

优化培养方案 助力全球统考

ACCA 中国 SBR资深教学顾问

朱金凤

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- 西安外国语大学ACCA方向班概况
- 培养方案中ACCA课程开设的经验
- 进一步的思考和探讨
- ACCA核心教学资源（SH&PP）

西安外国语大学ACCA方向班

- 办学历史：2007年至今，陕西第2家，外语类院校全国第1家。
- 专业设置：会计学（ACCA）、**商务英语（ACCA）**
- 招生模式：大一新生入校后选拔。
- 培养模式：全阶段（AS+SP），全面融入学历教育。
- 师资力量：全部为自有师资，“四阶段”“渐进式培养”。
- 持续教育：**本硕贯通（ACCA+MPAcc）**，10年坚守。

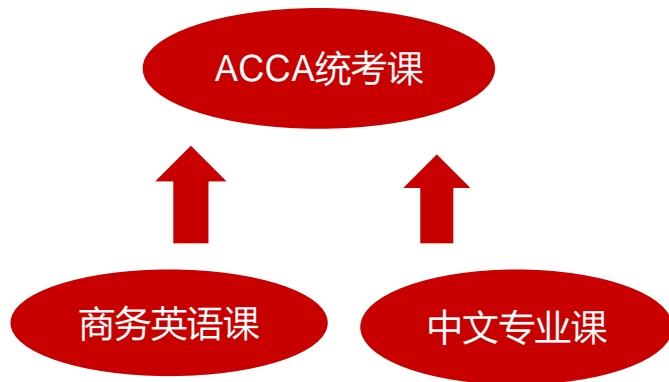
西安外国语大学ACCA方向班

- 累计培养ACCA方向班毕业生近2000名。
- 6名优秀专业指导教师，4名ACCA中国资深教学顾问。
- ACCA年度优秀高校（2017、2019、2020）
- ACCA中国卓越创新教育机构（2018）
- 国家级一流本科专业建设点（会计学，2021年）
- 陕西省级特色专业（会计学，2011）。
- 多项省级教学成果奖、国家级、省级一流课程。

培养方案助力ACCA统考的相关经验

- 培养方案贯穿于大学生的整个大学学习生涯。
- 主要问题：ACCA统考课和其他专业课的关系
ACCA各门课程之间的关系
学时、学分、学期设置等

培养方案助力ACCA统考的相关经验



培养方案助力ACCA统考的相关经验

西外商学院会计学（ACCA）课程设置

学期	1	2	3	4	5	6	7
英语课	商务语言基础 I	商务语言基础 II	商务语言基础 III	商务语言基础 IV			
	商务英语视听说 I	商务英语视听说 II					
	商务阅读与写作 I	商务阅读与写作 II					
中文专业课	管理学	微观经济学	宏观经济学				
	基础会计 (64)	中级财务会计 (64)	高级财务会计 (48)	经济法 (32)			财务报表分析 (32)
	为中财、BT MA 打基础	为 FR、SBR 打基础	为 SBR 打下基础				
ACCA 统考课	AS 阶段 (9 门)				SP 阶段 (4 门)		
		BT (免)	FA (免)	LW (免)	AA (免)	SBR (考)	AFM (考)
		MA (免)	PM (考)	TX (免)	FM (考)	SBL (考)	APM (考)
				FR (考)			
			考好第 1 门	只考 1 门有难度的科目		学期 6	大四考研出国找工作等

■ 免6考7

培养方案助力ACCA统考的相关经验

- 开设**商务语言基础、商务阅读与写作课程**
- 第1学期：基础会计、管理学，为BT、FA、MA学习打下基础。
- 中文支持课程：基础会计（1）、**中财（2）**、高财（3）。
- **第3学期：第1门PM，好的开始是成功的一半。**
- 第4学期FR，第5学期FM，大三之前开完AS阶段。
- 第7学期开完SP阶段。

培养方案助力ACCA统考的相关经验

- 第1学期：初心（学习兴趣、专业基础）
- 第2学期：用心（开始全英文专业课）
- 第3学期：专心（PM，初试锋芒）
- 第4学期：决心（FR，至暗时刻）
- 第5学期：信心（FM，云开雾散）
- 第6学期：雄心（SBR、SBL，贵在坚持）
- 第7学期：恒心（AFM、APM，不言放弃）



进一步的思考 and 探讨

- University Performance Report Provides useful information
(Retention/Session pass%/Stage/Exam Dormancy/Exam Completion)
- Good Completion of AS
- Exam Dormancy (25, Not sat in last 2 sessions)

进一步的思考 and 探讨

- 加大英语**阅读与写作**课程的教学
- 中文会计课程的深度和广度
- 开设中文**管理会计**课程，助力PM?
- 开设中文**战略管理**课程，助力SBL?
- 提供AFM和AAA的选修?

