

The background of the slide features a large, semi-transparent watermark of the Rutgers University seal. The seal is circular and contains the text "RUTGERS UNIVERSITY" around the perimeter, "1766" at the top, and "THE STATE OF NEW JERSEY" at the bottom. The seal is centered and spans across the entire slide.

RUTGERS

Rutgers Business School
Newark and New Brunswick

The Rutgers Accounting Digital Library

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Objectives

Internal Objectives

Supplement In-Class Activities

- Support students who miss a class or require clarification
- Particular focus on large lecture hall classes

External Objectives

Enhance the Brand

- Establish Rutgers as a global leader in accounting education

International Outreach

Current State

- Inventory: Recorded over 30 unique lecture series/courses
- Marks: Divided each lecture into 5-10 minute subtopics
- Tags: Assigned key words to each lecture for search engine optimization (SEO)
- Access: Through the Rutgers Accounting Web and Internet search

Usage



- Our usage continues to grow
- At the start of 2013, views averaged 400 to 500 per week
- Today, there are over 20,000 views per week
- September 2015: achieved our highest view count yet (82,035 for the month)

Findings

- Viewers: 65% of viewers are 25-54 years old, implying professional rather than academic purposes
- US vs. International: 54% of views are non-US, primarily from English speaking nations
- Watch Time: Average duration is over 5 minutes
- Most Watched Videos: Auditing videos are most popular. Specialty courses (ie: Governmental Accounting and Tax) are growing in popularity. Popularity appears to strongly correlated with audio/video quality (hence new equipment).
- Method of Access: Over 50% of views come from direct YouTube searches, only 3% from Google searches

Moving Forward

- **The RBX Project:** [SWAM \(School With A Million courses\)](#)

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audible.com

Welcome to
SWAM!

Login



Preset Courses

Custom Courses

- Preset Courses
 - Restricted to certain topics from a single subject
- Custom Courses
 - Full freedom in topic and subject selection

Information Risk Management Course Outline

Information Risk Management Course Outline	
Module 1	Introduction Intro to IRM
Module 2	Thoughts on the Future of Audit
Module 3	C.A. & Reporting
Module 4	Fraud Risks & Control
Module 5	IDEA
Module 6	Internal Audit
Module 7	Emotional Intel
Module 8	Enterprise Risk
Module 9	Audit Risk Analytics
Module 10	XBRL

[Get Started!](#)

Modules may be customized with different topics under Information Risk Management

Now Changing Module: 5

Audit Analytics ▼

Risk Assessment (I) ▼

Add Module

Add Lesson

Module 1	Software and Tools
Module 2	Intro to IRM
Module 3	Fraud Risks & Control
Module 4	Internal Audit
Module 5	Risk Assessment (I)

Get Started!

Full Course Selection Freedom

RBS SWAM
Module 1
Module 2
Module 3
Module 4
Module 5

Module 1: Software and Tools

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Lecture 2: Audit Analytics related tools and software
Intro to Audit Analytics Lecture 2: Audit software and ...

Practice Quiz
Which of these is not a level in the ACL Audit Analytic Capability Model?

- Basic
- Automated
- Linear
- Applied

Submit

Navigation Bar on Left, with Assessments Below Each Video

QUESTIONS??