

SURVEY ON ZCAS AS A PREFERRED TUITION CENTRE FOR THE ACCA PROGRAMME IN ZAMBIA

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Aspire, Acquire, Prosper

PRESENTATION OVERVIEW



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- Introduction
- Problem statement
- Survey design strategy and approach.
- Data analysis and presentation of results
- Discussion and Conclusion
- Recommendations.

INTRODUCTION



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- ❑ The establishment of ZCAS was mainly premised on beefing up qualified accountants in the country.
- ❑ Thus ZCAS mainly offered ACCA and CIMA though now diversified in degree programmes.
- ❑ On average, ZCAS has been enjoying pass rates of at least 60% compared to an average of 40 – 45% world average
- ❑ Has been enjoying the highest level of accreditation with ACCA, i.e. Platinum Status.
- ❑ ZCAS had managed to retain its “Platinum Status” for the period 1 April 2017 to 31 March 2018 based on good performance in other courses.
- ❑ The survey also acts as a turning point for both ACCA and ZCAS on how the “Platinum Status” should be assessed and viewed. 3

PROBLEM STATEMENT



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- ❑ Accreditation partners are expected to ensure quality control and assurance in the deliver of ACCA courses.
- ❑ Currently, ZCAS chances of retaining the “Platinum Status” have been waning due to its gloomy performance in some observed papers.
- ❑ There has been extensive debate on how the “Platinum Status” could incessantly be upheld premised on the assertion that the “Platinum Status” of accreditation gives ZCAS a competitive advantage over its rivals.

PROBLEM STATEMENT



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- ❑ A number of reasons pertaining to this perceived risk have been advanced such as lack of expert lecturers in the under-performing papers.
- ❑ The need therefore arises to ascertain whether the ACCA “Platinum Status” of accreditation is a key competitive advantage for ZCAS and/or what other factors drive and/or abate ZCAS competitive advantage over its rivals in Zambia

SURVEY AIM AND HYPOTHESIS



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- ❑ **Aim:** To determine whether ZCAS is a preferred Tuition Centre for the ACCA programme in Zambia based on its ACCA “Platinum Status” of accreditation.
- ❑ Survey also extended to establishing what other factors drive and/or abate ZCAS competitive advantage over its rivals in Zambia
- ❑ **Survey proposition:** Students studying on the ACCA programme are not attracted by the Platinum Approved Learning Partner Status.

SURVEY DESIGN STRATEGY & APPROACH



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- ❑ Purposively designed around obtaining data from students pursuing the ACCA programme at ZCAS across all levels of study, i.e. Foundation, Skills and Professional levels.
- ❑ A cross sectional strategy of collecting data was employed on a convenient sample.
- ❑ Questionnaire self-administered in class and obtained 136 responses.
- ❑ Data obtained on levels of study; length of study; awareness of ZCAS accreditation status with ACCA; type of accreditation status; reasons for and/or opting not to study with ZCAS

SURVEY DESIGN STRATEGY & APPROACH



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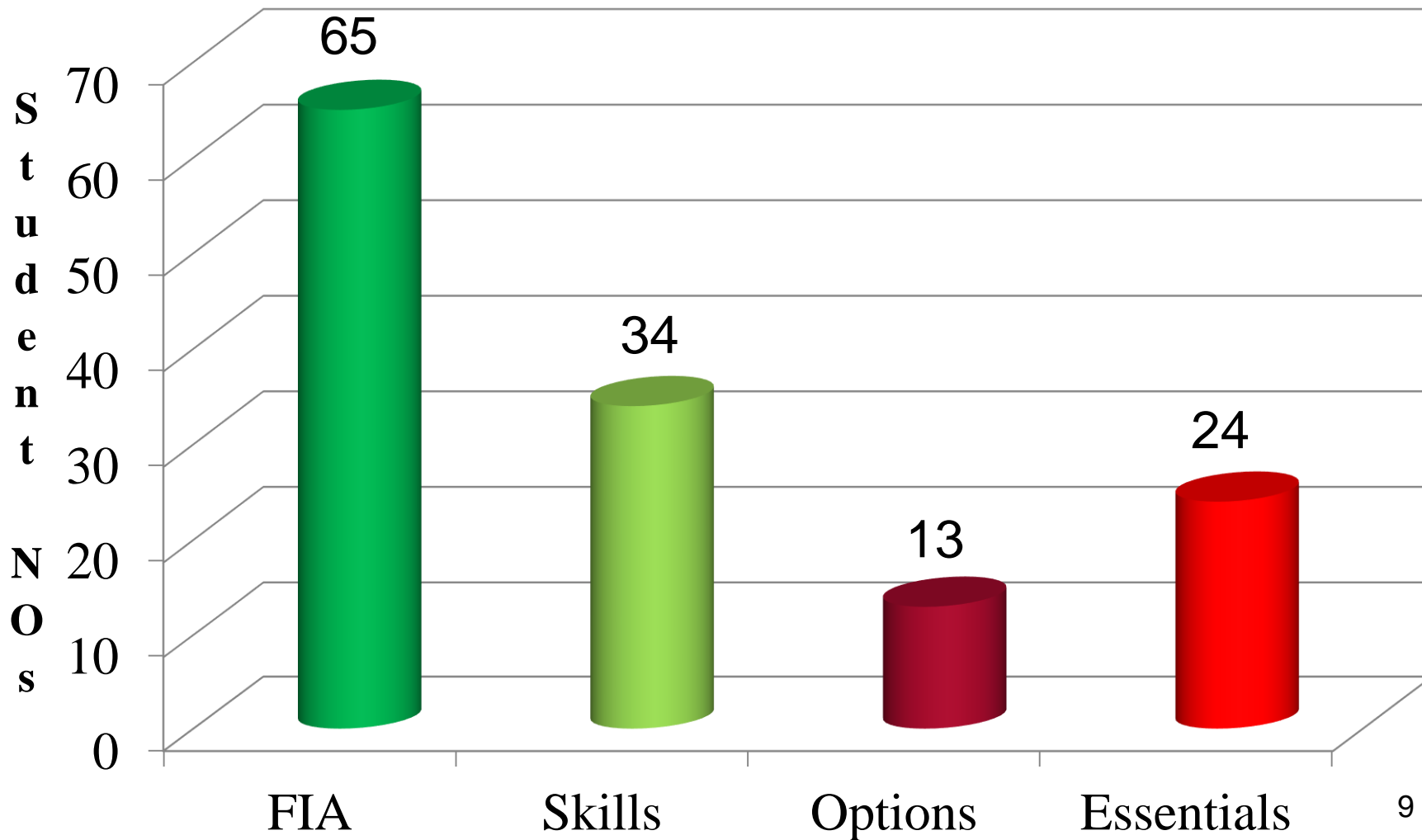
- ❑ Reliability of data ensured by not administering the questionnaire to same students at same level of study in subsequent classes.
- ❑ Survey excluded other professional programmes such as CIMA and ZICA.
- ❑ Responses quantitatively analysed using SPSS (Questions 1 – 4) and thematically using content analysis (questions 5 – 6).
- ❑ Data analysis and interactive Models used to analyse and display results (Miles & Huberman, 1994).