进一步的思考 and 探讨

- 充分利用好Performance Report，找出问题。
- 加强数据收集和研究，调研了解关键点。
- 进一步利用好ACCA教学资源SH，提升教学效果。
- 加强管理、制度激励，鼓励学生走完A考之路。

ACCA核心教学资源

- Study Hub (SH)
- Practice Platform (PP)

Study Hub

学习资源

包含

- Chapters 学习章节
- Quizzes 章节测验
- Flashcard 知识点闪卡
- Practice Questions 练习题库

获取路径

- 学员: MyACCA
- 教师: Education Hub



教辅资源

包含

- Tutor slide decks and guidance notes
教学PPT及授课指导
- 2 mock exams
2套模考卷
- Additional question bank
附加题库

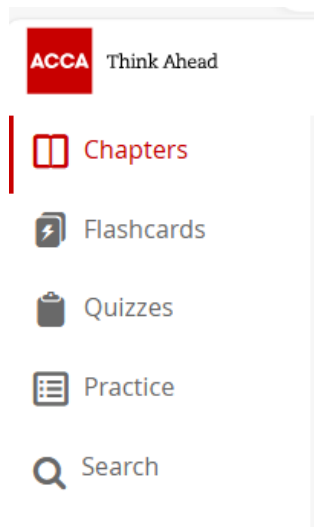
获取路径

- 教师: Education Hub

ACCA



Study Hub：学习资源



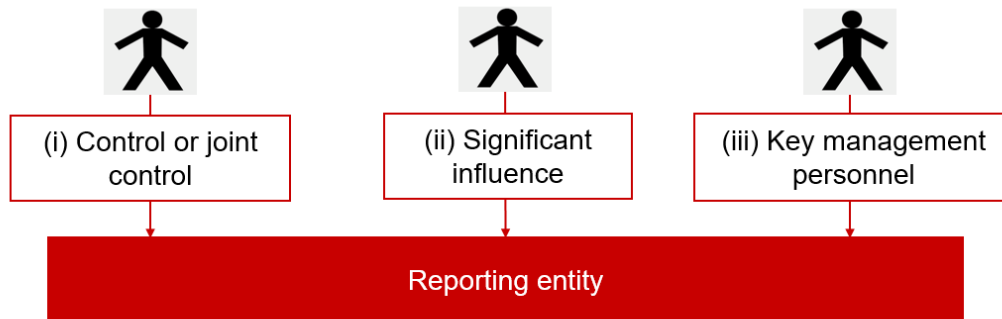
- Chapters重新编排，内容更符合Syllabus的要求
- Chapters包含Syllabus的**新增**知识点，快速锁定
- Chapters的conclusion链接Technical articles
- Flashcards**知识点闪卡**，调动学习积极性
- **小测验题目**（Quizzes）可用于知识点的日常练习
- **练习**（Practice）包含**新增考纲的练习题**
- **练习**（Practice）包括Revision /Additional /Study Qs**循序渐进**

Study Hub：教辅资源

- Slides 内容丰富、全面、好理解
- 提供真实商业案例
- 教师可用Quizzes和Practice布置作业、组卷考试等

Study Hub: 教辅资源

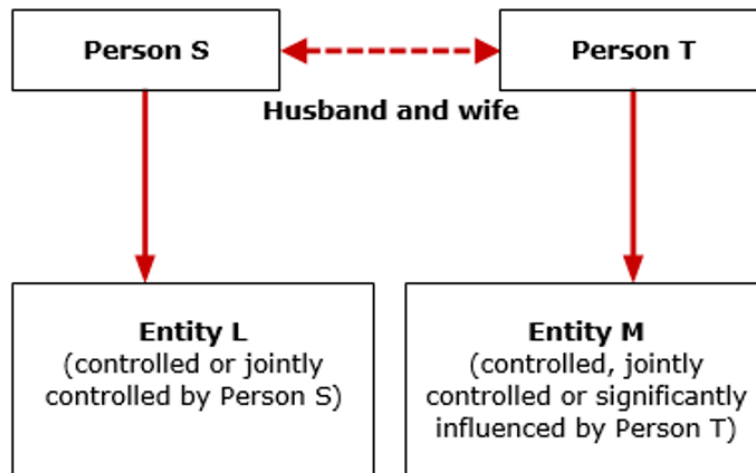
Related Parties: (a) Persons



+ close family members

Study Hub: 教辅资源

Activity: Related Parties



Which parties are related to Entity L and Entity M?

