

# Tech-Savvy Students

What Future Professionals Need to Know  
Now for Their Careers Later

Presented by Robin Pilcher

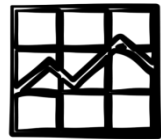
# Accounting in the Age of Technology



Software/Applications



Social Media



Trends



# **SOFTWARE/ APPLICATIONS**

# Survey Results

## What Managers say:

- IDEA/ACL
- Word
- Outlook
- PowerPoint
- Adobe
- Access

## What Interns say:

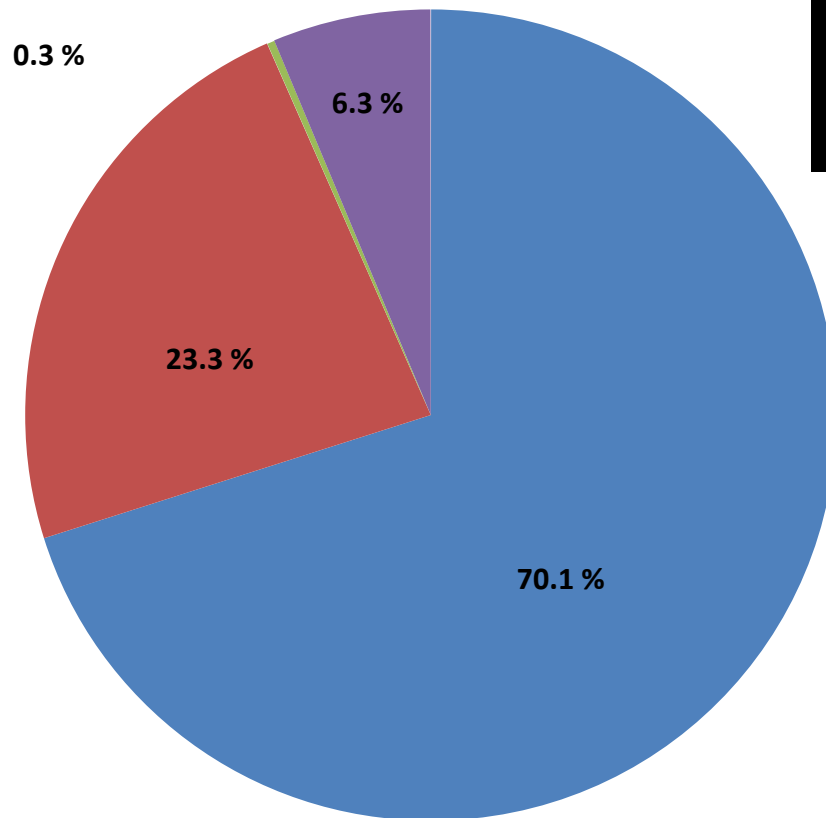
- IDEA/ACL
- Word
- Outlook
- Access
- PowerPoint
- Adobe
- Social Media

