

## About SWUFE

Southwestern University of Finance and Economics (SWUFE) traces its origin back to Kwang Hua University founded in Shanghai, China in 1925. As one of the key universities endorsed by MOE, SWUFE is listed in both “Project 211” and “985 Innovative Platforms for Key Disciplines Project”. The university is located in Chengdu, a city with glorious history and rich culture. Chengdu is the starting point of the Southern Silk Road, and is also known as the “Land of Abundance”. The university has Guanghua and Liulin campuses and covers an area of more than 2,300 mu (or 153 hm<sup>2</sup>).

The university has 26 schools and academic centers, providing 33 bachelor degree programs, 108 master degree programs (in which 18 are professional programs), and 57 Ph.D. programs. Apart from eleven MOE-approved first-level disciplines that have master degree awarding authorization, SWUFE also has five MOE-approved first-level disciplines with doctoral degree awarding authorization, covering theoretical economics, applied economics, business administration, law, and management science & engineering. Four disciplines (finance, accounting, political economics, and statistics) have been accorded key discipline status by MOE. In addition, SWUFE has four postdoctoral research stations for theoretical economics, applied economics, business administration, and management science & engineering.

SWUFE is dedicated to cultivating all-round talents in the fields of finance and economics with a strong sense of social responsibility, innovation capacity, and international perspective. SWUFE now approximately enrolls 22,600 full-time students, consisting of more than 15,800 undergraduates, over 5,800 master students, more than 900 doctoral students, and over 700 international students. The university has supplied more than 160,000 high-quality graduates for various professions since its establishment, and is hailed as the “China’s Financial Talent Pool”.

SWUFE has several specialized teaching and research organizations. Examples are the Institute of Chinese Financial Studies, which is a MOE’s Key Research Center of Humanities and Social Sciences, the National Training Base of Economics Talents, three National Education Demonstration Centers (i.e., the Experimental Teaching Center of Economics and Management, the Innovation Experimental Teaching Center of Modern Finance, and the Demonstration Center of Faculty Teaching Development), and the Laboratory for Financial Intelligence and Financial Engineering, which is a key laboratory endorsed by the provincial government. SWUFE is the home to two Chinese academic journals-Economist, and Finance and Economics, which are listed among the Reputed Journal Project of MOE and the Top 100 National Social Science Journal respectively, and to China’s first English academic journal in finance-Financial Innovation. With more than 2 million volumes of collections, the university’s library is currently the largest financial document center in Southwest China. In addition, SWUFE hosts the only Money and Securities Museum in this region. The university now has more than 1,380 faculty members including more than 250 professors and over 490 associate professors. Among these faculty members, more than 260 are doctoral supervisors, over 220 are returnees with doctoral degrees, and 9 are distinguished overseas deans.



### SCHOOL OF ACCOUNTING, SWUFE

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### SCHOOL OF ACCOUNTING, SWUFE

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### About School of Accounting (SOA)

The origin of SOA at Southwestern University of Finance and Economics (SWUFE) dates back to 1925 when the Business School of Kwang Hua University was founded in Shanghai, China. The Accounting Department, the predecessor of SOA, was officially established in 1938, making Kwang Hua University one of the earliest institutions in China that have accounting discipline. The Accounting Department was founded by Professor Xie Lin, China’s first Certified Public Accountant (CPA). He was not only the pioneer in reforming and modernizing China’s accounting system, but also a prominent accounting educator. The Guanghua sago palm tree shown in the above picture was planted in 1939 by Professor Xie with his colleagues and students, when he served as President of the university and Head of the Accounting Department. This sago palm tree demonstrated the desire for victory against Japanese invaders during World War II. This two-trunk sago palm tree is V-shaped, standing for the wishes and confidence in winning the anti-fascist war. It also symbolizes the spirit of grittiness, perseverance and courage of the teachers and students.

