

BBA Accountancy Orientation Day 2026 (26 August 2026)

11 SEPTEMBER 2026



The Department of Accountancy (AC) held this year's Orientation Day for BBA Accountancy students on 26 August 2026, to welcome freshmen and introduce them to university life. The event provided freshmen with an excellent opportunity to connect with faculty and begin their academic journey at the University.



Prof. Chen Yangyang



Prof. Chen Wen

Prof. Chen Yangyang, Head of the Department, warmly welcomed the BBAAC freshmen. He introduced the faculty, highlighted the Department's research strengths, and showcased students' outstanding achievements in various competitions. Prof. Chen also highlighted the rich learning opportunities and exceptional global exposure offered to AC students.

Following this, Prof. Chen Wen, Associate Professor and BBAAC Major Leader, presented the programme to the freshmen. She covered essential topics, including the programme structure for both streams, study plans, and exchange and internship opportunities.

After the orientation session, the freshmen met with their faculty and student mentors in groups. Each student had the opportunity to interact with their mentors, who gave them study advice, facilitated connections, and guided them in their academic journey.

The orientation session was a resounding success: students received valuable advice from faculty members and bonded with their peers. The Department extends a warm welcome to all new students and wishes them an excellent academic experience!