

# Exploring the Accounting in the Domestic University of Enrollment Intention for Accounting Education

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## ABSTRACT

This study discuss the relationship between accounting education and enrollment intention , by quote from secondhand documents and relational documents then edit and infer that possible relationship of both. Furthermore, add some influential external factor to discuss the level of interference. This study investigate by way of questionnaires which query students who are possible to enroll department of accounting. Totally deliver 701 questionnaires , target students include the two public and private high schools in south of Taiwan、 three private universities in central of Taiwan, ask students to fill the questionnaires according to the part of recent accounting education need to be improved. Delete 179 invalid questionnaires, 522 valid questionnaires was collected (74.47%). The result of this study show that the relationship between accounting education and enrollment intention is positive correlation , course planning and teachers ' demand are two perspectives show positive correlation with enrollment intention. Besides, external factors include others opinion and future development interference the relationship between accounting education and enrollment intention. Moderator Variable show that external factors include others opinion especially students highly value on teachers ' opinions , and students pay much attention to occupation in the future development. Background Variables show that different types of schools has different level of value on course planning of accounting education.

Keywords : accounting education、 enrollment intention、 external factor

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