



Preparing Students for Successful Careers – Not Just Their First Jobs

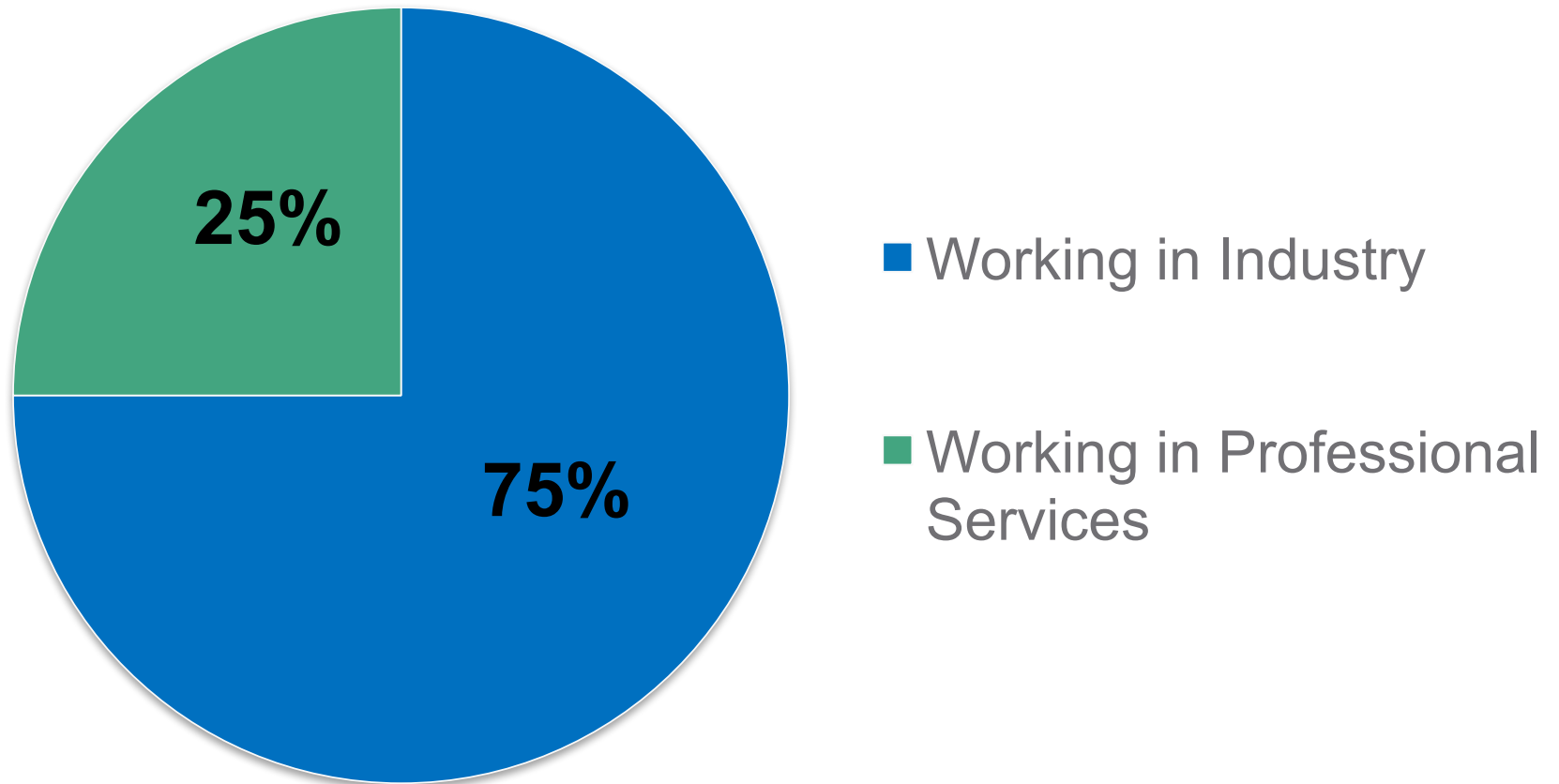
