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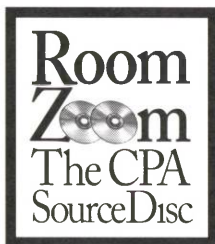
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Accounting Educators:

Volume VII, Number 3 — January 1996

AICPA Recruiting Campaign Goes High Tech

New CD-ROM Just Released



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The AICPA has developed an interactive, multimedia CD-ROM to attract college accounting/business majors and other high-potential students to CPA careers. **Room Zoom: The CPA SourceDisc™** is believed to be the first CD-ROM produced specifically to promote a professional career. It is the result of research conducted with students and accounting faculty, which concluded that the medium would portray the CPA profession as diverse, exciting and technologically progressive.

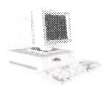
The “home base” (i.e., main menu) for Room Zoom is a vibrant home office that appeals to the target audience. To get to the various gateways throughout the CD-ROM, students simply click onto different objects in the home office such as a computer (for information on technologies used by CPAs) and wall safe (for information on salaries).

The CD-ROM also includes a

directory of schools that offer accounting programs; information on the CPA exam, scholarships and internships; education requirements by state and tips on interviewing and resumé writing. Information on the AICPA, state societies and other accounting organizations, as well as insight into a “day in the life” of a CPA in public practice is also provided. Finally, the CD-ROM features video clips of successful CPAs describing their jobs and discussing key issues within the profession such as minority opportunities and balancing personal and professional life.

The AICPA is conducting an initial gratis distribution to business school deans, accounting department heads, key accounting faculty and career advisors at colleges and universities nationwide. These individuals will be encouraged to promote the availability of the CD-ROM to students on campus

continued on page 2 ▶



From the Editor's Desk...

This issue highlights one of the most important ongoing programs the AICPA sponsors for accounting educators — the Professor/Practitioner Case Development Program. It is important for several reasons. The cases, if used in class, add unique and necessary value to the accounting curriculum by covering current, real-world business and professional issues. In terms of teaching method, cases offer an interesting and dynamic alternative to lectures. Finally, for the developers of these cases (professors and practitioners) the case program offers the invaluable experience of working collaboratively to achieve the desired end-result — students who are better equipped to face the changing demands of the accounting workplace.

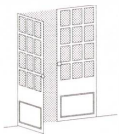
Keeping the students in mind, the AICPA has also just released a new recruiting product in the form of a CD-ROM. The information it contains will provide realistic career guidance and information in an entertaining format and will also help students to be better prepared for entry into the accounting profession.

Elizabeth Scifo Koch
Editor

News and Notes



The AICPA is launching a new program to give educators the opportunity to get firsthand exposure to current practices and issues occurring in corporate industry. As part of the **new AICPA Industry Field Visit Program**, educators can visit corporations, hear presentations on cutting-edge practices and actually observe operations in progress. This will foster a better understanding of the unique types of skills necessary for accountants to succeed in industry. Two field visits are being offered this spring on **April 18, 1996**, at Merrill Lynch in NY, NY, and on **April 25, 1996**, at Media General Inc., in Richmond, VA. These visits have been scheduled immediately preceding the Northeast and Southeast Regional meetings of the AAA to save travel costs for those educators already attending these AAA meetings. More details and registration forms will be included in the AAA's meeting registration packages to be mailed, as well as in the March issue of FYI.



The AICPA needs accounting educators to serve on a broad range of AICPA committees. Applications are now being accepted for the 1996-97 committee year which begins October 1996. To apply, write: **Committee Appointments Coordinator, AICPA, 1211 Avenue of the Americas, New York, NY 10036-8775; or fax (212) 596-6213. Members will receive a Committee Booklet listing current committees, objectives, major projects and estimated time commitments, as well as a biographical form to complete. To ensure being considered for the 1996-97 committee year, the biographical form must be returned by February 15, 1996.**

▶ AICPA Recruiting Campaign *continued from page 1*



Liberal arts students wishing to pursue graduate accounting study will have more opportunities to receive financial aid through the **expanded John L. Carey Scholarship Program**. Starting this year, scholarships are available to all liberal arts undergraduates of regionally-accredited U.S. institutions who wish to pursue a CPA certificate. Previously, the scholarship was limited to liberal arts graduates of only three schools. Scholarships are given based on academic achievement, leadership and future career interests and are contingent upon acceptance into a graduate accounting program. Each year, up to five recipients will be awarded \$5,000 (up from \$4,000 previously) and will be eligible for renewal for one more year, provided satisfactory scholastic progress is maintained. Applications are due April 1, 1996. For more information on requirements and application procedures, contact the AICPA at (212) 596-6221.



