

Year **3** EntrySelf-financed
MH125103

Bachelor of Arts (Honours) in Professional Accounting

專業會計(榮譽)
文學士

PROGRAMME HIGHLIGHTS

- Provide comprehensive curriculum covering financial accounting, management accounting, finance, auditing, tax and information management, paving the way for a professional career.
- Accredited by the Hong Kong Institute of Certified Public Accountants (HKICPA) and CPA Australia. Graduates will be granted partial exemptions from the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).
- Enhance learning outcomes and professional edge through Work-integrated Learning.

● Programme Overview

This programme aims to equip students with a solid foundation of knowledge and skills in professional accounting that will prepare them to become competent accountants shortly after graduation, and to ultimately be able to assume managerial roles in professional accounting and related practices.

Students will be trained in the areas of accounting, finance, and corporate governance in a local, national and global context. The programme also develops students' sensitivity and creativity in accounting and management of corporate financial resources to meet the needs and development of the business environment in Hong Kong and Mainland China.

● Career Prospects

Graduates are expected to take up entry-level positions in professional accounting firms and in business or government organisations such as audit, taxation or management trainees and accounting officers. They shall be able to perform with short learning curves in the workplace and understand the strategic roles of business with managerial perspectives. After gaining sufficient work experience, they shall be ready for further progression and managerial roles in their fields as professional accountants or department managers.

● Professional Recognition

Accredited accountancy degree programme by:

- The Hong Kong Institute of Certified Public Accountants (HKICPA): under the Qualification Programme (QP); and
- CPA Australia: under the CPA Programme.

Accredited exemptions from:

- The Association of Chartered Certified Accountants (ACCA) for Papers F1 to F9; and
- The Chartered Institute of Management Accountants (CIMA).



This programme is recognised under the QF (Level 5)
QR Registration No. : 14/002731/L5
Registration Validity Period: 01/09/2014 To 31/08/2024

For online application:
VTC Web-based Admissions System
www.vtc.edu.hk/admission

Industry Endorsement

"The Bachelor of Arts (Hons) in Professional Accounting programme offered by the Faculty of Management and Hospitality (FMH) of THEi features a fine balance of theory and practice, with work-integrated learning and industrial attachment. Students are able to apply what they learnt from classrooms and gain practical experience in the industry. I strongly believe that graduates from FMH would be well received by employers."

Thomas WONG

Partner
CW CPA



Student Endorsement

"My studies at THEi was an enriching and rewarding experience. The programme helped me to develop practical professional knowledge in the field of accounting as well as teamwork and lifelong learning attributes. All these skillsets are essential in my current workplace and contribute positively to my future career prospects."

Mike AU

2017 Graduate



Programme Structure

Year 1

General Education Module

- Chinese 1
- English for Academic Studies 1
- Creativity & Innovation in Society

Industry/Profession Specific Module

- Principles of Management
- Business Statistics
- Microeconomics
- Macroeconomics
- Business Law
- Business Ethics
- Principles of Marketing
- International Business Environment

Year 2

General Education Module

- Technology, Society & Work
- Entrepreneurial Mindset
- General Education Elective 1
- General Education Elective 2

Industry/Profession Specific Module

- Cost Accounting
- Information Systems for Business
- Company Law
- Principles of Accounting
- Financial Management
- Intermediate Financial Accounting 1
- Programme Elective 1
- Work-integrated Learning

Year 3

General Education Module

- Chinese 2
- English for Academic Studies 2
- English for Professional Purposes
- General Education Elective 3

Industry/Profession Specific Module

- Hong Kong Taxation
- Management Accounting
- Intermediate Financial Accounting 2
- Accounting Information Systems
- Advanced Financial Management
- Programme Elective 2
- Programme Elective 3
- Programme Elective 4
- Work-integrated Learning

Year 4

General Education Module

- General Education Elective 4

Industry/Profession Specific Module

- Final Year Project – Part 1
- Final Year Project – Part 2
- Auditing
- Advanced Financial Accounting
- Strategic Management
- Operations Management
- Sustainability & Corporate Social Responsibility
- Programme Elective 5
- Programme Elective 6

Programme Electives*

- Accounting Analytics
- Advanced Management Accounting
- Advanced Auditing
- Advanced Taxation
- China Taxation
- Financial Statement Analysis
- Management of Financial Institutions

- Insurance & Risk Management
- Security Analysis & Portfolio Management
- Investment
- Financial Planning
- Derivative Securities
- Human Resources Management
- Entrepreneurship

- Hotel Revenue Management
- Staff Training & Development
- Public Relations Theory & Practice
- Negotiation & Lobbying
- Business Law[^]
- Company Law[^]
- Intermediate Financial Accounting 1[^]



* Additional modules will be offered and modules offerings are subject to changes.