DATA ANALYSIS AND PRESENTATION OF RESULTS



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ACCA LEVELS OF STUDY

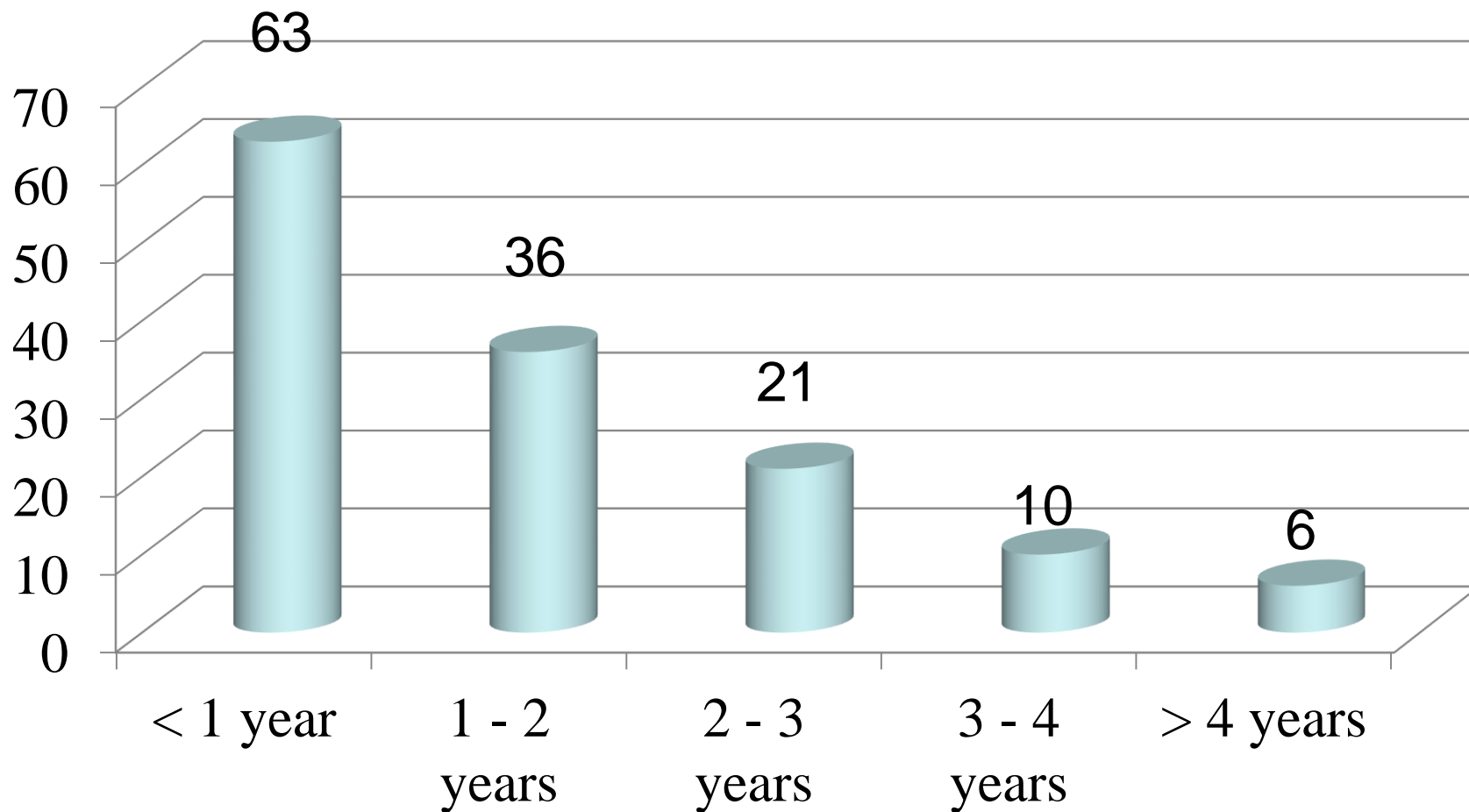


DATA ANALYSIS AND PRESENTATION OF RESULTS



