Visual Learning Tool: Animation of Accounting Concepts, Recording and Reporting

Greg Cusack
Department of Accounting

After several years of reviewing student learning in the first year accounting program, what has been obvious is that those students who have not been successful in passing ACCT10002 Accounting Transactions and Analysis, have demonstrated a lack of understanding pertaining to accounting concepts. These students simply try to rote learn accounting principles and practices. In addition, these students struggle to comprehend the interplay of variables in the recording and reporting process.

The objective of this project is to develop a Visual Learning Tool using animation to enhance student(s) understanding and comprehension of accounting concepts. The animation of the accounting concept will then be linked to the recording and reporting process to highlight different performance outcomes. This will be achieved by inserting a number of ‘what if’ statements into the scenario.

The purpose of the tool has two applications:

1. The first application is to illustrate accounting concepts in lectures, tutorials and seminar workshops where all students could view the accounting concept via the visual learning tool - animation.
2. The second application would allow students to use the tool via the Learning Management System to self explore and gauge their understanding of the concept under changing variables. Through an array of ‘what if’ scenarios built into the tool, students could change the results relating to the recording and reporting outcomes and thereby reinforce the accounting concept.

Expected Academic Outcomes:
It is envisaged that the academic outcomes that will result by students using the visual learning tool will be;

1. Enhanced understanding of the recording and reporting process of key accounting concepts
2. An appreciation and understanding of how the general journal and ledger alters when there is a change of scenario pertaining to the accounting concept.
3. Enhanced problem-solving skills
4. Improved knowledge and skill that can be translated under assessment conditions.

The animated visual learning tool would allow students to learn using a multi-media platform to better comprehend the accounting concept(s) and then test their knowledge under changing scenarios. The student(s) would now experience both auditory and visual stimuli to learn concepts.

It is envisaged that the project will have a core component in the software writing that would accommodate all accounting subjects and then a variable software section to be added to address the specific accounting concept pertaining to a subject. This tool could be adapted for all accounting subjects in the Department of Accounting and could realistically extend to most subjects with specific alteration in the Faculty.