation?

Yes

No

Please list the specific topics you felt would have been beneficial below:

Big Data

What is your definition of the term "Big Data"? If you do not have a working definition of this term, simply type "no response" in the space below:

Big Data Specifics

Does your job require you to PROCESS (i.e. clean, summarize, etc.) data on a large scale and if so, how often? In this context, large scale data refers to data sets requiring the use of special programming to make meaning of the information.

Never

Sometimes

About half the time

Most of the time

Always

You responded that you do not PROCESS (i.e. clean, summarize, etc.) large scale data. Do you anticipate having to do so in the future?

Extremely unlikely Somewhat unlikely Neither likely nor unlikely Somewhat likely Extremely likely

Please describe what types of data you PROCESS?

Please describe what types of software/tools you use to PROCESS this type of data?

Do you believe current students would be better prepared for the workplace if they received more training on how to PROCESS (i.e. clean, summarize, etc.) large data sets?

Definitely not Probably not Might or might not Probably yes Definitely yes

Do you believe you would benefit from training on how to PROCESS (i.e. clean, summarize, etc.) large data sets?

Definitely not Probably not Might or might not Probably yes Definitely yes

Does your job require you to ANALYZE (i.e. make inferences from, interpret, etc.) data on a large scale and if so, how frequently? In this context, large scale data refers to data sets requiring the use of special programming to make meaning of the information.

Never Sometimes About half the time Most of the time Always

You responded that you do not ANALYZE large scale data. Do you anticipate having to do so in the future?

Extremely unlikely Somewhat unlikely Neither likely nor unlikely Somewhat likely Extremely likely

Please describe what types of data you ANALYZE?

Please describe what types of software/tools you use to ANALYZE data?

Please describe what types of software/tools you use to ANALYZE data?

Do you believe current students would be better prepared for the workplace if they received more training on how to ANALYZE large data sets?

Definitely not Probably not Might or might not Probably yes Definitely yes

Do you believe you would benefit from training on how to ANALYZE large data sets?

Definitely not Probably not Might or might not Probably yes Definitely yes

Outsourcing

How often are tasks in your place of employment outsourced to outside entities?

Never (0% of tasks)

Infrequently (1-5% of tasks)

Somewhat frequently (6-15% of tasks)

Frequently (16-25% of tasks)

Very frequently (> 25% of tasks)

Please describe, in general, the types of tasks your company outsources to outside entities below:

General comments

Please describe any skill and/or training you believe students may be lacking when entering the workplace which could be better emphasized in the accounting curriculum. If nothing, please put "no response" in the box below.

Demographic Questions

Demographic Questionnaire

For how many years have you been in the professional workforce?

In what field do you currently work?

Accounting

Finance

Other (Please list):

Please describe the industry in which you currently work (public accounting, manufacturing, financial services, technology etc.):

Are you a CPA?

Yes

No

What is your highest level of education completed?

High School or below

Undergraduate Degree in Accounting

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Undergraduate Degree in another field (please list):

Masters in Accounting

Masters in a different field (please list):

JD

PhD (please list your field)

MD

What is your age? (Optional)

What is your gender? (Optional)

Male

Female