Inspired by the spiritual and cultural heritages of Professor Xie Lin, SOA has made numerous achievements along the way: It was among the first schools to establish an undergraduate accounting program (in 1952) and a front-runner in China that obtained authorizations for granting master degree (in 1981) and doctoral degree in accounting (in 1996); SOA was one of the first institutions that established CPA-oriented bachelor program (in 1994), Master of Professional Accounting program (MPAcc) (in 2004), Master of Valuation program (MV) (in 2010), and Master of Auditing program (MAud) (in 2013); accounting at SOA is currently recognized as a national key discipline by Ministry of Education of the People’s Republic of China (MOE). With years of rapid growth, SOA has developed into one of the two largest schools in SWUFE.

For the past 80 years, SOA has cultivated more than 20,000 talents for the society, including over 300 doctoral graduates, more than 5,000 master degree graduates, and over 15,000 bachelor degree graduates. Many of SOA’s alumni have gone on to become eminent professors, notable experts, and senior executives in esteemed universities, large corporations and NGOs across the country.

The School is one of the most important bases in China for talent cultivation and academic research in the fields of accounting, finance, and auditing. It is on the way of becoming one of the most influential accounting schools in China.

#### SOA’S MISSION

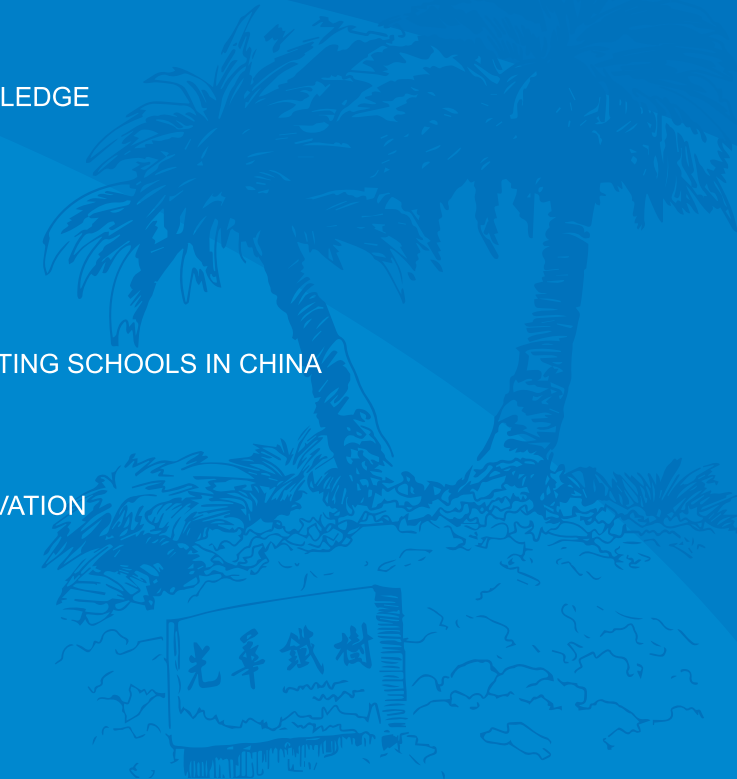
CONTRIBUTE ACCOUNTING AND FINANCE KNOWLEDGE  
CULTIVATE BUSINESS LEADERS  
ADVANCE SOCIAL PROGRESS  
PROMOTE TRADITIONAL VALUES

