

Accountants have impACCT



Resources for campus influencers

- As part of PwC's multi-year commitment to raise awareness about careers in accounting, we are investing in resources to support campus influencers with user-friendly and engaging tools to portray the critical importance of accounting
- Developed with input from multiple stakeholders including a professor focus group, student and early staff input and design thinking workshops
- Target audience includes professors, career center professionals and academic advisors
- Does not require significant modification of course structure – easily implemented
- Broadly covers the profession – not PwC focused
- Overall objective is to provide a resource that will help with updating the narrative

Why Accounting flyer

This document was created to provide faculty, career advisors, and/or academic advisors with current messaging and supporting details to help sell the accounting profession. It is intended to assist individuals counselling students to better understand skill sets and interests that align with the profession, and to articulate the vast array of opportunities.

You should consider being an accountant and getting your CPA. Yes, you.

Brought to you by **pwc**

PwC employees working from the PwC New York office.

A career in accounting is not what you'd expect.
Learn more about why Accounting might be the right field for you:

- Skills to last your entire career**
Accounting is the language of business. Do you want to own your own business or be the CEO/CFO of a company? Knowing the language of business will get you there.
- Work anywhere or for anyone**
Flexibility. Opportunities. No matter the size or the industry of the business, accounting will always be an integral and necessary function to inform decisions, measure performance and plan costs.
- Tremendous job security**
Accountants play a key role in securing the financial markets; even in an uncertain world, there will be a need for accountants. Though the role of an accountant has evolved significantly over time, the profession has been around for over a thousand years.
- Accounting is a team sport**
Accountants solve puzzles and work in teams. Today's accountants spend their time working together and gathering intel to solve complex problems; from enabling deals, to mitigating business risks, to helping shut down fraud.

Career possibilities: [QR Code]

How to become a CPA: [QR Code]

Job simulations: [QR Code]

Join Accounting+: [QR Code]

This way to CPA: [QR Code]

Scan to learn how accountants have impACCT: [QR Code]

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Accountants have impACCT video series

- Each concise 5-minute episode is designed to complement accounting foundations courses by seamlessly integrating basic accounting concepts with real-world examples, demonstrating their profound impact on business, markets and investors.
- In addition to a 2 minute "kick off video" to generate interest, topics include:

Balance sheet

Inventory

Fraud

Income statement

Accruals

ESG

Statement of cash flows

Cyber security

SEC Reporting

Accountants have impACCT business simulation

- 30-40 minute immersive learning simulation that puts students in the driver's seat of a virtual tech business
- The learner experiences 5 scenarios and is asked to consider accounting implications and make a recommendation. Scenarios are designed to encourage critical thinking as there is no right or wrong answer. The recommendations are based on evaluating the scenario and how the options align with the company's strategy and priorities.
- Simulation can be included at any point within an introductory course – at the beginning to generate interest, along side a topic being covered, or near the end of the course as a tee up for more advanced topics to come...

Accountants have impACCT business simulation topics

The topics covered in the business simulation include:

- Invest in automation vs hire more staff
- Implement more cyber controls & security vs purchase cyber insurance
- Provide potential investor with extensive sustainability reporting vs key metrics only
- Move to a new space now vs stay and upgrade when needed
- Funding for growth with bank loan vs venture capital

Accountants have impACCT business simulation feedback and reporting

At the conclusion of the simulation, students will respond to a feedback question to indicate how/if the simulation has impacted their interest in accounting

- Positive (confirmed or sparked my interest)
- Neutral (my interest level has not changed)
- Negative (decreased my interest)

When the response is submitted, a certificate of completion with a unique user ID will be generated.

Students can download the certificate or grab a screen shot. They can submit to you the certificate or screen shot or just their unique user ID.

If you send us a list of your students' unique user IDs, we can provide you with a report indicating for each student the time/date of completion, the amount of time spent within the simulation, and the response to the final feedback question.

Instructor guide

- We have developed instructor guides with details on the content of these resources, suggestions for how they might be incorporated into introductory accounting courses and information on reporting and managing within learning management systems.
- The instructor guide is included in PwC's Faculty Resources SharePoint site. If you do not yet have access to this site, please email us at us_pwc.university.relations@pwc.com
- We welcome any feedback on how we might update the instructor guide to be more useful for professors.

Access PwC Faculty Resources Sharepoint site

Questions?

[pwc.com](https://www.pwc.com)