Aspire, Acquire, Prosper

LENGTH OF STUDY AT ZCAS

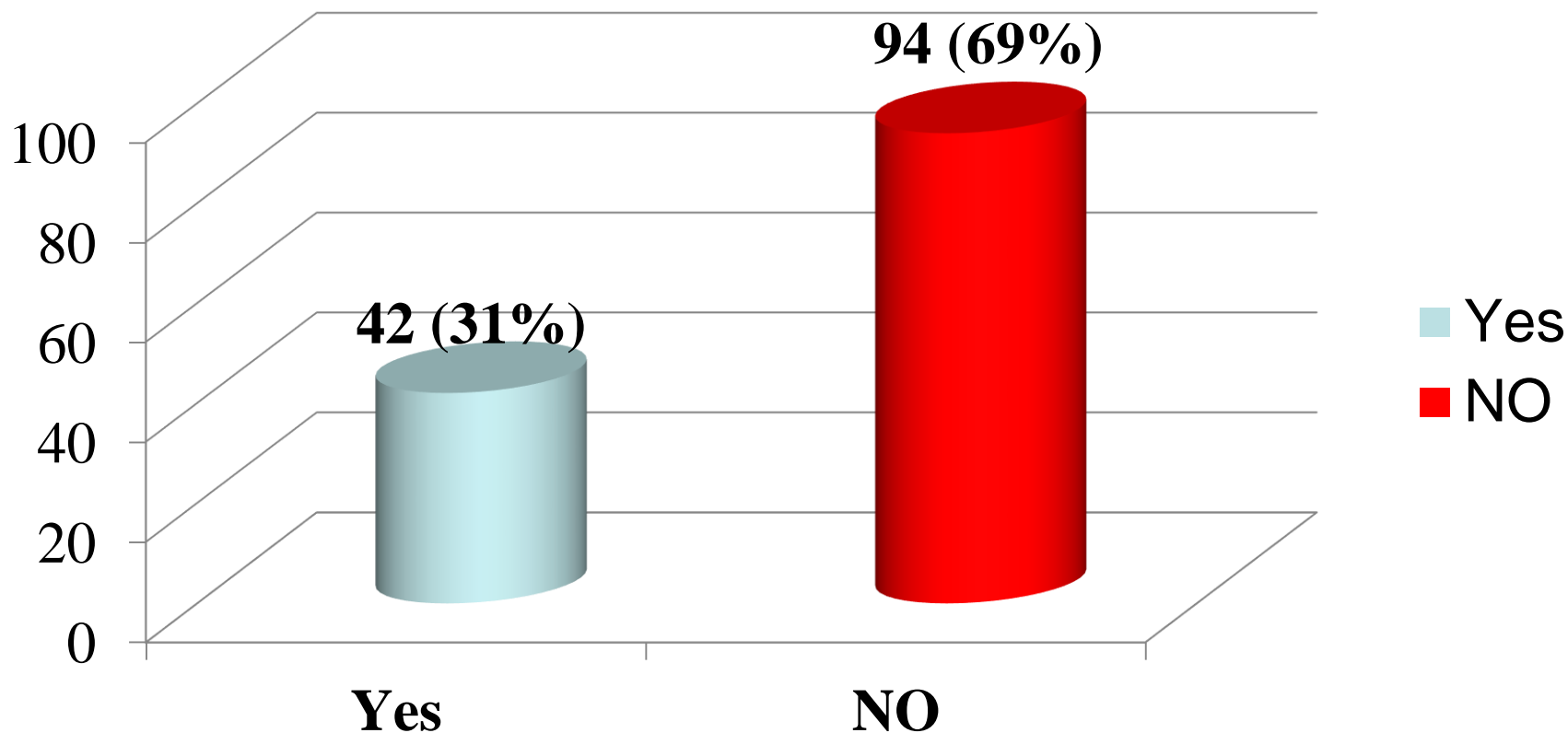


DATA ANALYSIS AND PRESENTATION OF RESULTS



Aspire, Acquire, Prosper

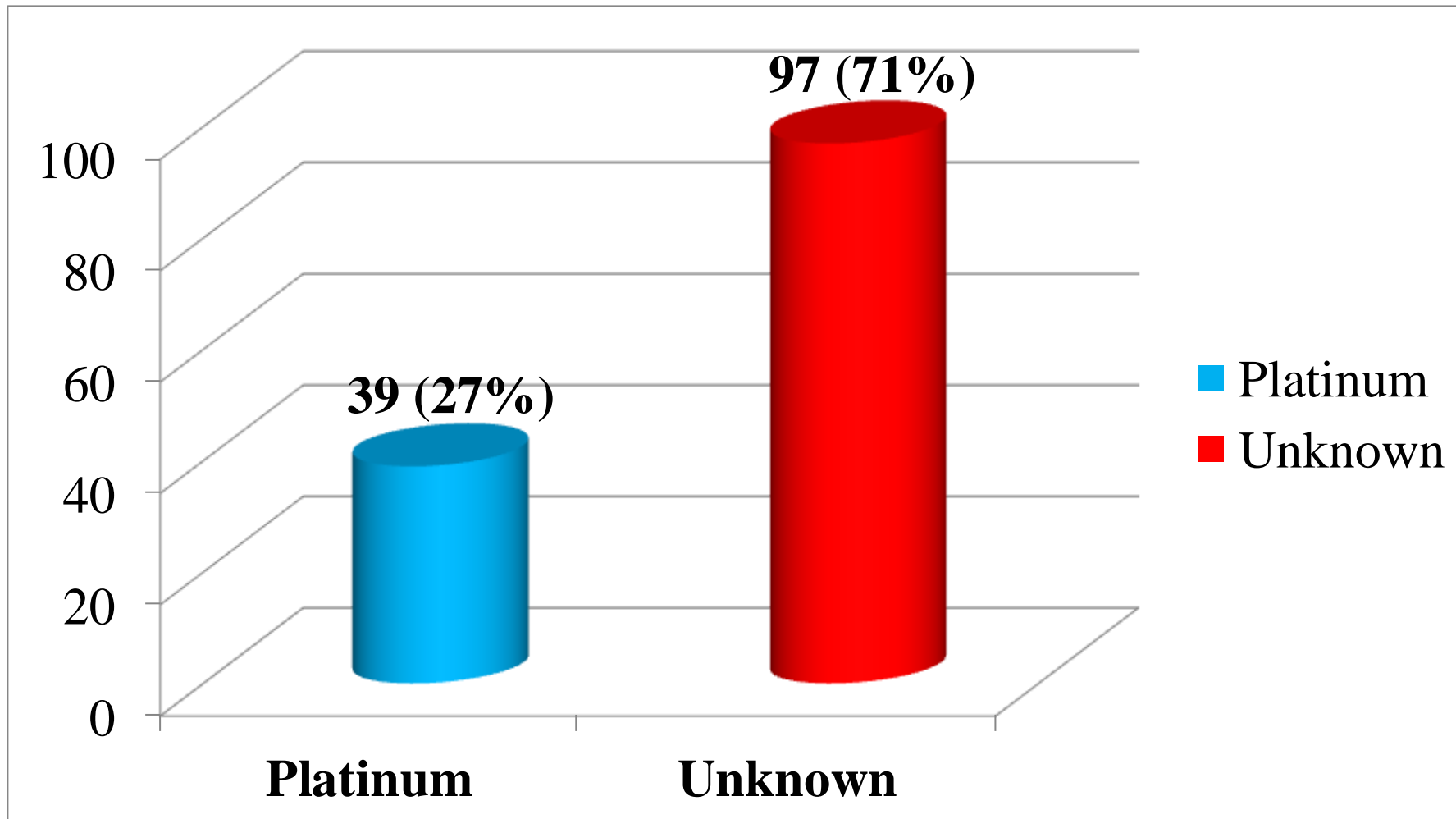
