

The Accounting Challenge: Gamify Your Way to Recruiting Success in the Intro Accounting Courses

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Before We Begin...

Please scan the QR code
below and sign-up to
prepare for a future activity

Today's Presenters



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What will you gain from this presentation?

- ▲ Identify ways faculty can use gamification in intro accounting classes
- ▲ Discover how faculty can relate accounting to other business majors
- ▲ Describe resources available to both students and faculty
- ▲ Identify the benefits and barriers with implementing these new activities

**How do we
think our
students feel
about
accounting?**

**Poll Everywhere
Activity**

**Why do we think
those things?**

**Let's take a look
at how our current
classes are run...**

How current introductory financial accounting courses are structured:

- Lecture Style
- Emphasis on Debits/Credits

How we have implemented changes:

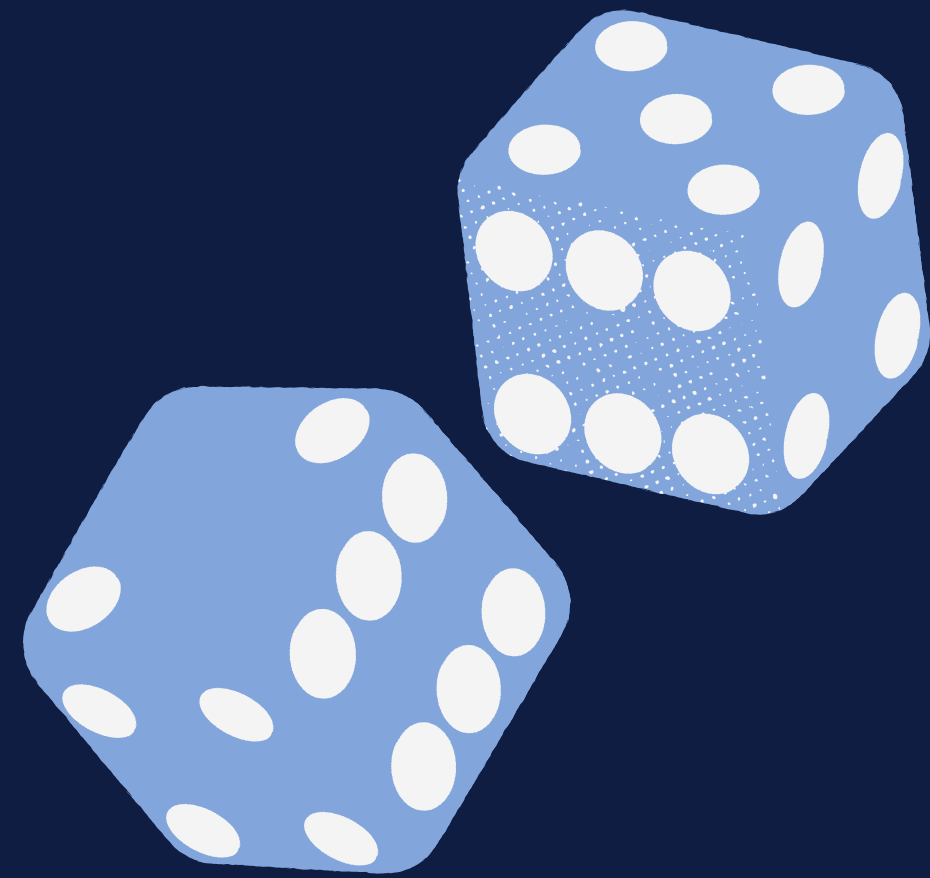
- Gamification
- Utilizing Fill-in-the-Blank Notes
- Hybrid Models



What is Gamification?

Applying elements of game
playing to other applications.

- In this case accounting topics
and concepts!



Accountopoly



How is Accountopoly played?



Each Monopoly transaction is recorded!

Students are broken up into groups and start the game off like normal. But each event that happens must be recorded as a journal entry!



Examples of transactions:

- Purchasing land (Cash & Land)
- Paying rent & utilities (Cash & Expenses)
- Collecting income from passing GO (Revenue)

This will be demonstrated in:

***Numbers & Games: Hands-on
Session to Enhance Learning in
the Intro Courses***

3:50 - 4:40 PM in Breakout B

**Not everyone that takes
our introductory
managerial accounting
classes will be
accounting majors...**

**But! Managerial
accounting will
still show up in
nearly every
business
career!**

- **Business is a cross-functional environment**
- **Students can benefit from learning about managerial accounting no matter their business major**

How can we showcase this to students?



Bringing in an accounting speaker alongside a non-accounting counterpart

Students can learn various ways other majors interact with accountants.



Emphasis on experiential learning and application of concepts.

This is how students will learn and grow in their career after leaving the classroom.

As faculty, what resources do we have?



People

- Other Faculty
- Local Employers



Activities

- Cases written by others
 - Monopoly
 - Lego Activities



Funding

- Explore funding opportunities within your university!

What resources are provided for students?



Peer Assisted Study Sessions (PASS) Mentors

PASS Mentors attend classes and hold additional study sessions built to enrich learning.



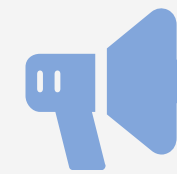
Beta Alpha Psi Tutoring

Members of Beta Alpha Psi hold additional tutoring hours to help students.



Graduate Assistant Tutoring

Graduate Assistants of the School of Accountancy hold tutoring hours where students can get help.



IMA Student Chapter Success Fest Event

The IMA Student Chapter holds an event that advertises all these resources accounting students have, and more!

What are our goals?



Increase Engagement and Recruitment with students

Generating interest in the accounting field and recruiting accounting students.



Lower D/F/W Rates

We aim to lower the amount of D grades, F grades, and withdraws in accounting courses

**What benefits have we
seen?**

**What barriers have
we encountered?**

Conclusion

Thank you!