

## Professionally-accredited Programmes Attract Young Talents to Accounting Industry

Hong Kong's adoption of international standard accounting practices and rising business opportunities in Asia have attracted international accounting firms to set up their business in Hong Kong, riding on the city's sound regulatory framework, availability of accounting experts and proximity to fast growing economies like the Chinese mainland and ASEAN countries<sup>1</sup>. As at September 2017, Hong Kong had around 5,600 establishments in the domains of accounting, book-keeping, auditing and tax consultancy, hiring a workforce of nearly 31,000<sup>2</sup>. The bright prospects enjoyed by the accounting and auditing industry attract many young people to join the profession every year.

HKCC and SPEED, the educational units of CPCE, offer the AD in Business (Accounting) and BBA (Hons) in Accountancy respectively to provide a progression pathway for aspiring learners to join the accounting profession. The programmes, which have gained the recognition from professional bodies, pave the way for graduates to pursue their career goal of becoming a certified public accountant.

Dr Arison Woo, Senior Lecturer of HKCC and Programme Leader of AD in Business (Accounting), said that the two-year associate degree programme emphasises both theoretical knowledge and practical skills through the provision of accounting, marketing, auditing, and taxation subjects. Besides, elective subjects spanning finance, economics, China business, human resources and other business disciplines are offered to meet students' interests and aspirations.

### Professional Contests Sharpen Students' Business Acumen

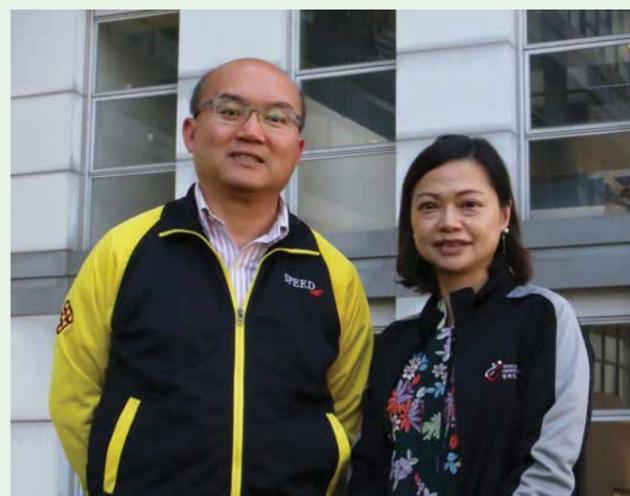
Having established close linkage with industry, HKCC organises a wide variety of extra-curricular activities to help students identify their articulation opportunities and career goals. Industry practitioners are invited to deliver career talks to brief students on the entry requirements and scope of duties for the accounting profession. In addition, students are encouraged to take active participation in open business contests and compare notes with their peers from other tertiary institutions.

"Supported by professional accounting bodies, HKCC organises the Young Entrepreneur Scheme every year to let students apply what they have learned to the design of innovative business solutions. Last year, HKCC's debut of its Multinational Business Case Tournament had broadened students' horizons through site visits. The shortlisted teams joined a study tour to Taipei where they visited Standard Chartered Bank (Banqiao Branch), National Taipei University of Technology and other accounting firms," said Dr Woo.

Graduates of AD in Business (Accounting) performed well in further studies, with a high articulation rate of 91.4% in 2017. Apart from government-funded undergraduate degree programmes offered by the eight local universities, HKCC graduates may also choose the articulation opportunities provided by SPEED.

### Aligning Curriculum with Industry Needs

Dr Bosco Yu, Senior Lecturer and Programme Leader, SPEED, said, "In 2014/15, the BBA (Hons) in Accountancy was transferred from PolyU School of Accounting and Finance to SPEED. Whilst the core elements of the programme remained unchanged, subjects on business ethics and corporate social responsibilities were strengthened. This programme of SPEED has been well-received since its inception. In response to industry needs, elements of international taxation, financial regulations and risk governance were enhanced in the programme in recent years. In addition, due emphasis was given on teaching the application skills of the latest accounting software in order to strengthen students' future work competency."



Dr Arison Woo, HKCC Senior Lecturer (right) and Dr Bosco Yu, SPEED Senior Lecturer (left) standing together outdoors.

SPEED takes measures on different fronts to sharpen students' competitive edge for future employment. "Students have to complete before graduation at least 300 hours of Work-Integrated Education (WIE), through which they can accumulate valuable work-based learning experience as well as polish their interpersonal skills. Besides, representatives from sizable international accounting firms are invited to give recruitment talks. Additionally, visits to the Hong Kong Monetary Authority, banks and accounting firms are arranged to give students a glimpse of the daily operation of accounting and financial institutions," said Dr Yu.

