

Workshop 1: Progression

ACCA学习和就业竞争力培养

ACCA中国教育团队
Aileen/Crystal

Agenda

- Student progression overview
 - Key highlights from ACCA Annual integrated report
 - Student model journey to employment
 - Partner university performance report sharing
- Good practice sharing
- Discussion





Key highlights from ACCA Annual integrated report

ACCA annual integrated report

Pls refer:
Annual integrated report
2024 | ACCA Global

Our 2023-24 highlights:



250,000+

ACCA members in 180 countries



12,569

new members



99,586

students recruited in the year



584,838

exam entries



Delivering on sustainability

through our *Accounting for a better world initiative*, policy and insights work, qualification and learning developments, and our presence at COP28



Net zero targets verified

by the Science Based Targets Initiative (SBTi)
– making ACCA the first global professional accountancy body to achieve this



ACCA Study Hub

now provides premium study materials and learning resources for students and tutors across the world

ACCA annual integrated report

Our strategic focus in 2023-24:

Lead

- Building the attractiveness and relevance of the profession
- Targeting geographies, sectors and segments

Create

- Driving student progression
- Strengthening our insights to drive performance

Deliver

- Drawing on all our capabilities to deliver value

ACCA annual integrated report

Performance during the strategy to 2025:

ACCA's strategy to 2025 ran from April 2020 through to the end of March 2024 and represented considerable progress for ACCA against an unprecedented global backdrop.

Areas of strong performance

- In the past four years our membership has grown by over 25,000 to over a quarter of a million members, a hugely substantial contribution to the overall number of professional accountants worldwide.
- Throughout the strategy to 2025, members and future members' perceptions that ACCA shapes the future of the profession and promotes the highest professional and ethical standards have remained above 80%.
- Our employer net promoter score (NPS) has been consistently high throughout the last four years and is now at +51.5, clearly indicating ACCA's strong position within the global marketplace.

Strategic performance challenges

- Four years ago, we had around 544,000 future members and today, 526,000. This demonstrates the impact of the pandemic and the economic and geopolitical environment. Last year, however, we welcomed just under 100,000 future members – our strongest recruitment year since 2019-20.
- Fewer students entering exams has been our most significant performance challenge in the last four years, although we've kept delivering a substantial number of exams to very high standards. Exam entries in 2023-24 were 32,000 higher than the previous year, although we're not yet back to our pre-pandemic levels.
- Despite best efforts, we have experienced overall declines in member and future member satisfaction. We're taking this as a clear call to action: we want every single member of our global community to value their relationship with ACCA.

ACCA annual integrated report

How we'll move forward:

- strengthen our ACCA Learning portfolio to create more upskilling opportunities, with a particular focus on **sustainability and technology**
- draw on our **strong relationships with employers and education partners** to attract new entrants to ACCA
- continue to strengthen our sector-specific and careers support
- drive uptake of our education support innovations, which drive student exam success and retention (leverage the *ACCA Study Hub*, *Practice Platform* and *My Exam Performance*)
- make enhancements across our **customer journeys** to deliver the best possible experience to the ACCA community.

In the longer term, the delivery of our *digital transformation* will enable us to build a deeper understanding of the ACCA community and respond swiftly to their needs.

ACCA annual integrated report

Stakeholder engagement and materiality

Members

- Value for money and relevant resources
- Recognition and integrity of the ACCA brand
- Careers and employability support

Future members

- Value for money and relevant resources
- Support to become members
- Careers and employability support
- A well-connected community

Employers

- Attracting talent
- Shaping the future of the profession
- A strong relationship with ACCA

Education providers

- Student recruitment and progression
- A strong relationship with ACCA to drive business success
- Teaching and tutor capability

ACCA annual integrated report

Teaching support and tutor capability

- Guiding tutors on embedding ACCA resources (eg. **CBE mock exams**) into their learning programmes.
- Hosting our virtual **Annual tutor conference** in April, attended by 1,223 people from 70 countries.
- Offering a range of tutor support including digital **Train the trainer** and **Train the marker** sessions.
- Supporting tutors through ACCA's **Educator Hub** and the **ACCA Study Hub**

