

Event Report: THE NEXT GENERATION ACCOUNTING FORUM

Date: 15th November 2023

Time: 9.30 am- 4.00 pm

Venue: Auditorium

Introduction:

Business Studies Department CEBA Muscat organized an event on 15th November 2023. The recently concluded event THE NEXT GENERATION ACCOUNTING marked a significant achievement, bringing together a diverse range of activities that successfully addressed various facets of our objectives. The event comprised three key sections, each contributing to its overall success. These sections included a dynamic forum hosting panel discussions and expert talks, an Inter-UTAS (University of Technology and Applied Sciences) competition fostering healthy competition among participating universities, and the acknowledgment of outstanding achievements through the Project Appraisal Competition.

"The Next Generation of Accounting," which not only brought together professionals, students, and enthusiasts but also marked a pioneering moment in our journey. We took the initiative to organize the Inter UTAS competition, setting a new standard in the industry. The Dean Dr. Ahmed Mohammed Al Mamari inaugurated the event.

II. Forum: Panel Discussion and Expert Talks:

The forum served as the intellectual hub of the event, hosting insightful discussions and talks by industry experts.

The panel discussion on "Career Paths in Accounting and Finance" served as a focal point within the event, offering a comprehensive exploration of diverse professional trajectories within the financial realm. Esteemed experts shared invaluable insights and personal experiences, enriching participants' understanding of the industry's dynamic landscape. Topics ranged from emerging trends and challenges to practical advice for navigating the complexities of accounting and finance careers. The discussion not only provided a platform for knowledge exchange but also empowered attendees with strategic perspectives to guide their academic and professional journey in these fields. Noteworthy experts shared their experiences and knowledge, sparking engaging conversations among the participants. The audience benefitted from the diverse perspectives presented, gaining valuable insights that could be applied to their academic and professional endeavors.

Panel Discussion – Career Paths in Accounting and Finance

Moderator:

- Mr.Taher Kapasi – Head of Education, ACCA Middle East

Panelists:

- Mr. Nasser Al Mughairy, FCCA - Executive Chairman Abu Timam GrantThornton
- Mr.Zahir Al Wahibi, FCCA – Operational Excellence Manager PDO
- Ms.Shatta Al Maskiry – Country Managing Director, Proviti Global
- Ms. Mazoon Lamki FCCA – Portfolio office Management Lead, PDO

Expert Talks:

In the expert talks, we delved into the cutting-edge trends shaping the accounting landscape. The discussions were both enlightening and practical, covering key topics such as the art of reporting ESG (Environmental, Social, and Governance), shedding light on its growing significance in the corporate world. Additionally, the emphasis on personal branding emerged as a crucial theme, underscoring the importance of cultivating a distinct professional identity.

A particularly impactful segment centered around preparing Omani Nationals for leadership roles in accounting and finance. The experts provided valuable insights and strategies for nurturing local talent, equipping them with the skills and mindset needed to excel in leadership positions within the dynamic realms of accounting and finance. These talks not only broadened our understanding of current industry trends but also offered actionable advice for personal and professional growth.

Speakers of the event and Topics:

- Mr. Esmaeel Akther – ACCA Program Leader, Phoenix Financial Training Globnet – Preparing Omani Nationals for Leadership roles in Accounting and Finance
- Mr.Robin K. Paul – Partner Deloitte – Environmental, Social and Governance (ESG Reporting)
- Ms.Sammer Fahmy, FCCA – Senior Continuous Improvement Coach - Importance of Building Your Personal Brand

III. Inter-UTAs Competition:

We took the initiative to organize the Inter-UTAs competition, setting a new standard in the industry. The Inter-UTAs competition was a vibrant and competitive event that brought together talented individuals from different branches of UTAS. Participants showcased their skills and knowledge through three segments.

In the first segment, each team was given 20 questions online from ACCA papers MA, FA, and FM, and had 20 minutes to test their knowledge of accounting. The second segment involved a word search given to each team with 15 questions and a 10-minute time limit to assess their ability to

work under pressure and test their analytical skills. Lastly, there was a rapid-fire round to evaluate their general knowledge and awareness of current affairs.

The competition not only fostered healthy competition but also provided valuable networking opportunities among students, creating a collaborative environment for the exchange of ideas. The marks from the three segments were compiled for each team to identify the winners

Participated Branches:

- Al Mussana
- Ibra Branch
- Ibri Branch
- Nizwa Branch
- Shinas Branch
- Home Branch (MUSCAT)

Winner of the event:

- First Place: Nizwa Branch
- Second Place: Muscat Branch
- Third Place: Ibri Branch

Names of the Winners:

FIRST PLACE – WINNER (NIZWA BRANCH)

Yaseen Said Ali Hamed Al-Rubkhi	Nizwa
Hisham Zayid Hamdan Al Barwani	Nizwa
Al-Muataz Salim Obaid AlShoukri	Nizwa

