

INFLUENCING THE FUTURE:

Curriculum resources to help you prepare students for the evolving marketplace

The EY Foundation established the EY Academic Resource Center, or EYARC, to provide leading-edge curriculum, at no cost, to faculty members at nonprofit colleges and universities. Our goal with the EYARC curriculum is to open students' minds to the application of innovative technology and critical thinking, helping them understand the dynamic nature of a career in professional services and inspiring the next generation of talent.

The EYARC is used by more than 5,700 faculty at over 1,300 institutions across more than 60 countries.



Topics

- Analytics mindset
- Artificial intelligence
- Audit
- Cybersecurity
- Ethics mindset
- Financial accounting
- Fraud
- Innovation mindset
- Introductory accounting
- Professional development
- Professional judgment
- Sustainability
- Tax
- Teaching tools



Materials

The EYARC curricula is provided in either a customizable or plug-and-play format.

- User guides
- Lecture notes
- Case studies and problem sets
- Analytics workbooks and data sets
- Informational and solution videos
- EY thought leadership
- Interactive assignments
- Grading tools

Three mindsets, zero limits

Our materials emphasize innovation with a focus on new and emerging topics. They're the result of an extraordinary collaboration: academics across the US, each respected in their field, and EY leaders who bring real-time insights from the global business economy.

The EYARC offers **artificial intelligence (AI)** and **data analytics** competency frameworks aligned to the EYARC's three mindsets needed to succeed in today's complex business environment. These frameworks have case studies, data sets, lectures, interactive assignments and discussion questions all designed to assist faculty with their courses.

Analytics mindset

Embodies the ability to ask the right questions; to extract, transform and load relevant data; to apply appropriate data analytics techniques; and to accurately interpret results

Innovation mindset

Characterized by demonstrating agility, adaptability, critical thinking, curiosity and creative problem-solving; embracing technology; exploring efficiencies and optimizing strategies; and expressing the willingness to try and fail

Ethics mindset

Focuses on the commitment to do what's right, avoid what is wrong, and understand what's right and what's wrong

Two platforms to explore: faculty choose what materials best fit their objectives

Classic

Our classic platform includes hundreds of resources that faculty can customize according to their needs. Academics may use the EYARC materials however they think is best, based on their students' needs and the faculty's aim.

Content materials center around the EYARC's three mindsets and include data analytics workbooks, case studies, EY thought leadership and other leading-edge resources, all designed to enhance accounting and business education. In an effort to bring topics to life, a significant number of the EYARC materials use real-world data sets, stories and scenarios. We offer materials that aim to enhance the attractiveness of the profession and emphasize strategies to showcase the diverse and rewarding career opportunities.

EYARC Experience

The EYARC Experience is an educational platform offering interactive activities and quizzes to help students understand and apply the concepts taught. Prioritizing hands-on practice over evaluation, it aims to provide real-world examples and simulations that leverage innovative technologies, such as generative AI (Gen AI) and other tools.

Faculty members may choose from a variety of assignments that students access on an experiential platform. Assignments include students interviewing a client in a tax or audit scenario, which is actually GenAI, and receiving customized feedback on how they can improve their interviewing skills. In other assignments, an interactive video game has students performing inventory counts in a simulated warehouse or interacting with GenAI while learning about prompt engineering, retrieval-augmented generation (RAG) models and other advanced GenAI topics.

You have a vision for your students, and we can help you make it a reality.
Send us an email, and let's get started: **We can shape tomorrow together!**

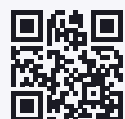


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To learn more,
scan the QR code:



or visit:

<https://bit.ly/m/EYARC>