

# How does DBM Build a Competitive Advantage for Its Accounting Programme and Live up to Its Motto of Preparing Students for the Real World?

## 会计学专业如何建设成优势学科， 培养全面发展、适应现代商业社会的学生？

Stella Cho 左龙佩兰\*

北师港浸大（UIC）工商管理学部会计学专业于2006年开设。过去13年，该专业为社会培养和输送了大量具备国际视野和前瞻性思维能力的商业人才，获得了师生家长以及社会各界的认可，更获多项教育部门基金资助，进行课程发展。2015年，学部的会计学专业获批为广东省创新强校质量工程应用型人才培养示范专业，并获评获评为珠海市优势学科。2016年，在广东省创新强校质量工程的资助下，会计学专业与香港会计师公会共建大学生校外实践教学基地。2018年，会计学专业获广东省创新强校质量工程资助建设云会计学学科。

飞速的技术进步让企业在会计领域尤其是财务报告和审计方面面临着机遇更面临着挑战。云计算深切地影响着企业内部和外部的会计工作。虽然会计专业已在教学方面取得一定成果，但也深知课程发展如逆水行舟，不进则退。笔者左龙佩兰教授是会计及税务学者，于2008年开始担任工商管理学部院长。会计专业如何紧贴行业发展潮流，为学生提供优质国际化教育，以新视野、新思维和新对策，培养新一代具备国际视野、全方位发展的会计专业人才，她将带领大家一探究竟。



\* 左龙佩兰教授，北师港浸大工商管理学部院长，专业会计硕士课程主任。

Professor Stella Cho, Dean of UIC's Division of Business and Management, and Programme Director of the Master of Professional Accounting Programme (MPAcc).

**S**UCCESS is rarely achieved in a vacuum. Factors that have contributed to UIC's rapid growth in student population and reputation since its inception in 2005 as the first jointly-operated liberal arts college in Mainland China are: its pioneering educational model, its emphasis on internationalisation, the use of English as the medium of instruction, the promotion of whole person education, and adoption of a four-point education.

The Division of Business and Management (DBM) launched its Undergraduate Accounting Programme in 2006. There is an eightfold increase in the total number of students in 2019 compared with that in 2006. The Programme is the top choice by freshmen and their parents, and it has consistently had the most students among all the UIC programmes. Students being accepted to the Accounting Programme have much higher National College Entrance Examination scores than the Band-1 cut-off admission scores. The number of graduates who were awarded first class honours and the mean GPA of Accounting undergraduates were both the highest among all other programmes at UIC.

I took up the deanship of DBM in September 2008. Before that, I was devoted to accounting and taxation education at the Hong Kong Polytechnic University (HK PolyU) for over 25 years. During that period, I gained a wide spectrum of experience in university

administration and programme management, in addition to teaching and pursuing scholarly work. With the support of HK PolyU, I also engaged extensively in many high level professional and public services in Hong Kong. All these experiences have given me the required experience and profile to advance my academic career at UIC.

It was a major decision for me to leave a stable and well-paid job in Hong Kong for an academic deanship at a college in Zhuhai. The innovative educational ideal of UIC attracted me, and my family members gave me their full support. Hence, I accepted UIC's offer in 2008 and became the first Dean of DBM.

With my prior teaching and management experience in Hong Kong, I have been actively participating/promoting the integration of university education in the Mainland and Hong Kong. After more than a decade of development and launching of new academic programmes as well as the implementation of effective policies and processes, it has been proven that the curriculum of the Accounting and all other DBM programmes are up-to-date and meet international standards.

The students and parents in the Mainland welcomed the Accounting Programme. Every year, over half of the Year 4 Accounting undergraduates receive offers from top graduate schools in Hong Kong, Singapore, the UK, the USA, Canada, and Australia to pursue their master's