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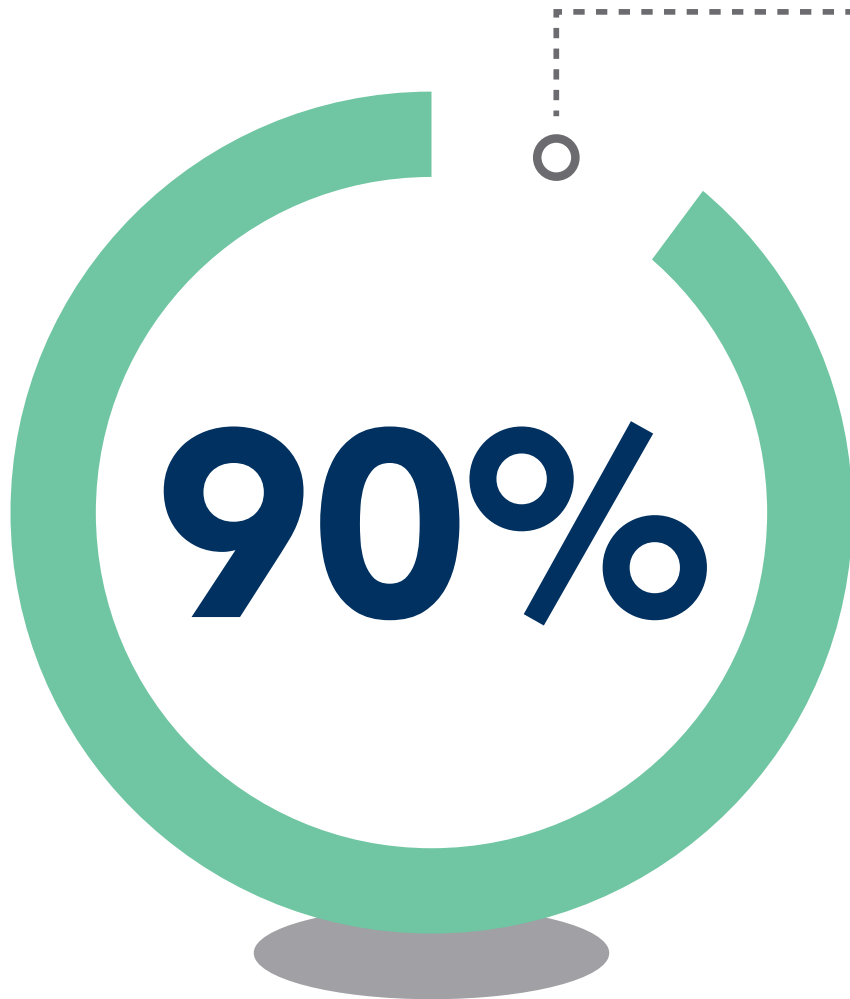
The Association of
Accountants and
Financial Professionals
in Business

