

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

and Finance

Career Launchpad offers AICPA & CIMA student members an opportunity to access real-world career stories, expert advice, and behind-the-scenes information from seasoned accounting professionals on subjects including salaries, résumé preparation...

Isaac M. O'Bannon • Sep. 25, 2023



AICPA & CIMA, which together form the Association of International Certified Professional Accountants, are rolling out [Career Launchpad](#), an artificial intelligence-guided program for students interested in accounting and finance. The

global offering provides valuable insights and guidance to kickstart careers within

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Led by AI-powered avatar Andi, students are asked to complete six modules that take them through a learning journey on careers in accounting and finance. In the final module, offered in partnership with Interflexion, students can participate in simulated real-world interviews. Students receive real-time feedback, also driven by AI, to refine performance and boost confidence.

“Through Career Launchpad, we’re proud to feature CPAs and Chartered Global Management Accountants (CGMAs) who are passionate for their roles in the business and accounting world,” said Mike Decker, vice president of CPA examination and pipeline at AICPA & CIMA. “They really showcase the innovative areas of their jobs, enabled by their credentials and their experience. The AI-driven mock interview in Module 6 is truly a game changer, allowing future accounting and finance professionals to practice their interview skills and fine-tune them by receiving instant Intelligent feedback.”

Career Launchpad comprises six modules, each offering distinct benefits:

Career Exploration

Modules 1-2 cover specialties such as forensic accounting, technology, audit, tax, management accounting, financial reporting, and ESG, and feature videos from accounting and finance professionals who share their industry experiences, tips, and insights. The goal of these first modules is to inspire students by offering a clear path to their first job.

Skill Development

Modules 3-5 include case studies and short quizzes to enhance students’ practical knowledge and provide guidance on interview strategies, résumé writing, cover letter crafting, and tips for building an effective LinkedIn profile.

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

[Accounting](#) • [Artificial Intelligence](#) • [Benefits](#) • [ESG](#) • [Staffing](#)

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved