



Tertiary Bulletin

Issue 4 EUK Region September 2011



ENCOURAGEMENT IN GERMANY

Excellent tertiary presentations were held this year both in Hamburg and Sotterbach and attended by many students and adults. As a result ten more students in Germany have enrolled for tertiary courses, mostly in bookkeeping, which is the route to full accountancy studies. This is very encouraging and is a pleasing response to universal direction. Now that work on the new Siegen meeting room has been completed it is hoped that more students will commit themselves to tertiary studies. Encouragement from parents and support from business owners are effective tools when seeking to turn intentions into action! We look to TST Members and LTCs in Germany to ensure that every potential student is given an opportunity to find a suitable course.

STIMULATING TERTIARY EVENTS

Judging by the high level of enquiries and subsequent enrolments following Tertiary Presentations throughout the EUK Region over the past months it is clear that these events are well worthwhile. They provide potential students with points of contact, clear facts about Courses available and a definite incentive



Part of the enthused audience at the Bristol Tertiary Event in August

to commit themselves to studying in answer to universal guidance. A record number of over 40 enquiries was received after the recent Tertiary Presentation in Bristol.

ISMM SUCCESSES!

Thanks to plenty of hard work and dedication, 60 out of 61 students have achieved their ISMM Level 2 Certificate. Level 2 covers customer relationships, leadership skills and marketing planning and research. This is the route to acquiring successful selling techniques and boosting sales. Well done, everyone!

CIMA PROGRESS

There are now 28 CIMA students known to us who have succeeded in completing the Certificate in Business Accounting Course and have continued their studies at the CIMA Advanced Diploma in Management Accounting Level. Over 170 students are currently working at the Business Accounting Level. Steady progress by so many is most encouraging!

MEETING AT NIMES

EUK TST Members are looking forward to their next Face-to-Face Meeting, to be held on Monday 24th October at Les Bambous School, Vézénobres, situated between Nimes and Alès. We are grateful to Simon Defres and his helpers for their willingness to host this meeting.

LOOKING AHEAD IN ACCOUNTING

“My point about accounting is that you can always turn an accountant into a salesman, but you can’t turn a salesman into an accountant.”

The present emphasis on accountancy studies has produced a very encouraging take-up and enrolments are continuing. Guidance received is to establish a relatively large number of accountant trainees globally. It follows that an accounting culture will be disseminated throughout our business community. Career routes for accounting trainees could be –

- 1 Professional accountants within an accounting practice;
- 2 Management accountants within our businesses; and
- 3 Trained accountants becoming salesmen.

Accountancy training need not necessarily have an accountancy career as its endpoint, but it does inculcate a discipline into students which will stand them in good stead for the rest of their lives.

PLEASE KEEP THE STUDENTS INFORMED

Some students have commented that relevant tertiary news is not reaching them. LTCs are asked to pass on all appropriate information to students in their area in whatever format is the most suitable.

TESTIMONY TO CIMA

An approach is currently being made to CIMA for recognition of accountancy qualifications gained by students who do not wish to become a member of the Institute. During introductory talks CIMA have responded favourably and a formal submission is to be made to the main body in October.

ISMM INDUCTION DAY

The next Induction Day for students enrolled for Level 2 of the Sales & Marketing Course and for any others who are interested is due to be held at Welcome House, Coventry on Tuesday 4th October 2011. LTCs are asked to send names of those who would like to attend to chris.birch@oneschoolglobal.com no later than 27th September.