A photograph of three students sitting on a grassy lawn outdoors. On the left, a young woman with long dark hair, wearing an orange t-shirt and blue jeans, is smiling and looking at a red book. In the center, another young woman with long dark hair, wearing a white t-shirt and blue jeans, is looking down at a book. On the right, a young man with glasses, wearing a blue t-shirt and blue jeans, is looking at a yellow book. They are all surrounded by books and a tablet. In the background, there are trees and a building. A semi-transparent white box is overlaid on the image, containing the text.

Student model journey to employment

Student model journey to employment

Objective

- Accelerate university students' progression and enhance employability with clear guidance for each year in university

Features

- Integrated exam and employability journey over 4-year university period
 - Clear progression target set with **visible milestone achievements**
 - Adv Dip & EPSM for Tier 1 universities
 - Dip & EPSM for Non-Tier 1 universities
 - SP digital badge in pilot (TBC)
 - Embed Study Hub and Practice Platform into study journey from day 1
 - Embed EPSM into the journey to enhance employability skills
 - Embed internship into the journey, incl. experience record in PER
 - Integrate various employability supports, e.g. JHC, SXS
 - Launch in phase (V1.0 leaflet/deck & V2.0 digital tool)
- ## Promotion
- Use the **data-driven approach** to review the performance by partner/segment
 - Promote the model journey via B2B (e.g. university/ALP) and B2C (e.g. tutor community, student ambassadors)



Strategic Professional (战略专业) 阶段

完成该阶段, 可获得ACCA战略专业阶段证书, 相当于英国高等教育框架 (FHEQ) 7级, 硕士学位水平

<h3>商业、法律和战略</h3> <p>SBL – Strategic Business Leader 战略商业领袖</p> <p>提供商业、法律、道德和领导力, 涵盖策略与运营, 以及全球市场。</p> <p>知识体系, 学习范围:</p> <ul style="list-style-type: none"> 商业运营: 运营策略, 运营计划, 运营控制 商业运营: 运营策略, 运营计划, 运营控制 商业运营: 运营策略, 运营计划, 运营控制 	<h3>财务会计和报告</h3> <p>SBR – Strategic Business Reporting 战略商业报告</p> <p>包含各种环境下, 中、高级财务报告编制与报告, 以及财务报告编制与报告。</p> <p>知识体系, 学习范围:</p> <ul style="list-style-type: none"> 财务报告编制与报告: 财务报告编制与报告 财务报告编制与报告: 财务报告编制与报告 财务报告编制与报告: 财务报告编制与报告 	<h3>审计与鉴证</h3> <p>AAA – Advanced Audit and Assurance 高级审计与鉴证</p> <p>在真实世界背景下, 审计、鉴证和鉴证业务计划与执行。</p> <p>知识体系, 学习范围:</p> <ul style="list-style-type: none"> 审计: 审计计划, 审计执行, 审计报告 鉴证: 鉴证计划, 鉴证执行, 鉴证报告 鉴证: 鉴证计划, 鉴证执行, 鉴证报告 	<h3>业绩和财务管理</h3> <p>APM – Advanced Performance Management 高级绩效管理</p> <p>提供绩效管理, 运营绩效, 以及运营绩效。</p> <p>知识体系, 学习范围:</p> <ul style="list-style-type: none"> 绩效管理: 绩效管理, 运营绩效, 运营绩效 运营绩效: 运营绩效, 运营绩效, 运营绩效 运营绩效: 运营绩效, 运营绩效, 运营绩效
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Drafted version (V1.0) for Student Model Journey to Employability



Partner University Performance Report - Sample



Good Practice Sharing



Discussion

Discuss and share in groups – 10 mins / 20 mins

- How to increase the attractiveness of bound programme?
- How to drive students progression?
- What supports are needed by students and tutors?



Work together



Think Ahead

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