AWARENESS OF ZCAS ACCREDITATION STATUS WITH ACCA



DATA ANALYSIS AND PRESENTATION OF RESULTS



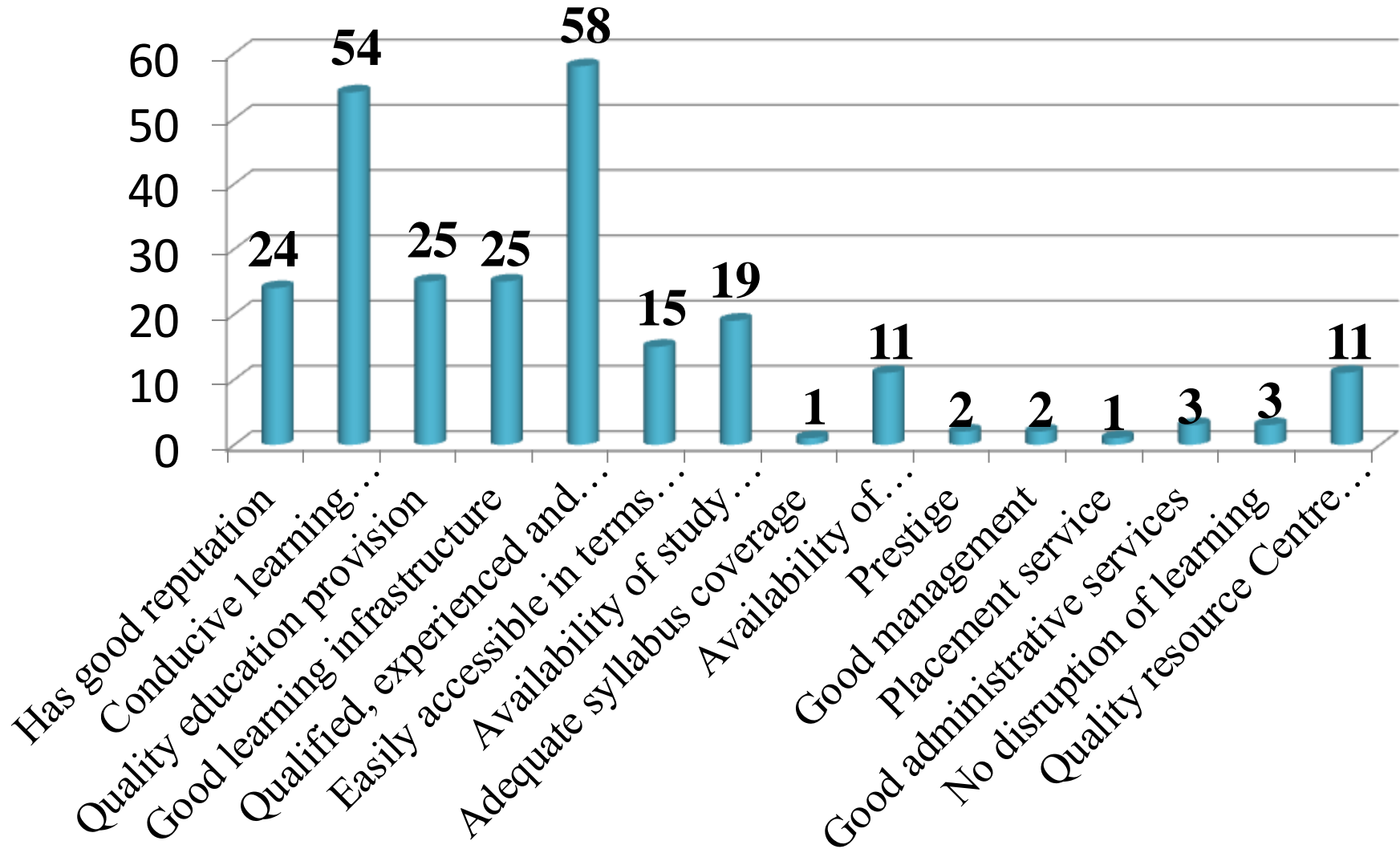
Aspire, Acquire, Prosper



DATA ANALYSIS AND PRESENTATION OF RESULTS – Reasons for studying with ZCAS



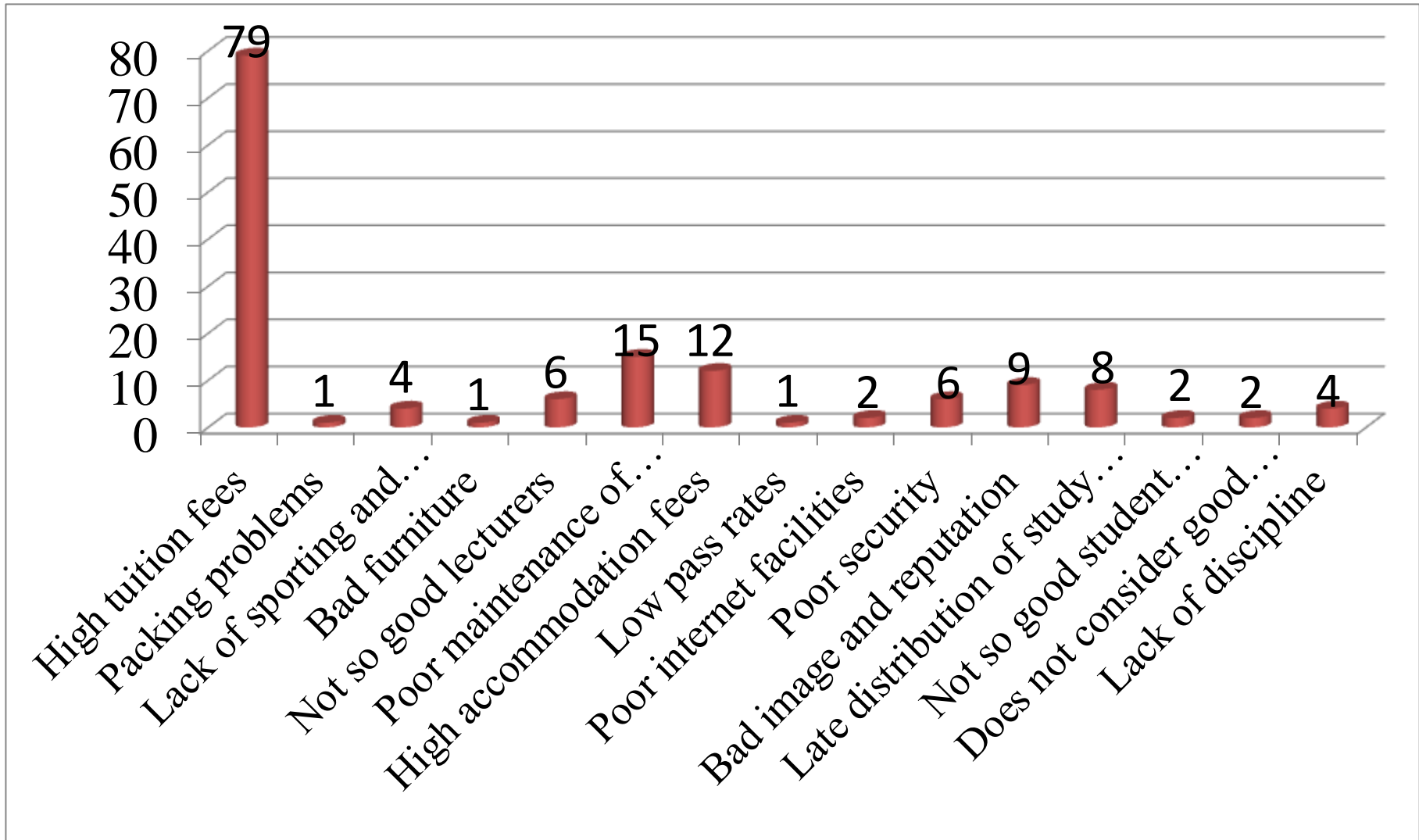
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DATA ANALYSIS AND PRESENTATION OF RESULTS – Reasons for not studying with ZCAS