Students may be required to attend additional training and industrial attachments, for which separate fees will be charged.

Additional core module(s) may be required prior to commencement or during Year 3 study for Year 3 entry.

[^] Modules for Year-3 entry students only to satisfy the Hong Kong Institute of Certified Public Accountants (HKICPA) requirements for the Qualification Programme (QP).

Industry Endorsement

"I look forward to seeing work-ready graduates from this unique programme covering both public relations and management topics committed to the public relations industry."

Ruby WAN

Founder and Director
Wasabi Creation PR Consultancy



Graduate Endorsement

"With scholarship awards, we joined an outbound exchange programme in the Netherlands to strengthen individual adaptability, enrich knowledge base, and expand overseas social network."

Apart from tailor-made teaching and learning activities, PRM always invites different industry experts to share industry trends and professional experience with us at discipline-specific seminars and workshops. Thanks to these juicy activities, we are not only passionate about PR profession, but also equipped with relevant knowledge and skills."

Sammi YIP

Pearl LAI

2019 Graduates



Industry Endorsement

"At HKAIM, we strive to enable the continuity of professional development in the industry. We are pleased to collaborate with THEi to equip young talents with the latest digital and interactive marketing applications. I have no doubt that the graduates will be well-received by the industry."

Ralph SZETO

Chairman
Hong Kong Association of Interactive Marketing



Programme Structure

Year 1

General Education Module

- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society
- General Education Elective 1

Industry / Profession Specific Module

- Public Relations Theory & Practice
- Business Management Fundamentals
- Digital Storytelling for Public Relations
- Consumer Behaviour & Communication
- Negotiation & Lobbying
- Public Speaking
- Programme Elective 1

Year 2

General Education Module

- Entrepreneurial Mindset
- Technology, Society & Work
- General Education Elective 2
- General Education Elective 3

Industry / Profession Specific Module

- Services Marketing
- Organisation Behaviour & Communication
- Events Planning & Management
- Marketing Research for Communication Professionals
- Business Ethics & Law
- Brand Management
- Programme Elective 2

Year 3

General Education Module

- English for Academic Studies 2
- Chinese 2

Industry / Profession Specific Module

- Writing for Public Relations
- Social Media Advertising
- MICE Business & Operations Management
- Customer Relationship Management
- Integrated Marketing Communication
- Crisis Management
- Sports Media, Communication & Public Relations
- Marketing Management
- Programme Elective 3
- Work-integrated Learning

Year 4

General Education Module

- English for Professional Purposes
- General Education Elective 4

Industry / Profession Specific Module

- Career Development Project
- Strategic Communication Theory & Practice
- Reputation Management
- Public Relations & Media Campaign Planning Management
- Contemporary Issues in Public Relations & International Events Management
- Exhibition & Convention Production Events Management
- International Events Impacts & Sustainable Development
- Social Marketing & Public Opinion Management
- Programme Elective 4

Programme Electives*

Public Relations Electives

- Financial Public Relations & Marketing
- Discourse Analysis for Public Relations
- Food Photography & Communication
- Translation for Public Relations
- Visual Merchandising

Events Management Electives

- Catering Events Management
- Tourism Studies
- Global Hospitality Issues

Languages Electives

- Spanish for Professional Purposes (Oral Communication)
- Spanish for Professional Purposes (Written Communication)
- Japanese for Professional Purposes (Oral Communication)
- Japanese for Professional Purposes (Written Communication)

Management and Marketing Electives

- Accounting for Management
- Business Intelligence
- Departmental Budgeting & Control
- e-Commerce
- Entrepreneurship
- Global Supply Chain Management
- International Business Environment
- Staff Training & Development
- Strategic Management

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