**But, according to both managers *and* interns, the #1 technology students should learn is...**

# Excel



# Spreadsheet Management: Not what you figured?

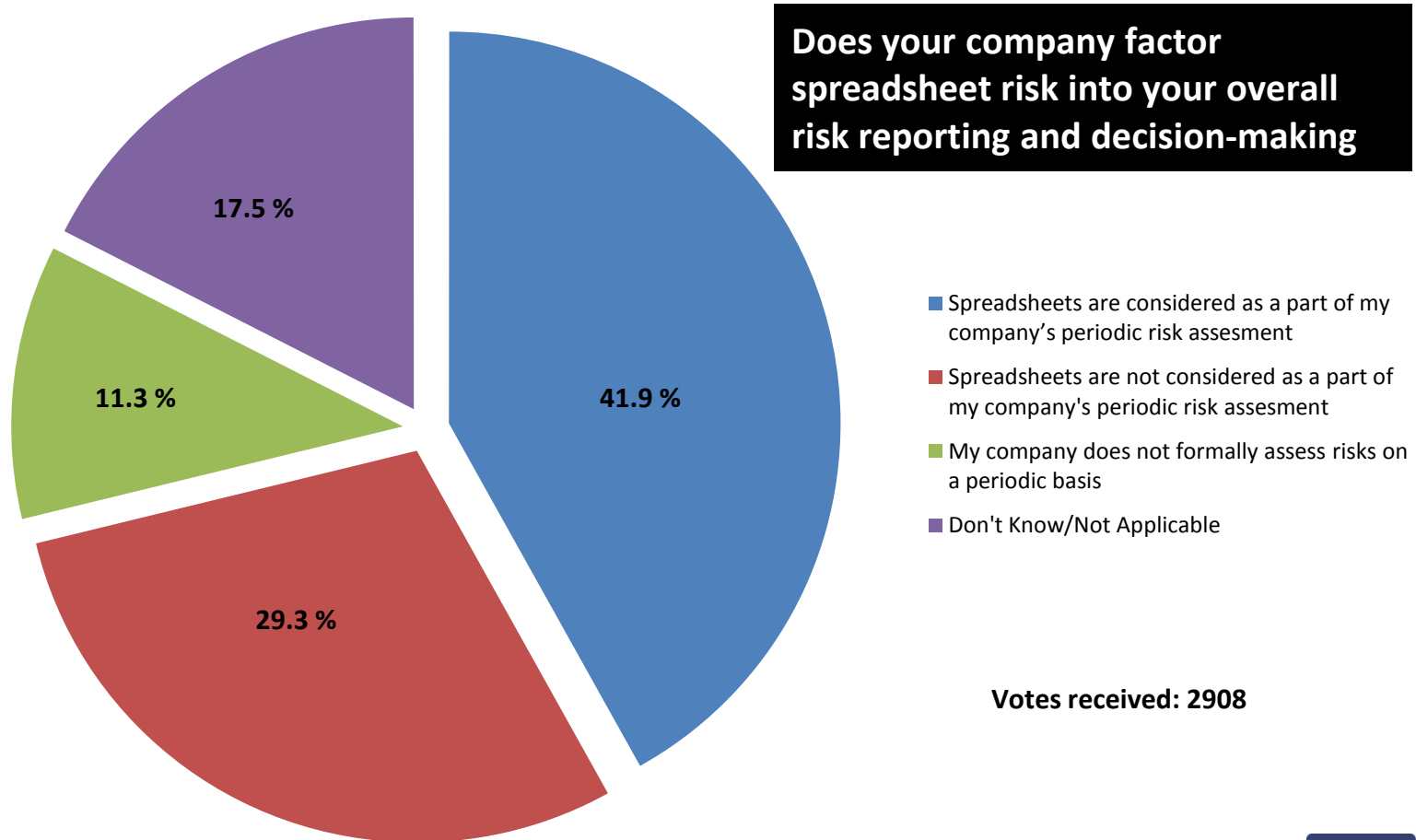


**Describe the level your company utilizes spreadsheets to support business processes or financial reporting**

- Heavy. We rely on spreadsheets for critical portions of the business
- Limited. We have some use of spreadsheets but significant spreadsheet errors could not impact the business
- None. We do not use spreadsheets
- Don't Know/ Not Applicable

**Votes Received: 2804**

# Spreadsheet Management: Not what you figured?





# Microsoft Excel

## WHY EXCEL?

- Easily emailed or transferred among users to share accounting information because so many companies use Excel
- Other spreadsheet software is usually compatible with Excel because of its popularity, allowing the user to open and manipulate an Excel spreadsheet



# Microsoft Excel

## WHAT STUDENTS NEED TO KNOW:

- Excel features that manipulate and sort financial data
- Automate the entry of common business formulas
- How to use pivot tables to extract details
- How to set up other standard financial calculations



# Microsoft Excel

## WHAT STUDENTS NEED TO KNOW (cont.):

- How to create logical arguments (IF, THEN)
- Integrating Excel documents with other applications (Word, PPT, etc.)
- More complex calculations
- Page formatting
- Adding charts, symbols, and diagrams



# Microsoft Excel

## Common Excel Scenarios:

- Accounting
- Budgeting
- Billing and Sales
- Reporting
- Planning
- Tracking

## DATA ANALYTICS SOFTWARE:

- Software tools that allow for the extraction of data from a client's computer files for analysis and testing
  - Used largely for sample selection and analysis of activity



# Microsoft Word

- Understand mail merges, formatting shortcuts
- Everyone uses Word!



# Microsoft Outlook

- Creating list of contacts
- Has features to help them stay organized (calendar, tasks lists, public folders, etc.)



# Microsoft Access

- Relational Database Management System
  - Related data is stored in many separate tables and linked together