Upon requests from FYI readers, summarized results of the AICPA's recent **survey on 150-Hour Implementation** are now available. Please contact Kim Walsh at the AICPA at (212) 596-6224 for a copy of the summarized results and original survey.



Legislative Update: The states of Washington and New Jersey passed the requirement of 150 hours of education to sit for the CPA Examination. Now, a total of 35 states have passed the 150-Hour Education Requirement.

The International Federation of Accountants has recently issued an exposure draft of a revision to International Education Guideline 9, **Prequalification Education, Tests of Professional Competence and Practical Experience of Professional Accountants**. The exposure draft recommends that accounting curricula place greater emphasis on the development of ethical values, intellectual, interpersonal and communication skills. The exposure period extends to May 31, 1996. For further information, contact Milou Kelley at (212) 302-5952.

Throughout the year, FYI reports on various Academic and Career Development programs and initiatives. If, at any time, you have questions or require additional information, an AICPA team member will be glad to help. For your reference, the following **AICPA telephone numbers** are provided.

Recruitment	(212) 596-6220
Accounting Career Materials	(212) 596-6224
Professor/Practitioner Case Development Program	(212) 596-6219
Accounting Educators Conference	(212) 596-6219
Industry Field Visit Program	(212) 596-6219
150-Hour Education Requirement	(212) 596-6225
Lifetime Achievement in Accounting Education Award	(212) 596-6224
Doctoral Fellowships	(212) 596-6221
John L. Carey Scholarships	(212) 596-6221
Academic Site License Program	(212) 596-6221
Minority Initiatives	(212) 596-6227
Minority Scholarships & Doctoral Fellowships	(212) 596-6223
Women & Family Issues	(212) 596-6226

via a supplemental poster. The AICPA is also hoping to get the CD-ROM directly into the hands of students through an arrangement with Richard D. Irwin, a major college accounting textbook publisher. Irwin will offer faculty the option of selecting textbooks with or without the CD-ROM.

Others can get **Room Zoom: The CPA SourceDisc** (Product no. 872514) by contacting the AICPA Order Department, Harborside Financial Center,

201 Plaza Three, Jersey City, NJ 07311-3881; (800) 862-4272. The CD-ROM costs \$5 (excluding shipping and handling charges) with discounts for 11 or more copies.

Room Zoom was developed by the AICPA Accounting Careers Subcommittee in conjunction with Hill, Holliday and The DI Group, a Boston-based advertising agency and computer consultant, respectively. □

1995 AICPA Professor/Practitioner Cases

Selected Cases to Be Published Next Month

Each year, the AICPA Curriculum and Instruction in Accounting Education Subcommittee selects and publishes up to twelve cases as part of its annual Professor/Practitioner Case Development Program. Selected cases are jointly developed by professors and practitioners and are based on actual incidents that occurred in accounting practice. The intent of the program is to encourage collaboration between professors and practitioners and to facilitate coverage of real-world issues through the use of cases in the accounting classroom.

In November 1995, 8 of the 12 cases selected in 1995 were presented at the AICPA Accounting Educators MiniConference held in Tampa, Florida. In February 1996, all 12 of these cases, including teaching notes, will be published and distributed to all administrators of accounting pro-

grams across the United States. Accounting faculty are urged to contact their accounting program administrator to obtain case copies and to use the cases in class.

Selected cases in 1995 cover a broad array of accounting topics at the principles and intermediate level. Topics covered include fraudulent financial reporting, international market expansion, financial derivatives, postretirement benefits, internal controls, litigation support services, computerized accounting and information systems, the role of the audit committee, product costing, ethics and recognition/disclosure issues. The names of selected cases and authors in 1995 are recognized below. For a description of each of these cases and all cases selected since 1992, dial (201) 938-3787 from a fax machine and request document no. 248. □

SELECTED CASES IN THE 1995 AICPA CASE PROGRAM

Authors

Konrad E. Gunderson/Rholan E. Larson

Martin L. Gosman/Mary G. Murphy/
Janice L. Ammons/Stephanie A. Watts

Joseph D. Botana/James P. Bastasic

Douglas Cerf/Frederick J. Elmy

Barbara Charkey/Kenneth B. Cody

James E. Hunton/Virgil Kopf

Thomas R. Weirich/Rodney L. Crawford/
Puja Bhargava

Dennis W. Voight/Michael D. Flynn

Wanda A. Wallace/G. Thomas White/
Victor E. Jarvis

Claudel B. McKenzie/Linda L. Nelms/
Carol W. Johnston

Julia E.S. Grant/Paula E. Gutman

Michael L. Ettredge/Randy Eakin

Case Title

Growth Electronics, Inc.