#### SOA’S VISION

TO BE ONE OF THE MOST INFLUENTIAL ACCOUNTING SCHOOLS IN CHINA

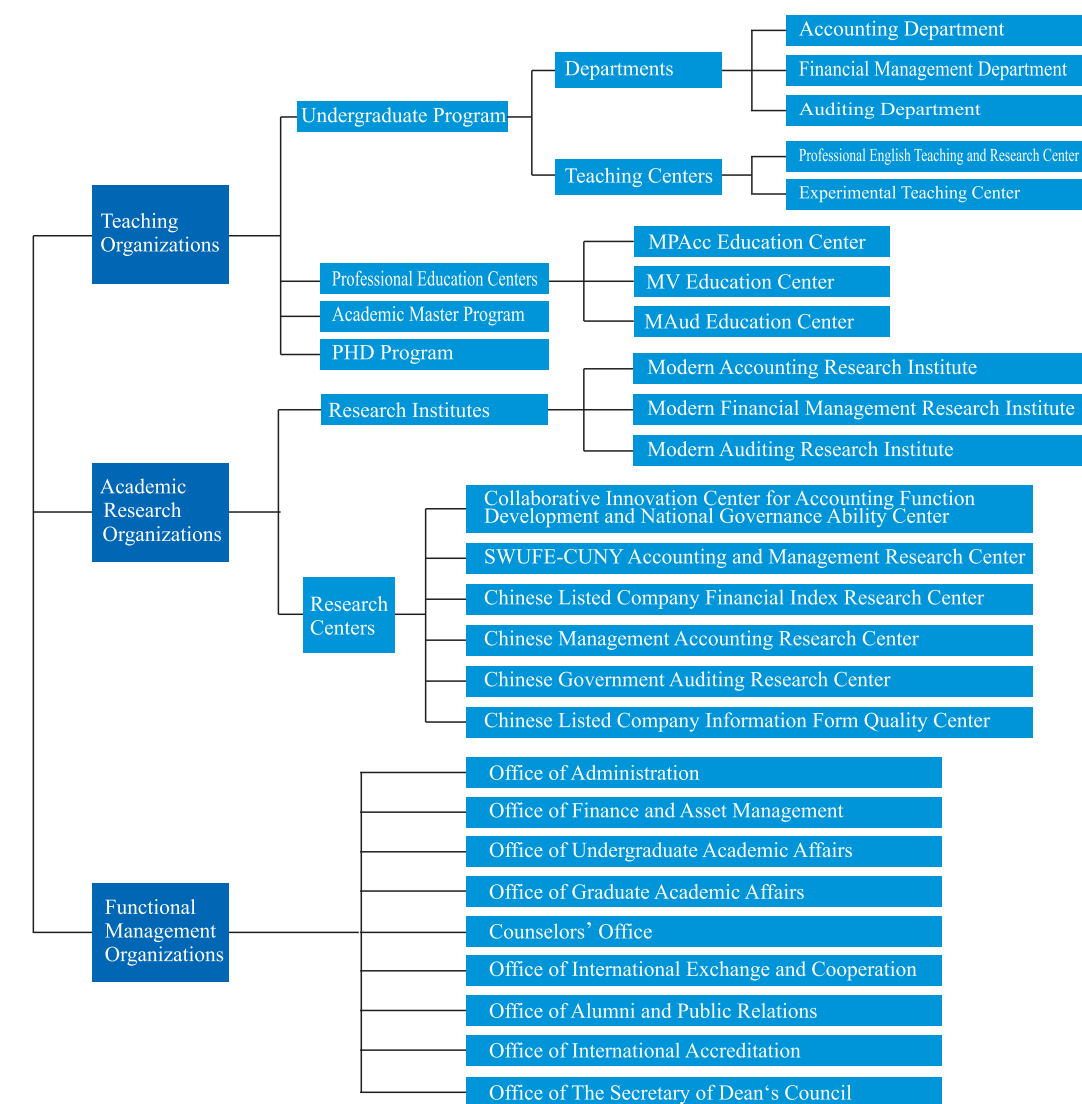
#### SOA’S VALUE

INTEGRITY PRUDENCE COLLABORATION INNOVATION





## Organization Structure of SOA



## SOA Faculty

The School has around 80 full-time faculty members, including over 20 professors and over 30 associate professors. Many of our teachers graduated from world-class universities, and about half of our faculty members have conducted studies or academic visiting abroad. Several professors have been inducted into the Chinese Ministry of Finance (MOF)'s "National Accounting Experts Development Initiatives" and "Reserve Leaders for (academic) Accounting", and into MOE's "New Century Talents Project" and "New Century Talents Innovation Support Program". SOA faculty members also frequently receive honors at the national-level, such as being awarded the "College Young Teacher's Prize".