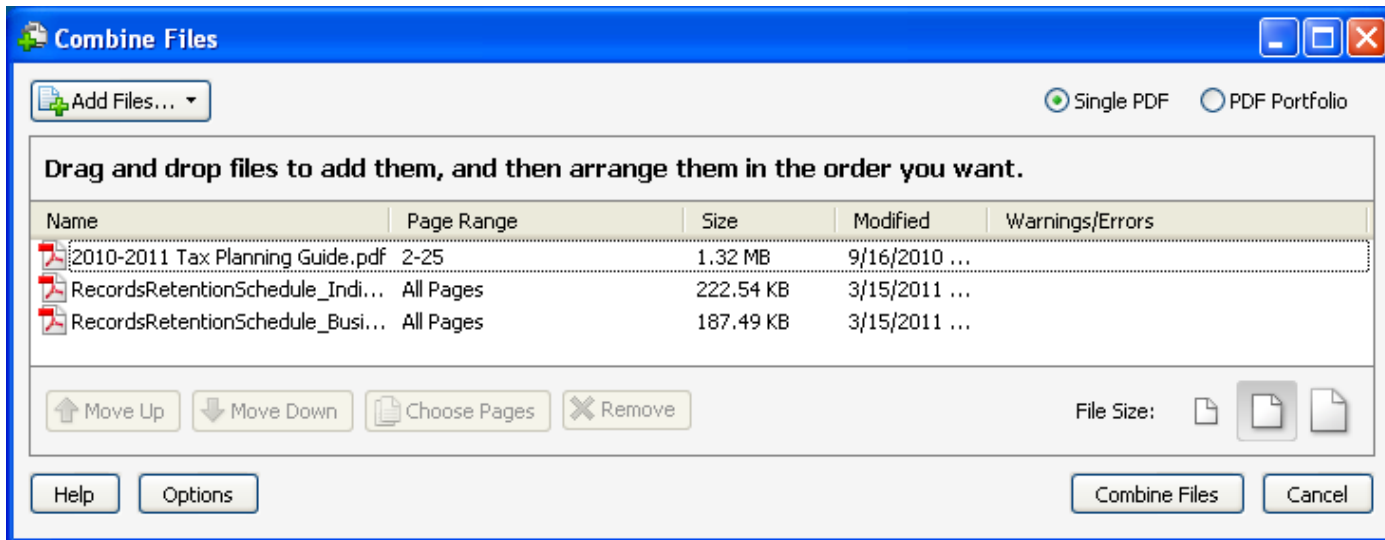
# PowerPoint

- Generating presentations on-the-fly
- Inserting graphs
- Using SlideMaster



# Adobe Acrobat

- Converting documents into PDF
- Manipulating PDF files as an organized packet for the intended user from a variety of sources (whether it's other PDFs, PPTs, Word docs, Excel files, etc.)



# Example

- Final presentation/report (deliverable)
  - Opening letter (Word)
  - Tables/graphs (Excel)
  - Presentation slides (PowerPoint)
  - Emails (Outlook)
  - Package it in a PDF (Adobe)



# **SOCIAL MEDIA**



**SOCIAL  
MEDIA**

# **Social** Networking



Online service, platform, or site that focuses on building and reflecting of social networks among people who share interests and/or activities

Over 60 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

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\* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).



SOCIAL  
MEDIA

# Social Networking

## Build Your Resume



- Duplicate the same information on your resume – jobs, education, experience, etc...
  - Get recommendations from previous employers and peers
  - Link your personal website or links to other social networking sites.
- ✓ **UPLOAD YOUR RESUME TO YOUR PROFILE!**
- ✓ **LinkedIn is more for Professional Searches**

The screenshot shows the LinkedIn 'Add Education' form. At the top, it says 'Basic Account: Upgrade' and has navigation links for 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. Below these are 'Edit My Profile' and 'View My Profile' buttons. The form is titled 'Add Education' and contains the following fields:

- Country:** United States (dropdown)
- State:** Louisiana (dropdown)
- School Name:** Southeastern Louisiana University (dropdown). Tip: If you can't find your school, please select "Other..."
- Degree:** BA (text input)
- Field(s) of Study:** Marketing & Graphic Design (text input). Examples: English, Physics, Economics
- Dates Attended:** - to - (dropdowns). Tip: Current students: enter your expected graduation year
- Activities and Societies:** (text input). Tip: Use commas to separate multiple activities. Examples: Alpha Phi Omega, Chamber Chorale, Debate Team
- Additional Notes:** (text input). See examples

At the bottom right, there is a 'Save Changes' button and a 'Cancel' link.