The Leslie Fay Companies

Eagle Manufacturing International

Accounting for Synthetics: A Case on
Accounting and Reporting of Financial
Derivatives Used as Hedges

Introducing the ARC Plan: Accounting
for Other Postretirement Benefits in
the 1990s

Department of Wildflower Management:
Invoice Processing Procedures and
Computerized Invoice Processing

Cal Temp Services Inc. Revenue
Recognition and Accounts Receivable
Collateral Reporting

Stowe Canoe and Tubbs Snowshoe
Company

The Evolving Role of the Audit
Committee: The Case of Bellsouth
Corporation

When Is Resignation not Enough—
An Ethical Dilemma

Application of ABC and Absorption
Costing in a Developing Economy:
Importing Rice in West Africa

DASH and CRAWL: A Business
Relationship

Call for 1996 Cases

The AICPA is now accepting proposals for cases to be developed in 1996. Interested professors and practitioners should submit a completed application form, resumé, biographical information as well as a 3-page summary of the case to the AICPA for consideration **no later than February 23, 1996**. An application form and additional information can be obtained by dialing (201) 938-3787 from a fax machine and requesting document no. 247.

AICPA Professor/Practitioner Case Development Program Survey

Since 1992, the AICPA, through its Professor/Practitioner Case Development Program, has annually developed and distributed case studies to academe to advocate and facilitate coverage of real-world accounting and business issues in the classroom. This survey attempts to measure the usage and effectiveness of these case studies and determine educators' preferences regarding the cases. By answering these few questions, you can ensure the continuing development of cases which meet educators' needs and can effectively prepare students for work in the accounting profession.

Instructions: Please answer the following questions and return by facsimile to (212) 596-6292 no later than February 1, 1996.

1. Are you the administrator of accounting programs at your university?
Yes No (skip to question 4)

2. Do you receive the AICPA's annual set of Professor/Practitioner Cases?
Yes No (Please provide your name and mailing address to be added to the AICPA mailing list and skip to question 4)

3. How do you encourage usage of cases by faculty? Please check all that apply.
 - Verbally mention availability.
 - Notify all faculty of case availability via memo, letter, newsletter or e-mail.
 - Photocopy or make cases available for reproduction based on request from individual faculty.
 - Have photocopies of all cases made and distribute cases to all faculty regardless of whether or not faculty request cases.
 - Other _____

4. Are you a teaching faculty member?
Yes No (Please stop here and return your completed survey according to the instructions above.)

5. Prior to receipt of this survey, were you aware that the AICPA annually publishes and distributes up to twelve cases to administrators of accounting programs at all universities that offer accounting programs in the United States?
Yes No (Please skip to question 9)

6. Have you used any of the AICPA Professor/Practitioner Cases in class?
Yes No (Please skip to question 9)

7. Please list which cases were used and the corresponding classes in which the cases were used.

8. Please rate the overall quality of the AICPA cases on a scale of 1 to 10, with 10 representing the highest quality.

Cases	1	2	3	4	5	6	7	8	9	10
Teaching Notes	1	2	3	4	5	6	7	8	9	10

9. Would you consider using cases in your classes in the future?
Yes No (Please stop here and return completed survey according to instructions above.)

10. Which case level would you be more likely to use in class?
Principles Intermediate Advanced

11. Please indicate the case length that would be more conducive to usage in class.
Short (1-9pp) Medium (10-20pp) Long (over 20pp)

12. Which type of access to cases would you prefer? (Check only one)
 - Hard copies of all cases and teaching notes distributed to accounting program administrator.
 - All cases (but not teaching notes) made available on Internet.
 - Professionally published custom package sets of the cases you want, made available for a nominal fee.
 - Cases integrated into accounting texts showing where they can be covered in class.
 - Other (Please describe _____)

13. Would you like the opportunity to attend a presentation, highlighting the main issues of the case, prior to using it in class?
Yes No

14. Please list case topics you would be most interested in using in class.

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Elizabeth Scifo Koch, editor