

Students' Perception on Accounting Teaching and Learning – an Intrinsic Motivator Approach

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Abstract:

Often, educators put their focus on the professional competency in designing of accounting courses and curriculum. Thus, the courses and curriculum is designed with a center on technical knowledge such as the financial reporting framework, accounting and auditing standards, financial reporting standards, tax ordinances etc. This study intends to seek an exploratory light on the intrinsic motivation of students' accounting studies based on their perception on accounting courses and hence attempts to provide better insight on the design of accounting curriculum and courses. To improve students' intrinsic motivation of studies, educators should consider new design in curriculum to change the cognitive mind-set of students regarding the accounting education and profession. A possible approach is to include intrinsic factors of motivation in the consideration when designing curriculum and the courses.

Keywords:

Accounting teaching and education, intrinsic motivation, students' perception.