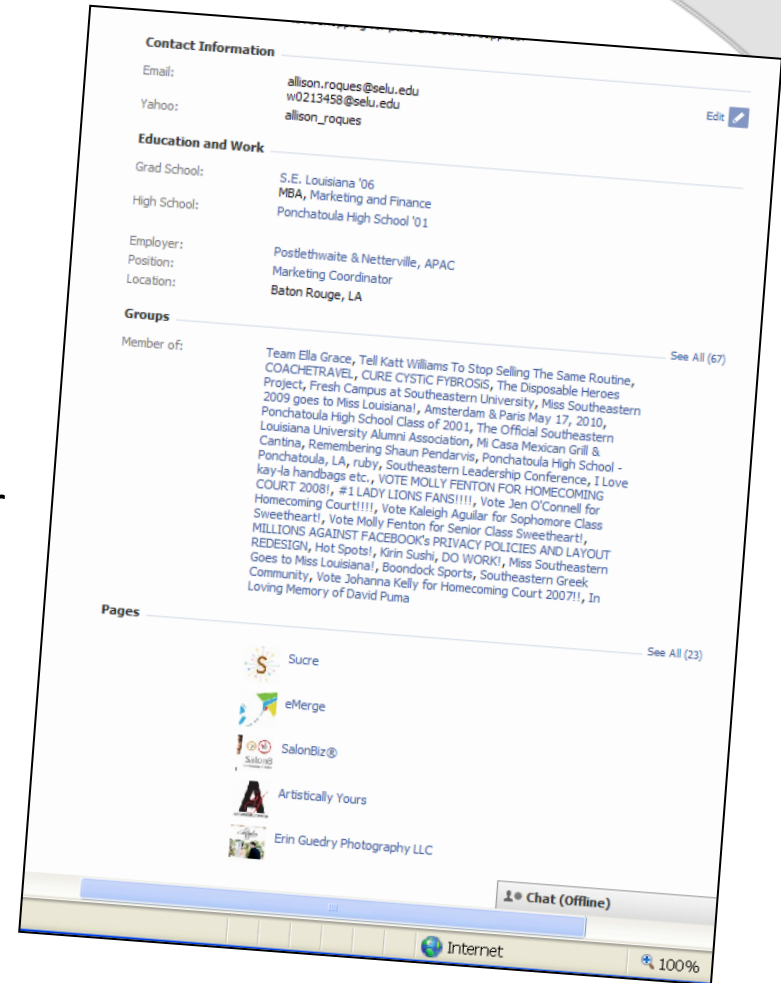
SOCIAL  
MEDIA

# Social Networking

## Build Your Resume

- Personable, but professional.
- Edit pictures and content to depict behavior you wouldn't mind an employer seeing.
- List your current job or school
- List Activities and Hobbies – show your personality
- Contact information

✓ Facebook is more **SOCIAL**





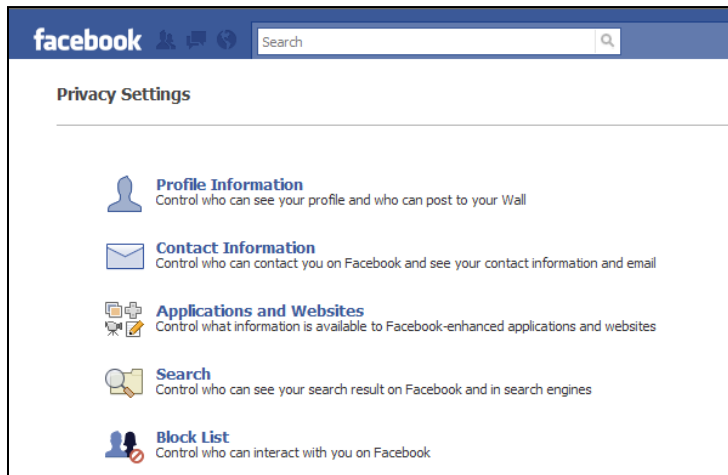
SOCIAL  
MEDIA

# Social Networking

## Who Can See Your Profile?

If you prefer for your profile to NOT be seen publically, or for certain information to show to those whom you have NOT added as a FRIEND or CONTACT, be sure to adjust your privacy settings.

**\*\*Some employers look at your FRIENDS, too\*\***





**SOCIAL  
MEDIA**

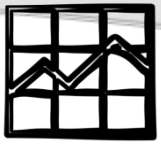
# Social Networking

How Employers are using  
**facebook** and **Linked in** :

- Scanning profiles for content and ‘appropriate behavior’
- Looking for experience
- Looking for activity in their communities (both physical and ONLINE)
- Seeing what people have to say about them
- Seeing how in-tune they are to what’s going on around them



# **OTHER TECHNOLOGY TRENDS**



TRENDS

# Cloud Computing

The use of internet services to perform functions that were traditionally done with software installed in your office

Some common “cloud” applications:



# Web 2.0

Refers to the second generation of the World Wide Web, especially the movement away from static webpages to **dynamic** and **shareable content** and **social networking**



A new generation of web services and applications with an increasing emphasis on **human collaboration.**



# Social Engineering

The act of obtaining confidential information by manipulating people with access to that critical information

People are generally the weakest point  
—and thus, the greatest threat—  
to any security system.

Techniques include:

- Spoofing attacks (e-mails and phone calls)
- Trojan horses
- Phishing

# Closing Remarks

- Technology is constantly changing the way we do our jobs
- Most of these new tools help makes our jobs/lives easier and more efficient
- Stress to your students the importance of learning and keeping up with technology
  - It will not only make their lives easier, but will also make them more valuable to employers



# QUESTIONS?

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