The accounting programmes offered by HKCC and SPEED have gained the recognition of professional accounting bodies such as the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA), the United Kingdom, whereas the BBA (Hons) in Accountancy is also recognised by the Hong Kong Institute of Certified Public Accountants (HKICPA). Graduates will be able to gain partial exemptions from professional examinations to facilitate their pursuit of becoming a professional accountant.

## 專業認可課程吸引青年人加入會計行業

香港採用國際標準會計準則，加上亞洲區商機湧現，吸引眾多國際會計師事務所來港開業，在本港監管架構完善、會計專才薈萃，以及鄰近中國內地和東盟國家等經濟體系等優勢<sup>1</sup>基礎上發展業務。截至2017年9月，本港約有5,600間會計、簿記、核數及稅務顧問服務機構，聘用僱員近31,000人<sup>2</sup>。會計核數行業前景理想，每年吸引不少生力軍加入專業。

CPCE轄下教學單位HKCC及SPEED分別開辦工商業副學士（會計）及會計學（榮譽）工商管理學士課程，為有志投身會計業的人士提供升學途徑。課程獲多個會計專業團體認可，同學畢業後可拾級而上，朝執業會計師之路邁進。

HKCC高級講師兼工商業副學士（會計）課程統籌胡淑嫻博士表示，兩年制的副學士課程理論與實務技巧兼備，涵蓋會計學、市場學、審計及稅務等科目。課程設有多個選修科，涉獵財務、經濟、中國商業、人力資源及其他商業範疇，讓同學按個人興趣及志向選科。

### 專業比賽提升同學商業觸覺

HKCC與業界建立了緊密聯繫，藉著舉辦多元化的課外活動，幫助同學認清未來升學機會或就業路向。課程邀請業界人士主持職業講座，介紹會計行業的工作及入職要求等。另外，學院亦鼓勵同學積極參加商業公開比賽，與其他大專院校學生切磋交流。

胡博士說：「HKCC得到專業會計團體支持，每年均舉辦『青年企業家計劃』，讓同學發揮創新的商業意念，實踐所學技能。去年，學院首辦『跨國商業個案比賽』，入選隊伍獲邀到台北考察，期間到訪渣打銀行板橋分行、國立臺北科技大學及會計師事務所，藉此擴闊視野。

工商業副學士（會計）畢業生升學表現理想，2017年升學率達91.4%。除了本港八大政府資助學士學位課程外，HKCC畢業生亦可選擇SPEED提供的升學途徑。



Every summer, 10 students from SPEED Accountancy programme are given the opportunities to join a short course organised by University of St Andrews, Scotland. University of St Andrews is a world-renowned teaching and research centre which has achieved remarkable results in business and accounting research.

每年暑假，10位SPEED會計學課程同學獲機會到蘇格蘭聖安德魯斯大學進行學術交流。該大學是世界知名的教學與研究中心，於商業及會計領域的研究成績斐然。

### 課程內容緊貼行業需要

SPEED高級講師兼課程統籌余永棠博士稱：「自2014/15學年，SPEED從理大會計及金融學院接辦會計學（榮譽）工商管理學士學位課程，課程的核心內容保持不變，但進一步加強了商業道德及企業社會責任的科目。SPEED課程開辦至今，廣受同學歡迎，近年學院因應業界的需要，為課程加入更多國際稅務、財務法規及風險管理元素。此外，課程重視教授最新的會計軟件應用技巧，提升同學未來的工作能力。」

SPEED亦致力在各方面提升同學的就業競爭力，余博士說：「同學畢業前須完成不少於300小時的校企協作教育，以累積寶貴的工作經驗，並增進溝通協作技巧。此外，SPEED邀請多家大型國際會計事務所代表到校主持招聘講座，並安排企業參觀活動，包括到訪金管局、銀行及會計師樓等，介紹會計及財務機構的日常運作。」

HKCC及SPEED提供的會計學課程均獲多個會計專業團體認可，包括特許公認會計師公會（ACCA）及英國特許管理會計師公會（CIMA）等，而會計學（榮譽）工商管理學士學位課程同時獲香港會計師公會（HKICPA）認可。畢業生可獲豁免部分專業試科目，更快達成從事專業會計師的理想。



The Multinational Business Case Tournament offers students the opportunity to put their knowledge into practice, and at the same time hone their communication and presentation skills. 跨國商業個案比賽讓HKCC同學將知識付諸實踐，同時訓練溝通和演講技巧。



Students from SPEED Accountancy programme were offered internship opportunities by PwC, one of the "Big 4" accountancy firms in Hong Kong.

香港四大會計師事務所之一PwC向SPEED會計學課程同學提供實習機會。

1 Hong Kong Trade Development Council's Research Report, January 2018  
2 The industry data from the Census and Statistics Department

1 香港貿易發展局的2018年1月經貿研究報告  
2 政府統計處的業界數據