SOA has attracted leading accounting scholars as our guest professors, including James A. Ohlson, Stephen H. Penman and Rajiv Banker. Moreover, our part-time faculty includes one Changjiang Chair professor, a teaching team comprised of more than 20 overseas educators, and more than 60 off-campus mentors who are established accounting practitioners.

Last but not least, the School is equipped with an administrative team of high efficiency and effectiveness, not only offering excellent students services and faculty support, but also orchestrating productive daily operation of the School.

# SCHOOL OF ACCOUNTING, SWUFE

## Academic Research and Social Services

In the last five years, our faculty members have yielded more than 400 academic articles, among which more than 110 were published in high-standard, peer-reviewed journals. In particular, a dozen of papers were published in prestigious journals such as *The Accounting Review*, *Journal of Banking and Finance*, *Journal of Accounting and Public Policy*, *Journal of Business Finance & Accounting*, *Economic Research* (in Chinese) and *Management World* (in Chinese). Numerous research projects won financial support from the National Social Science Foundation of China and the National Natural Science Foundation of China (over 30 projects), the provincial or ministry level foundations (over 30 projects) and other funders (over 120 projects).

Our affiliating research institutes and research centers have exerted great influences over academia and practitioners by issuing annual Chinese Listed Company Financial Index and annual Chinese Auditing Theoretical Research Guide, taking part in drafting amendments to Audit Law of the PRC and to regulations of National Audit Office of the PRC, broadcasting research outputs of management accounting to the public, compiling a financial report-based sentiment dictionary for Chinese listed firms, and establishing Collaborative Innovation Center, and a key research base of Sichuan Province for philosophy and the social sciences.

## Majors

Bachelor's Degree Programs	Accounting	Accounting		Recent Rankings of SOA's majors	
		Accounting (international-oriented)			
		Certified Public Accountant-oriented			
		SWUFE-Baruch Accounting Joint Major			
	Financial Management	Financial Management		Major	National Ranking
		Financial Management (international-oriented)			
Auditing	Auditing		Financial Management (bachelor)	1 <sup>st</sup>	
			Auditing (bachelor)	2 <sup>nd</sup>	
			MPAcc	1 <sup>st</sup>	
			MV	2 <sup>nd</sup>	
			MAud	4 <sup>th</sup>	
Master Degree Programs	Academic Master Program	Accounting		Ranked by	
		Financial Management			
		Auditing			
	Master of Professional Degree	Master of Professional Accounting (MPAcc)	Finance and Accounting (full-time)	Research Center for Chinese Science Evaluation (RCCSE)	
			Capital Operations and CFO (part-time)	Evaluation Center of Chinese Education Quality of Wuhan University (ECCEQ)	
		Master of Valuation (MV)	Full-time	Research Center for Chinese ScienceEvaluation (RCSE)	
		Master of Auditing (MAud)		Network of Science & Education Evaluation in China (www.nseac.com)	
Doctoral Programs	Accounting		Evaluation Center of Chinese Education Quality of Wuhan University (ECCEQ)		
	Financial Management				
	Auditing				

### Recent Rankings of SOA's majors

Major	National Ranking
Financial Management (bachelor)	1 <sup>st</sup>
Auditing (bachelor)	2 <sup>nd</sup>
MPAcc	1 <sup>st</sup>
MV	2 <sup>nd</sup>
MAud	4 <sup>th</sup>

### Ranked by

Research Center for Chinese Science Evaluation (RCCSE)
Evaluation Center of Chinese Education Quality of Wuhan University (ECCEQ)
Research Center for Chinese ScienceEvaluation (RCCSE)
Network of Science & Education Evaluation in China (www.nseac.com)
Evaluation Center of Chinese Education Quality of Wuhan University (ECCEQ)

## Talents Cultivation

The School has more than 10 national-level accomplishments in teaching that are officially endorsed by MOE: two teaching teams in accounting and financial management, eight online courses including one national-level Bilingual Demonstration Course, three planned textbooks, one Featured Discipline (i.e., finance management) and one winner's award for the National Top 100 Doctoral Dissertations (only five awards nationwide on accounting).

