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PRESS RELEASE

Singapore Management University Launches The Bachelor of Accountancy Degree

SMU Offers first American-style Accountancy degree Programme

With the launch of the Bachelor Of Accountancy (BAcc) degree programme in August 2001, the Singapore Management University (SMU) will be the first local university to offer an American broad-based Bachelor of Accountancy programme that comes with professional recognition.

The BAcc programme is professionally accredited by the Institute of Certified Public Accountants of Singapore (ICPAS). This will be SMU's second degree programme to be offered since the launch of its Bachelor of Business Management (BBM) degree programme in July 2000.

In line with admission criteria adopted by top American universities, SMU selects students based on a range of ability measures. Besides the General Certificate Education "A" level results (or Polytechnic Diploma results), applicants to SMU are required to submit their SAT I scores, attend a personal interview and write an essay. As Accountancy programmes are extremely popular, SMU's liberal new economy approach can only enhance the career prospects of its students. This especially since the BAcc programme offers flexibility in the choice of subjects, without compromising the technical and professional standards required of professional accountants.

"What will make SMU's Accountancy programme stand out is the fact that highly qualified and senior accounting professionals from international accounting firms and multi-national corporations will complement the accounting faculty as adjunct professors," says Assoc Professor Pang Yang Hoong, Dean, School of Accountancy. "These will include audit and tax partners who will bring their real live experiences and case materials into the classroom. This will ensure that SMU Accountancy students are taught first-hand by experts in their fields."

Mr Po'ad Mattar, managing partner, Deloitte and Touche, has accepted an appointment as an adjunct professor at SMU. He says, "Deloitte & Touche endorses the SMU accountancy programme. It will be an active stakeholder and collaborator in the programme. The firm will share its expertise with the staff and students. Interested partners and managers will be encouraged to participate in the teaching programmes as adjunct teachers or speakers and share actual professional work experiences, knowledge and practices in "real world" training with the students in the classroom."

Mrs Fang Ai Lian, managing partner, Ernst & Young agrees. She adds, "Universities must seek to produce graduates that will have the knowledge and skills required for a career in the accounting profession. In this endeavour, it is important for a university to work closely with the business community to ascertain the desired profile of a 21st century accountant. Ernst & Young is looking forward to a collaboration with SMU - curriculum suggestions, executives as instructors for auditing, computer auditing, and tax courses; accepting students for business attachments; and employing accounting graduates."

"The BAcc at SMU is a "value-added" programme as we are seeking to train students who will be accountants for the new knowledge-based economy - those with the "extras" such as creativity and an entrepreneurial spirit, not just your traditional number-cruncher," adds Associate Professor Pang.

The programme will adopt a small group interactive-participative style so as to enhance interaction and critical thinking. Classes are deliberately kept small, averaging 40 students each. Students are assessed continuously through class participation, assignments/projects and examinations.

The BAcc is a direct meritorious honours programme. On successful completion, students will be awarded the BAcc degree accordingly, depending on their overall performance: BAcc, BAcc cum laude (with honours), BAcc magna cum laude (with high honours) or BAcc summa cum laude (with highest honours).