

## **EDUCATION UNDERSTANDING CAREER OPPORTUNITIES AND PROFESSIONAL CHALLENGES OF ACCOUNTING AND MANAGEMENT GRADUATES**

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### **ABSTRACT**

The community service activities carried out aim to provide education on understanding career opportunities and professional challenges for accounting and management graduates to new students for the 2023-2024 academic year for the collaborating college accounting and management study program, namely Dian Nusantara University, Prof. Dr. Moestopo (Religious) and Pancasila University as an effort to increase the interest and motivation of students in the Accounting and Management Study Program. The objects of this community service are all students of the Accounting and Management Study Program at Dian Nusantara University, Prof. University. Dr. Moestopo (Religious) and Pancasila University. The problem faced is students' interest and motivation to improve their quality and abilities in the field they are working in, especially in the accounting and management professions. This is due to the lack of information they receive regarding the understanding and challenges of the Profession of Accounting and Management Graduates. So this causes their lack of interest and motivation in their achievements after graduating and obtaining their bachelor's degree. The solution provided is in the form of education and socialization of the Bachelor of Economics, Management and Accounting profession as well as career opportunities. The results of this activity are (1) in general, students are able to understand the Bachelor of Economics, Management and Accounting profession and career opportunities and (2) with many opportunities and challenges for accounting and management graduates in the future, it increases the interest of students in the Accounting and Management Study Program to improving soft skills and hard skills, as well as certification recognition to become a Competent Bachelor.

**Keywords:** Accounting, Management, Career Opportunities, Professional Challenges

### **1. INTRODUCTION**

Education in understanding the professional opportunities and challenges of accounting and management graduates is very relevant considering dynamic developments in the world of business and finance. Education that focuses on understanding the opportunities and challenges of this profession needs to be emphasized to prepare graduates with skills and knowledge that suit the needs of the job market. Business and Finance are experiencing significant transformation as a result of technological developments, globalization and regulatory changes. Companies need accounting and management professionals who can meet these challenges by understanding the latest technology, managing risk, and designing innovative financial strategies. (Davis & Schultz, 2014)

**Strategic Role of the Accounting and Management Profession:** The accounting and management profession is not just about recording transactions and preparing financial reports. Today, graduates are expected to have a deep understanding of business strategy, data analysis, and the ability to provide strategic insight to company leaders. (Zimmerman & Yahya, 2011)

Increasing public awareness of ethical and corporate social responsibility issues demands that accounting and management graduates have a deep understanding of ethical standards and corporate social responsibility policies. (Duska, 2017)

The application of technologies such as artificial intelligence, big data analysis and blockchain has changed the way business and finance are conducted. Graduates need to have strong technology skills and be able to integrate these technologies into accounting and management practices. Changes in accounting regulations and standards such as IFRS (International Financial Reporting Standards) require graduates to always update their knowledge and have good adaptation skills. By paying attention to these developments, education that focuses on understanding the opportunities and challenges of the profession of accounting and management graduates can provide a solid foundation for graduates to be successful and contribute significantly in a dynamic business environment. (Nobes, 2014)

The phenomenon of lack of student interest and motivation in understanding career opportunities and professional challenges for accounting and management graduates includes:

1. Less Relevant Curriculum:

Students may experience a lack of interest and motivation because the educational curriculum does not always reflect the latest trends in the world of accounting and management. A lack of connection between learning materials and industry needs can lead to a lack of interest in understanding career opportunities.

2. Lack of Clear Career Information:

Students may not understand in depth the career opportunities and challenges of the profession due to a lack of clear and structured information regarding the career paths they can take after graduating. This deficiency can reduce motivation to understand more about the accounting and management profession

3. Not Understanding Industry Challenges:

Students may lack motivation due to a lack of understanding of the real challenges faced by accounting and management graduates in the world of work. Limitations in presenting this information can result in students not understanding the complexity of work in the field

4. Lack of Industry Involvement:

Students may lose interest due to minimal direct involvement with industry during their studies. Limited practical experience can hinder their understanding of the real needs in the world of work

5. Misperceptions Regarding the Accounting and Management Profession:

Students may lack motivation due to wrong perceptions or a lack of in-depth understanding of the diversity of roles and responsibilities in the accounting and management profession. This can result in a lack of interest in preparing for the challenges that may be faced in the future

Understanding the phenomena and factors that contribute to students' lack of interest and motivation in understanding career opportunities and professional challenges can be the basis for improving education and providing more relevant and motivating information. (AACB, 2019)

Based on his description above, it is deemed necessary to provide education and outreach to new students for the 2022-2023 academic year as follows:

1. What are the career opportunities for Accounting and Management graduates?
2. What are the professional challenges of Accounting and Management graduates?

After participating in the activity Education in Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates, it is hoped that new students for the 2022-2023 academic year will be able to:

1. Understanding career opportunities for Accounting and Management graduates,
2. Increase interest and motivation towards the Professional Challenges of Accounting and Management graduates

Community service in this case is providing education and socialization regarding Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates.

## 2. IMPLEMENTATION METHOD

Strategic targets in this community service new students for the 2022-2023 academic year on collaboration namely Dian Nusantara University, Prof. Dr. Moestopo (Religious) and Pancasila University at the Introduction to Campus Life for New Students (PKKMB) activity as an effort to increase interest and motivation of students in the Accounting and Management Study Program.

The implementation method used is by means of offline lectures and discussions. The material provided includes discussion of:

1. Material Presentation Education in Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates
2. Briefing form motivating about Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates.
3. Education on Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates to increase student interest in the Accounting and Management Study Program and also improve soft skills and hard skills, as well as certification recognition to become Competent Bachelors

## 3. RESULTS AND DISCUSSION

This Community Service Program is carried out in the following form:

- 1). Education and Socialization; delivered material on Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates
- 2). Question and answer; provide opportunities for students whose understanding is unclear;

The flow of activities is:

- 1) Preparatory stage, which consists of stages:
  - a) preparation of materials according to the needs of carrying out activities,
  - b) coordinating with the collaboration between Dian Nusantara University and Dr. Prof. Moestopo (Religious) and Pancasila University
  - c) prepare activity theory material, and
  - d) prepare activity schedules effectively and efficiently
- 2) Implementation stage, which consists of:
  - a) Give socialization and education regarding Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates
  - b) Provide opportunities for questions and answers for students whose understanding is unclear
- 3) Evaluation stage, which consists of:
  - a) Increased student understanding and motivation about Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates
  - b) Implementation Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates to increase student interest in the Accounting and Management Study Program as well as improve soft skills and hard skills, as well as certification recognition to become Competent Bachelors



Figure 3.1  
Activity Explanation of Material Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates

Community Service Activities education about Understanding Career Opportunities and Professional Challenges for Accounting and Management Graduates Briefing to increase student interest in the Accounting and Management Study Program as well as improve soft skills and hard skills, as well as certification recognition to become Competent Bachelors.



Figure 3.2  
Digital Tax Community Service Activities

#### 4. CONCLUSIONS AND RECOMMENDATIONS

The conclusions from this activity are:

1. In general, students are able to understand the Bachelor of Economics, Management and Accounting profession and career opportunities

2. With many opportunities and challenges for accounting and management graduates in the future, increasing the interest of Accounting and Management Study Program students to improve their soft skills and hard skills, as well as certification recognition to become Competent Bachelors

This activity should be carried out continuously for final year students so that they also increasingly understand the importance of improving soft skills and hard skills, as well as certification recognition in order to become Competent Scholars. Seeing that the benefits of this activity are quite large, the target audience should be expanded periodically.

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