SECOND PLACE – WINNER (MUSCAT BRANCH)

Al Yaarub Sultan Sulaimna Al Maskari	Muscat
Taif Khalifa Saif Al Jabri	Muscat
Abdul Rahman Mahfoodh Mohammed Al Mughairi	Muscat

THIRD PLACE – WINNER (MUSCAT BRANCH)

Samah Mubarak Said Al Ghafri	Ibri
Ahmed Said Al Shuaili	Ibri
Mariya Saif Khalfan Al-Majrafia	Ibri

IV. Awards Ceremony: Project Appraisal :

Three groups of accounting students, each group consists of three students. They selected different business projects ideas and each group presented the proposed business concepts in front of judgment panel. The students had persistence in convincing the panel of their ideas. The committee members were impressed with their diligence and maturity. The project appraisal competition promoted not only students' analysis skills, but also their discussions and communication skills.

Participants: Students of Accounting

PROJECT NAME : Building Care Application:

- Ibrahim Sulaiman Al Khalili
- Salim Ali Al Shidhani
- Faisal Badar Al Amri

Project Name: AquaVista Resort and Waterpark:

- Huda Khalid Al Jabri
- Shahad Basim Al Jelihawi
- Della Firas Al Homs

Project Name: The Base App:

- Sara Abdel Qader Al Turk
- Ramla Rahim Al Balushi
- Shahad Ibrahim Al Hashmi

Judge panel :

- Mr. Zakariya Yahya Al Wahaibi, Acting Head of Incubation and Innovation Development Section at the Sultan Qaboos University.
- Ms. Majda Mohammad Al Habsi, Sales Officer at Alahli Bank
- Dr. Abeer Ali Al Kharusi, Lecturer of Accounting at the College of Economics and Business Administration at the University of Technology and Applied Science

Winners:

The team winner was "Buildings Oman" application with a perfect score. The Project Appraisal Competition recognized outstanding efforts in evaluating and presenting real-world solutions. The winners received accolades and recognition for their dedication and commitment to academic excellence.

V. Positive Feedback and Achieving Objectives:

The event received overwhelmingly positive feedback from participants, speakers, and attendees. The success can be attributed to meticulous planning, collaborative efforts, and the commitment of everyone involved. The objectives set for the event were not only met but exceeded, fostering a sense of accomplishment among the organizing team. The positive feedback received serves as a testament to the impact of the event in promoting knowledge exchange, collaboration, and recognizing excellence in the academic community.

Sponsorship:

The event was fully funded by our sponsors, covering expenses for snacks, lunch, mementos, and trophies for our students. Despite a budgeted cost of 700 Omani rials, we adopted a cost-conscious approach. After multiple quotations and negotiations, the actual cost came to 572 Omani rials.

ACCA played a pivotal role in securing one of our sponsors, Phoenix Financial Training, while Ms. Sameena sourced the other sponsor Glinks International.

Our event sponsors: Phoenix Financial Training – Globnet and Glinks International

VI. Conclusion:

In conclusion, the successful completion of the event is a testament to the dedication and hard work of all involved. The diverse sections – the forum, Inter-UTAS competition, and awards ceremony – collectively contributed to the event's success. The positive feedback received underscores the significance of such initiatives in fostering a vibrant academic community. As we reflect on this achievement, we look forward to building on this success for future events, continuing to provide valuable platforms for learning, collaboration, and recognition in the academic realm.

Organising Team:

- Dr. Yousuf Mohammed Zahran Al Balushi
- Ms. Eman Al Hinai
- Ms. Sameena Begum
- Ms. Reem Al Farsi
- Dr. Abeer Al Kharousi
- Dr. Abbas Bhatt
- Dr. Anitha Ravi Kumar
- Mr. Gopalan Puthukulum

- Business Society Club: Accounting Students Team

Business Society Social Club – Accounting section Team:

- Usama Humaid Alasmi
- Reem Arif albalushi
- Sumaiya Abdullah AL-Rashdi
- Lamees khalid Almalki
- Ghusoon Yousef Alhasani
- Shifa Ahmed Alhasani
- Wafa Khalid Alsabbagh
- Jamal Adnan ALMADAILWI
- SULTAN SALIM ALSHABIBI
- Noof Ahmed Al Maashari
- Kawther Khalil Al-Balushi
- Abdurhman Ahmed Alsaadi
- Zainab Mansoor Al Battashi
- Alwaleed Khalid Almawali
- Zainab Qasim Al Zidjali
- Sara Hamood Alrashdi
- Aya Mohammed Alsaqri
- Razan Adil Alsabbagh
- Bashaer Juma Al-Masoudi
- Intisar Murad alblausi
- Abdullah yousuf Almujaani
- Shadha Ali Al-Hasni
- Khawlah ali al ghafri
- Abdulrahman Mohammed AL Hsanai
- Ammar Saif Al battashi
- Sirine Suliman Mohammed laib