Leveraging XIPU AI in an Accounting Analytics Module

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1. Background

In the digital era, the accounting profession faces unprecedented challenges and opportunities. The rapid development of artificial intelligence, big data, and blockchain is revolutionizing accounting practice, decision-making processes, and value creation. As future accounting professionals, students must master the ability to use advanced technologies for data analysis, processing, and visualization to adapt to evolving business environments and industry demands.

However, many accounting students remain unfamiliar with or even intimidated by data analysis tools and technologies, lacking confidence and ability to effectively apply them to complex accounting problems. This gap affects not only their learning outcomes but may also limit their competitiveness in future careers.

2. Solutions

To address this challenge, this case introduced XIPU AI as an auxiliary teaching tool in the Accounting Analytics module to:

1. Enhance students' familiarity and confidence with data analysis tools and technologies
2. Provide personalized learning support and guidance
3. Develop students' ability to integrate accounting knowledge with technology application

Specific Application Scenarios:

- **Data Processing & Cleaning:** Using XIPU AI's natural language processing to help students understand and execute data cleaning steps, handle missing and outlier values
- **Financial Data Analysis:** AI-assisted explanation of complex financial ratios and analytical indicators, providing multi-angle data interpretation
- **Visualization Chart Generation:** Guiding students to use AI to generate appropriate data visualization charts and enhance data presentation

- **Case Study Analysis:** Leveraging AI to quickly obtain relevant case background information to support in-depth case analysis
- **Programming Code Assistance:** For students needing to use Python for accounting data analysis, AI provides code generation and debugging support

Implementation Approach:

- Embedded XIPU AI module in the course learning platform
- Designed targeted prompts to guide students in effective AI usage
- Integrated AI application tasks into course assignments and projects
- Provided usage guidelines and best practice sharing

3. Outcomes and Benefits

Enhanced Student Capabilities:

- Significantly improved students' acceptance and confidence in data analysis tools (especially AI-assisted tools)
- More effective handling and analysis of complex accounting datasets

- Demonstrated stronger data interpretation and insight capabilities in course projects
- Enhanced ability to integrate accounting expertise with technology application

Improved Learning Efficiency:

- AI assistance reduced student confusion and time consumption in technical operations
- Personalized support helped students quickly resolve encountered obstacles
- Significantly improved efficiency in data cleaning and analysis processes

Optimized Teaching Experience:

- Teachers could focus more on higher-order thinking development and personalized guidance
- AI as a "virtual teaching assistant" reduced teachers' burden of repetitive Q&A
- Improved classroom interaction quality, with students more willing to engage in technology-related discussions

Course Outcomes:

- Data analytics project submissions were noticeably higher quality than previous cohorts
- Visualization presentations were more professional and clear
- Reports demonstrated greater depth and breadth of insights

4. Replicability and Promotion Value

Cross-Course Applicability: The XIPU AI application model explored in Accounting Analytics can transfer to other accounting modules (Financial Management, Auditing, Taxation) and related business fields (Finance, Management). Data processing, analysis, and visualization needs are equally prevalent in these domains.

Technical Implementation Universality: This case's natural language interaction approach doesn't require students to have advanced programming skills, lowering technical barriers. This "low-code/no-code" AI application method is more friendly and practical for business students.

Pedagogical Design Replicability: The design approach of integrating AI application tasks into course assignments/projects, along with targeted prompt design, provides a clear implementation path for AI integration in

other modules. This "learning-by-doing" model effectively promotes student active learning and exploration.

Alignment with Educational Trends: This case actively responds to "New Liberal Arts" construction and "Accounting Intelligence" industry trends, cultivating compound accounting talent with digital literacy and data analysis capabilities, aligning with national education strategies and market demand.

Scalable Promotion Potential: As a university-developed AI platform, XIPU AI's accessibility and cost-effectiveness enable this model to be promoted at scale across the institution, benefiting more students and courses without additional commercial software investment.