



TERM OF REFERENCE TRACER STUDY 2021

1. BACKGROUND

After the end of the Cambodian civil war in 1998, there was an urgent need to build business skills to develop the Cambodian economy. CamEd was established in Cambodia in the year 2000 as a professional training organization for international companies and organizations. In 2003 CamEd began teaching for the international ACCA accounting qualifications. This coincided with the passage of a new law on accounting that was issued in the year 2003 which required professional licensure for accounting and auditing services. In 2010, CamEd was approved as an institute of higher education with degree granting powers by Samdech Akka Moha Sena Padei Techo Hun Sen through a sub-decree No. ៧៤ អនក្រ.បក dated 23 July 2010.

Currently, CamEd is a private higher education institution that specializes in accounting and finance. CamEd remains the only institute in Cambodia with quality recognition from the ACCA. CamEd delivers five programs as follows:

1. Bachelor of Accounting and Finance (Honours)
2. Association of Chartered Certified Accountants (ACCA)
3. Certified Accounting Technician (CAT)
4. Diploma in Cambodian Tax
5. Diploma in Cambodian Business Law

The Bachelor of Accounting and Finance (Honours) is the largest of these five programs. The second two programs are professional qualification programs for which the qualification is issued by ACCA in the United Kingdom. The two diploma programs are delivered both as stand-alone qualifications and as part of the Bachelor of Accounting and Finance (Honours) curriculum. The two diplomas are awarded exemptions from the ACCA for the equivalent ACCA examinations.

The Bachelor of Accounting and Finance (Honours) program aims to prepare graduates to work as accounting and finance professionals, performing on par with those in international financial centers, taking initiative as leaders, and upholding high ethical standards. The program follows the curriculum requirements of the International Federation of Accountants (IFAC), supplemented with additional courses to develop well rounded professionals. Some of the IFAC requirements are fulfilled by incorporating certain ACCA professional exam syllabuses. For several program courses, students sit examinations that are independently written and marked by ACCA in the UK.

The program has achieved great success in placing its graduates with leading international companies in Cambodia. CamEd graduates greatly outnumber the graduates of other universities employed by the

“big four” accounting firms EY, Deloitte, PwC, and KPMG. For many public accounting and audit firms, CamEd graduates are in excess of 50% of the professional employees.

In 2010, CamEd received a platinum quality rating, the highest level of quality approval from the ACCA. CamEd is also accredited and awarded by both national and international organizations/institutions. It has been awarded the ISO 9001:2015 Certification of the Quality Management System by Guardian Independent Certification, Ltd., which is registered in England, accredited and awarded by the ASEAN UNIVERSITY NETWORK QUALITY ASSURANCE (AUN-QA), and fully accredited by the Accreditation Committee Of Cambodia (ACC) for fulfilling the requirement of the National Standards for 2019 to 2023. Aside from the national and regional accreditation, CamEd has been accredited and certified by international institutions including CFA and ACCA.

2. OBJECTIVES

The objectives of the study are to:

1. assess CamEd graduates’ and alumni’s abilities/competencies to apply the knowledge, skills, and attitude acquired at CamEd to their workplace both from the alumni’s and employers’ perspectives in comparison to the Program Learning Outcomes.
2. understand how well the set program learning outcomes meet the current market demand
3. examine the changes in the alumni’s career path, their career and continuing education aspirations, and their satisfaction with their current employment (eg. scaled 1-7)

The results of this study will be used to inform the decision-making that will improve the curriculum and the quality of teaching at CamEd Business School.

3. METHODOLOGY

3.1. Research Design

The study shall employ both quantitative and qualitative analysis. The consultant shall, in consultation with CamEd, design a methodology that clearly addresses the objectives of the tracer study. The study will consist of primary data and secondary data to be collected from relevant documents such as reports by CamEd and relevant companies. As the study methodology and data collection tools are very important to achieve the whole study objectives, it shall be reviewed and well agreed by CamEd Business School.

3.2. Sampling

There are two groups of respondents:

- a. Collect responses from at least 50% of the total alumni who graduated in 2018, 2019, 2020, 2021.

- b. Collect responses from at least 35 of the biggest employers. The major employers (the big 4) KPMG, PWC, DELOITTE, and EY must be included. Below are the number of graduates by year.

Academic Year	Total Number of Alumni	Sample (50%)
2017-2018	226	113
2018-2019	334	167
2019-2020	313	157
2020-2021	364	182
Total	873	437

3.3. Instrument

There will be two sets of instruments - one for the alumni and the other for the employers. The questionnaire shall be composed of two parts: quantitative and qualitative questions which in turn shall be corresponding to the Program Learning Outcomes and the study objectives. The closed-ended questions shall be consistent with CamEd's scales of '1-to-7', while the open-ended questions aim to collect in-depth qualitative data.

The quantitative data can be collected by email and phone call, while the qualitative data can be collected by email, phone call and/or interview. Google Form and Google Sheets will be recommended tools for data collection.

