

ACCOUNTING ROCKSTARS WANTED



**Accounting — the
No. 1 choice for
job security and
needed more
than ever!**





DO YOU KNOW

students who are curious, organized, innovators, leaders among their peers and excellent collaborators?

They have the potential to excel in accounting!

A variety of career paths: students can follow their interests!

Technology and automation, cybersecurity and data privacy, data analytics and big data, forensic accounting, environmental, social and governance reporting

- ▶ Accountants are the **trusted experts for financial success**, using their expertise to drive decision-making, inspire growth and ensure long-term sustainability.
- ▶ As **strategic advisers**, accountants possess a unique blend of business-savvy and understanding of data.
- ▶ They harness the power of **cutting-edge technologies** and data analytics to unlock patterns, trends and opportunities that propel organizations forward.
- ▶ Accountants **embody integrity and trust**. Ethical considerations and governance lie at the heart of their profession.
- ▶ Beyond financial reporting, accountants are pivotal in shaping **sustainable futures**. They champion environmental, social and governance (ESG) initiatives, integrating sustainability into the fabric of decision-making processes.
- ▶ Accountants are strategic thinkers, **data detectives**, ethical champions and growth drivers. They empower organizations to navigate uncertainty, seize opportunities, and create value, steering businesses toward a prosperous and sustainable future.



BENEFITS OF MAJORING IN ACCOUNTING

Job stability and growth

Accounting is known for its stability and consistent demand. If there is commerce, the need for accountants will continue, providing a secure career with opportunities for growth and advancement. It has also changed and grown from the dusty cubicles of the past.

Competitive salary potential

Accounting is renowned for offering competitive salaries and strong earning potential. Entry-level accountants often earn salaries above the national average, and with experience and professional certifications, such as Certified Public Accountant (CPA), the earning potential further increases. No worries about a lack of a livable wage here!

Pathway to entrepreneurship


Understanding financial concepts and having a strong foundation in accounting can be highly beneficial for aspiring entrepreneurs. Accounting provides a pathway if your students want to avoid the corporate world and start businesses. Have they come across a great idea that needs funding to get off the ground? An understanding of finances will be vital.

Business leadership

A solid understanding of financial statements, budgeting, taxation, and financial analysis provides a strong basis for making informed business decisions, managing finances effectively and driving strategic growth.

Diverse career opportunities

Accounting offers a wide range of career paths and opportunities across various industries. The versatility of an accounting degree allows graduates to explore roles such as forensic accountant, data analyst, financial analyst, auditor, tax specialist, management accountant and more.



The accounting profession is rapidly evolving, and the AICPA® & CIMA® is here to support accounting educators and students with free resources and information:

Counselors and educators

- Sign up as an educator on **ThisWayToCPA.com/faculty** to access classroom resources on the Academic Resource Database. The database contains specialized resources suitable for a wide range of class levels and topics.
- Join free monthly Faculty Hour webcasts, covering the latest in accounting education from faculty and industry experts.
- Request digital and physical awareness resources from **ThisWayToCPA.com/resources**.



ACADEMIC RESOURCE HUB

Students

- Encourage students to sign up for a free AICPA & CIMA membership. Student members have access to monthly webcasts, scholarship opportunities and member-only discounts.
- Hear from students and young professionals on our social media channels! Follow along at **@AICPAStudent**.



STUDENT HOME PAGE

Brought to you by the AICPA & CIMA

In addition to the premier accounting credential, the CPA license, our association supports these highly valued credentials and designations:

- Certified in Financial Forensics
- Chartered Global Management Accountant® (CGMA®)
- Certified Information Technology Professional
- Personal Financial Specialist
- Accredited in Business Valuation



For more information, don't hesitate to contact us at **Academics@aicpa-cima.com**.

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