Study Hub: Real World example

Real world example: Manipulation

TESCO



Who?

Tesco, a UK-based supermarket with global operations

What?

- Suppliers gave a rebate % of cost of goods purchased if sales thresholds were reached
- Tesco employees booked rebates as revenue that had not been earned

The result?

- Profits overstated by £263m over 3 years
- Tesco fined £129m by the serious fraud office
- £85m compensation paid to investors
- Three directors were charged with fraud

Practice Platform

Workspace overview

Advanced Financial Management (AFM) - Specimen Exam

Explain Answer Symbol Highlight Strikethrough Calculator Scratch Pad

Exhibits

1. Company background
2. Proposal one
3. Proposal one additional information
4. Proposal two
5. Response from r
6. Response from non-executive directors

Requirements

Requirements (50 marks)

Response Options

- Word Processor
- Spreadsheet

The following exhibits

1. Company background
2. Proposal one - s
3. Proposal one ad
4. Proposal two - s
5. Response from r

This information should

Response Options
The means
The main re

Replicates live exam experience

APM Specimen

Instructions (1 of 4)

The instructions displayed below are representative of those displayed in the live exam. Where there are differences between the specimen exam and live exam these are explained.

General Instructions

- In the specimen exam, the instruction screens are not timed.
- In the live exam, the stated exam time will automatically expire.
- A copy of the instruction screens can be accessed at any time.

The Workspace

- Your exam consists of a number of questions. Each question is presented with:
 - Introductory information about the question.
 - Exhibits – these contain the question scenario content.
 - Requirements – these list the requirements you are required to address.
 - Response Options – you may be presented with one or more options to choose from.
- When selected, the exhibits, requirements and response options are displayed in separate windows.
- You can close each window individually or close all windows at once.
- There is a splitter bar which you can move to see more of the workspace.
- You can highlight or strikethrough text in the introductory information.
- You can copy and paste between exhibits, requirements and response options.

APM Specimen

Symbol Highlight Strikethrough Calculator Scratch Pad

Exhibits

1. Company information
2. Economic value added
3. CSFs and KPIs
4. Improvement projects
5. New information system
6. Appendix 1

Requirements

Requirements (50 marks)

Response Options

- Word Processor
- Spreadsheet

Word Processor

Requirements (50 marks)

It is now 1 September 20X5.

Write a report to the CEO of Iron Chicken to respond to her instructions for work on the following areas:

- (i) the use of economic value added (EVA™) as the key performance metric at IC (15 marks)
- (ii) the current key performance indicators (KPIs) used by the company (8 marks)
- (iii) the three improvement projects (15 marks)
- (iv) the impact of the proposed new information system on the three improvement projects (10 marks)

Professional marks will be awarded for the format, style and structure of the discussion of your answer.

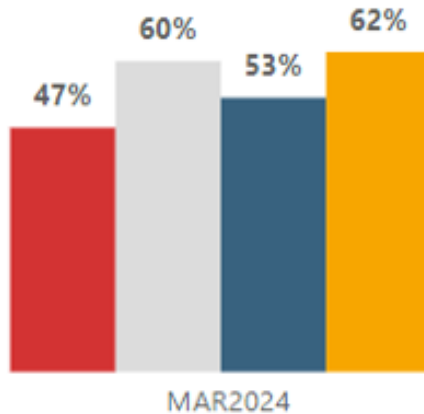
Help/Formative Sheet

← Previous Navigator Next →

Response Options
The means
The main re

Study Hub & Practice Platform insights

- Pass rates of **PP** users are at **13% above global average**
- Pass rates of **Study Hub & PP** users are at **15% above global average**



- Global average pass rate
- Using PP pass rate
- Using SH pass rate
- Using SH & PP pass rate

An aerial photograph of a beach with waves crashing on the shore. The water is a deep teal color, and the sand is light brown. The waves are white and foamy as they break. The text 'Thank you!' is centered over the image in a white, bold, sans-serif font.

Thank you!