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DISCUSSION



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- ❑ High numbers at Foundation level constitutes new entrants, thus likely to be more attracted by the “Platinum Status” of accreditation.
- ❑ To the contrary, 79% of the 65 respondents at Foundation level are unaware of the accreditation status.
- ❑ Based on fact that 71% of respondents are unaware of the “Platinum Status”, and despite the majority (53% of 136) respondents being at ZCAS for more than 1 year, the study infers that majority of ACCA students are most likely not to be attracted by the accreditation status.

DISCUSSION



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- ❑ The “Platinum Status” accreditation is not therefore a strong distinctive competence in as far as sustaining competition is concerned.
- ❑ Nonetheless, it could be turned into a competitive advantage if well aligned to the other reasons on why students opt to study with ZCAS.
- ❑ While the accreditation is attributable to pass rates above world average pass rates, main reasons advanced for studying with ZCAS do not speak to this.
- ❑ Main reasons being qualified, experienced and committed lecturers and conducive learning environment. These are supported by other reasons in the study.

DISCUSSION



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- ❑ This dissipates the notion that low pass rates are due to lack of qualified, experienced & committed lecturers
- ❑ If the assertion of lack of qualified, experienced & committed lecturers is not handled properly, as per problem statement, it may demotivate a cross section of lecturers on the programme & eventually exacerbate the situation.
- ❑ Nonetheless, respondents were mainly dissatisfied with high tuition fees (58%, or 79 out of 136 respondents)

DISCUSSION



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- ❑ Others with relatively low scores include poor maintenance of hostels; high accommodation fees; bad image and reputation; late distribution of study materials; poor security; lack of sporting facilities; lack of discipline; poor internet facilities; low pass rates; poor quality furniture; and parking problems for those who drive.

CONCLUSIONS



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- ❑ Most of the students studying ACCA at ZCAS are not attracted by the “Platinum Status” of accreditation.
- ❑ The emphasis on pass rates being the main determinant for the retention of the ACCA “Platinum Status” is illogical although it is expected that the reasons advanced for studying with ZCAS should result in good pass rates
- ❑ This performance benchmark is subjective and should be looked at together with other factors that speak to the reasons why students opt to study with an institution like ZCAS but also take into account reason that dissatisfy students.

RECOMMENDATIONS



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- ❑ Ensure that the ACCA “Platinum Status” of accreditation is adequately marketed, clearly stating the benefit of being one.
- ❑ Need to justify the perceived high tuition fees based on the reasons advanced for studying with ZCAS as Zambians are exceptionally price-sensitive.

RECOMMENDATIONS



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- Based on reasons advanced for ZCAS unattractiveness regardless of the relatively lower score, to pay attention to the following:
 - Not so good lecturers
 - Regardless of the ACCA policy on recruitment, attract right caliber of students or introduce a bridging programme in order to improve pass rates.
 - Enhance security within the Centre
 - Create more facilities for sporting and related activities.