



# QUICKBOOKS CERTIFIED USER OVERVIEW

## Businesses Standardize on QuickBooks



- QuickBooks enjoys 85% retail market share in small business accounting software



- 4 out of 5 accountants recommend QuickBooks to their small-business clients



- Over 4,200 financial institutions are connected to QuickBooks  
(Source: <http://fi.intuit.com/whyconnect/>)

## Empower Your Students with QuickBooks Certification

Becoming an Intuit® QuickBooks Certified User (QBCU) signifies your students have the knowledge and skills to help manage the books effectively in the most prevalent bookkeeping application in small business today.

**Intuit QuickBooks has the proven reliability and performance that makes it the number one accounting software in the United States.**

### Certified for a Career

More businesses than ever turn to Intuit® QuickBooks, the premier managerial accounting software for small businesses, to simplify bookkeeping activities like tracking expenses, issuing employee compensation, and managing invoices. QuickBooks certification validates essential knowledge for an entry-level accounting career. Whether for an accounting professional supplementing their résumé or for a student looking to break into business, QBCU certification provides marketable skills that speak to employers. Certify Your Students Developed with the intent to demonstrate proficiency as a capstone to coursework or training, the certification exam can be easily administered on-site or at a local Certiport® testing center.

### Distinguish Your School's Business Program

A recent Certiport survey of accounting instructors at two-year colleges revealed that

84% believe students who are preparing for an accounting career should be conversant in QuickBooks. Said one respondent: "Many [students] now learn QuickBooks as they learn bookkeeping or accounting... You might start every bookkeeping or accounting course with it." Building the business coursework to support the achievement of the Intuit QuickBooks Certified User (QBCU) credential increases the value of academic programs and provides your institution with additional recruiting tools.

### QuickBooks Certification Helps Students

- Validate QuickBooks knowledge and skills for a position in professional accountancy
- Demonstrate bookkeeping skills acumen in a tangible, measurable way
- Position themselves as a credible job candidate to employers



