

# ISCA Sponsors SMU Accounting Challenge 2013



**Charles Chen, who would emerge champion, expressing his delight with a correct answer.**

**I**n line with the Institute's efforts to be a dynamic Institute that develops a vibrant profession, ISCA was the official sponsor of the inaugural Singapore Management University (SMU) Accounting Challenge 2013. Organised by the School of Accountancy Volunteer Corps, the competition aims to sharpen the students' grasp of financial accounting knowledge in an engaging way, through a competition comprising a series of

multiple-choice questions.

The Challenge was based on a smartphone/tablet application developed by two SMU accountancy faculty staff. Launched on 15 March 2013, the app, called SMU Accounting Challenge (<http://accountancy.smu.edu.sg/accounting-challenge-ace>) was created by Associate Professor Seow Poh Sun and Senior Lecturer Wong Suay Peng. The app has since gone on to win the 2013 CEEMAN Champion Award in Teaching, and has been

downloaded 3,595 times. Of these, 67% of downloads originated from overseas, including countries such as Australia, the Philippines, UK and US.

ISCA congratulates Charles Chen, winner of the SMU Accounting Challenge 2013, who topped the over-300 student attempts in the preliminary rounds (each student could make multiple attempts), and five finalists in the Grand Finals held on 6 September 2013.



**(from left) Prof Goh Beng Wee; semi-finalists Elijah Lim Daoliang, Chor Zhi Yuan and Liu Jiaqi; overall champion Charles Chen; Prof Lim Chu Yeong; finalist Darren Ng Sui Zhi; Prof Pang Yang Hoong, Dean, SMU School of Accountancy and ISCA Council Member; Prof Jean Seow; Prof Leong Kwong Sin; semi-finalist Daryl Ng Yongxiang; ISCA's Siti Rozianti; Prof Seow Poh Sun; ISCA's Wong Shu Fen, and Prof Gary Pan**