SOA takes the lead in developing a national-level experimental teaching center, namely, SWUFE's Experimental Teaching Center of Economics and Management, at the core of which is Accounting Sub-center. The School also hosts annual events such as Financial Statement Analysis Competition, Financial Case Analysis Competition and ERP Sand Table Contest, which are among the largest-scale and most influential professional contests for the students at SWUFE.

SOA offers extensive trainings in a variety of programs (e.g., the Overseas Internship Program funded by the Chinese Institute of Certified Public Accountants (CICPA) and the SWUFE-KPMG Off-campus Practice Base), which prepares our students for internships or employments with reputable accounting firms at home and abroad. It is noteworthy that due to the excellence of our students, SOA has always been the largest source school for CICPA's Overseas Internship Program. Together with domestic enterprises and accounting firms, the School founds multiple internship bases of strong professionalism and adequate capacities.

Our students racked up an impressive list of accomplishments such as the Top 10 Global Players in China Thinks Big: Harvard Social Entrepreneurship Conference, a multiple-time winner of the Cross-Strait Accounting Debate Championship, the first prizes in Global Management Challenge, Institute of Management Accountants (IMA) Student Case Competition and the Deloitte Tax Championship, the Grand Prize in China College Students Entrepreneurship Simulation Championship, and first or second prizes in numerous other events nationally or regionally.

## International Exchanges and Cooperation

SWUFE has carried out the strategy of comprehensive and thorough globalization and, has established channels of international exchanges and collaboration with more than 100 prestigious universities, educational institutions, financial organizations and companies. SOA stands on the frontline of implementing SWUFE's global strategy and has achieved impressive results:

(1) The "Sustainable Overseas Faculty Plan" was established in 2010 by SWUFE and operated by SOA. Based on a demand-oriented talent cultivation pattern, the program has selected around 60 outstanding candidates to study for doctorates at Baruch-CUNY or Rutgers University in the United States since 2010. SWUFE provides research funding for all candidates' Ph.D. study while all of them are obliged to join SWUFE as faculty members for at least 6 years upon the completion of their Ph.D. study (subject to the assessment of their performance). This program was the only finance and economics program that entered the list of "Joint Programs for Innovative Talent Training" launched and funded by China Scholarship Council (CSC) in 2014. Till now, thirteen candidates completed their Ph.D. study in the States and joined SWUFE as faculty members. Among them, twelve chose SOA.

(2) The School has established multi-level cooperation, exchange, and training mechanisms with recognized international accounting institutions such as CPA Canada (2002), the Association of Chartered Certified Accountants (ACCA, 2005), Certified Investment Management Analyst (CIMA, 2010), CPA Australia (2014), and Institute of Chartered Accountants in England and Wales (ICAEW, 2017). As a result, many of our students are entitled to various exemptions for the examinations for international accountant certifications.

(3) The School has forged strategic alliances with global accounting powerhouses such as KPMG to provide students with multi-level practice platforms and resources.

(4) In various countries and regions, the School builds multi-faceted international cooperation, exchange, and training mechanisms. SOA has launched a "3+1" and a "2+2" joint bachelor program respectively, doctoral degree programs, student exchanges, scholar visits, summer academic courses with world-renowned institutions including Baruch College of CUNY, St John's College and Clare Hall College of the University of Cambridge, and Cornell Institute for China Economic Research. It is noteworthy that the joint undergraduate accounting program co-established by SOA and the Baruch College of CUNY was accredited as the first Sino-Foreign Educational Cooperation Program by MOE.