Where Do Accountants Work?

Accounting Professionals



Skills Gap Challenges



90% of organizations are having a hard time hiring the right entry-level management accounting and finance talent

IMA/AAA Recommendations

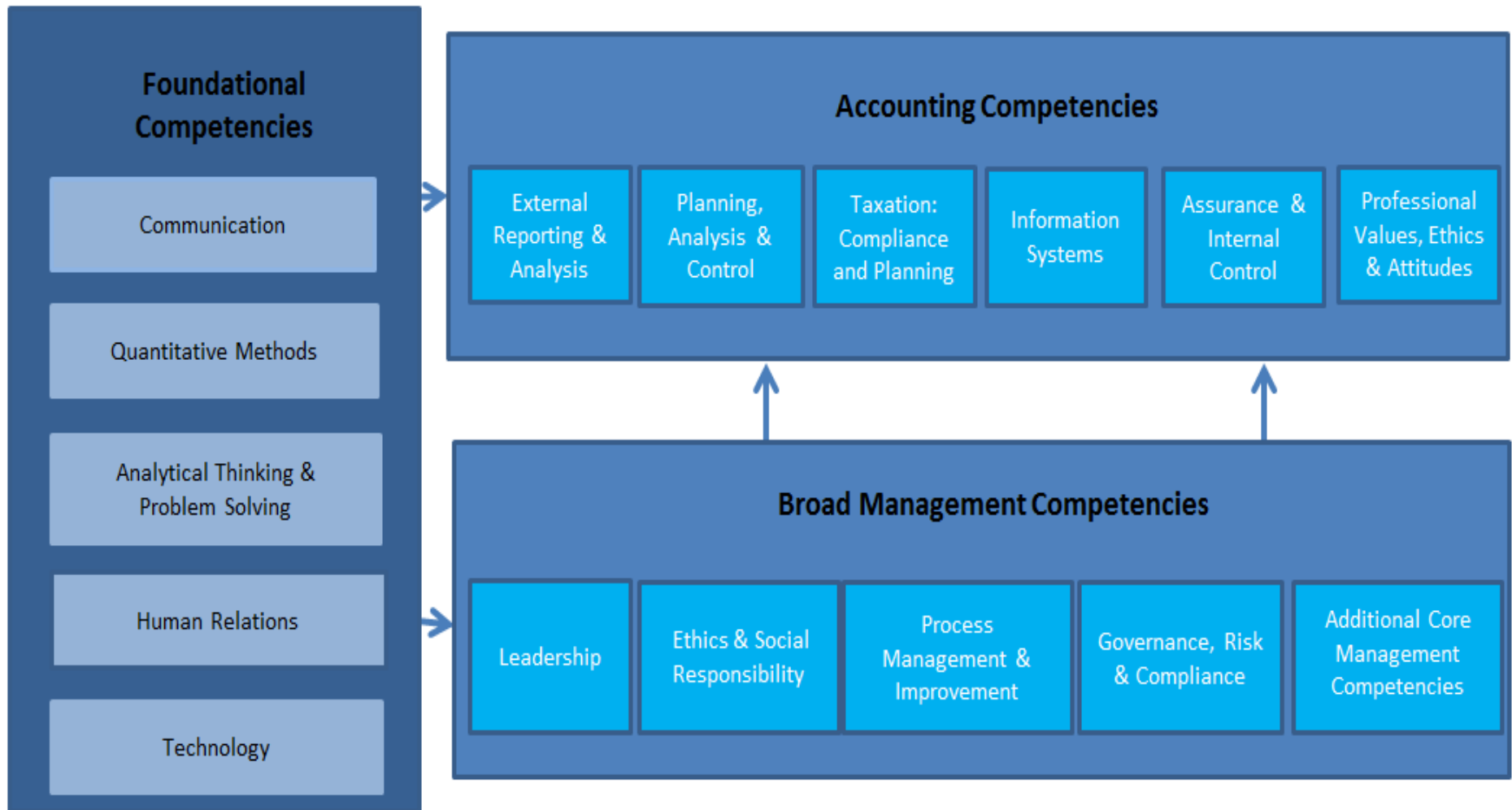
Accounting education should focus on:

1. Long-term career demands
2. Career roles beyond public accounting and auditing
3. How accountants add organizational value
4. Creating integrated competencies



Source: "Focusing Accounting Curricula on Students' Long-Run Careers: Recommendations for an Integrated Competency-Based Framework for Accounting Education" Lawson, Raef A., Edward Blocher, Peter C. Brewer, Gary Cokins, James E. Sorensen, David E. Stout, Gary L. Sundem, Susan K. Wolcott and Marc J. F. Wouters), *Issues in Accounting Education*, May 2014.

Competency-Based Framework



Source: "Focusing Accounting Curricula on Students' Long-Run Careers: Recommendations for an Integrated Competency-Based Framework for Accounting Education" Lawson, Raef A., Edward Blocher, Peter C. Brewer, Gary Cokins, James E. Sorensen, David E. Stout, Gary L. Sundem, Susan K. Wolcott and Marc J. F. Wouters), *Issues in Accounting Education*, May 2014.

Higher Education Endorsement Program

To receive endorsement, IMA considers:

- **Curriculum** → content as well as **cognitive skill level**
- **Faculty resources** can adequately deliver the program
- **Program is accredited** by a recognized accreditation organization



**Let's work together to prepare
students for successful careers**