Below are the Program Learning Outcomes:

1. Explain the principles, concepts, and theories underlying accounting, finance, management, marketing, and economics.
2. Describe competitive business forces and explain how they influence the development of strategies.
3. Interpret the legal and tax frameworks in Cambodia and Cambodian corporate and business law.
4. Describe the national and international business environment, including its legal, financial, economic, and political components in the historical and geopolitical context.
5. Discuss the requirements of national and international accounting and audit regulations and standards.
6. Conduct financial appraisal of businesses, production and investments.
7. Evaluate financial and management controls, governance and risk management of an organization in order to advise and audit according to International Standards on Auditing.

8. Advise on working capital management, investments, capital structure and sources of financing.
9. Calculate tax liabilities and necessary tax payments of commercial enterprises in Cambodia.
10. Develop effective business strategies that are based on empirical study of the market demands.
11. Prepare budgets and forecasts to support management decisions.
12. Prepare a set of financial statements in accordance with International Financial Reporting Standards (IFRS) and the IFRS for SMEs.
13. Analyze a broad range of quantitative data using statistical techniques in order to support business decisions.
14. Operate IT applications and systems commonly used by accounting and finance professionals.
15. Advise on how to enhance organizational effectiveness and efficiency by utilizing appropriate IT solutions.
16. Express their ideas in clear, professional English in a variety of settings.
17. Analyze new complex ideas, new situations, and unique problems objectively and independently.
18. Lead a productive and collaborative team to achieve the intended outcomes.
19. Make ethical decisions in business and the workplace.

3.3 Report Writing

The report shall be between 20 and 30 pages, excluding appendices. It should include the following components, but not limited to:

1. Executive Summary
2. Introduction
 - a. Background information
 - b. The achievement of the learning outcomes at school (note: include this section in the introduction as a desk review section)
3. Findings
 - a. Personal and career profiles of the respondents and companies
 - b. The extent to which the alumni apply the Program Learning Outcomes at their workplace
 - c. The alumni's aspirations in the accounting and finance career path.
 - d. The alumni's employability classified by year of graduation, gender, and area of expertise
 - e. The alumni's career advancement by year of graduation, gender, and area of expertise
4. Discussion
 - a. The gap between the demanded skills at workplace and the skills provided by CamEd
 - b. The similarities and discrepancies between the alumni and employer's perspectives
 - c. The strengths and weaknesses of the academic program
 - d. The emerging trends of accounting and finance at the workplaces in Cambodia

5. Recommendations

- a. Suggest how to close gaps or improve workplace skills and skills provided by CamEd
- b. Suggest any potential training or continuing education for the alumni to reach their career aspirations

4. **TASKS, DELIVERABLES, AND TIMELINE**

Below are the tasks to be done by the consultant:

- Task 1: Submit a study proposal clearly indicating research questions, research methodology, timeline, and proposed budgets to CamEd for review and acceptance
- Task 2: Train and support the data collection team to ensure effective data collection
- Task 3: Coordinate, support and supervise the data collection team to conduct the fieldwork according to the agreed research methodology, sample, locations and schedules
- Task 4: Analyse the collected data in accordance with the study objectives and research questions
- Task 5: Prepare the first draft of Tracer Study for CamEd to review
- Task 6: Submit the final report to CamEd

The following are expected deliverables and time:

No.	Time and Tasks	Date
1	Close application	21 August 2021
2	Selection result	25 August 2021
3	Finalize the proposal with instruments	30 August 2021

5. **CONSULTANT'S QUALITIES**

The recruited consultant and the team are expected to demonstrate the following qualities:

- At least Master's degree in education, accounting, finance, or relevant field
- At least 3-year experience in education. Additional experience in business, accounting and finance is an asset.
- At least 3-year experience in educational research: quantitative and qualitative
- Good interview and analytical skills
- Good report writing skills
- Fluency in English and Khmer

6. **RESEARCH ETHICS**

The consultant shall strictly observe ethical principles as a professional institution. All data and information shall be true and accurate with clear supporting references. The data used in this tracer study shall be kept in confidentiality.

7. BUDGET

The consultant shall propose a budget including VAT in accordance with the research activities. Payment will be made three times: (1) 30% after the proposal is accepted; (2) 40% after the first draft report is submitted; (3) 30% after the final report is accepted.

8. OWNERSHIP OF THE DATA AND RESEARCH OUTPUTS

After the final report is accepted by CamEd, the consultant shall provide all the collected data to CamEd and the research outputs are the property of CamEd.

9. CamEd TECHNICAL SUPPORT TEAM

No	Name	Role	Responsibilities
1	Dr. Sok Uttara	Vice President for IQA-IA	<ul style="list-style-type: none">● Provides technical support on research design● Reviews research proposal, data collection instruments, research analysis, and report● Oversees the study process and effectiveness
2	Mr. Chan Tola	IQA Manager	<ul style="list-style-type: none">● Provides technical support on data collection● Facilitates the study process
3	Mr. Mean Udam	IA Senior Officer	<ul style="list-style-type: none">● Provides administrative support
4	Ms. Chea Socheata	CSSA Assistant Manager	<ul style="list-style-type: none">● Provides administrative support

10. APPLICATION

Interested company (consultant) shall submit a proposal and the lead consultant's CV and one copy of his/her previous consultancy outputs to CamEd Institute through Mr. Chan Tola at his email chtola@cam-ed.com and copy to Mr. Mean Udam at his email mudam@cam-ed.com and Ms. Chea Socheata at her email csocheata@cam-ed.com.