

5 CRITICAL ANALYSIS

FOR SENIOR AND MIDDLE LEVEL FINANCE EXECUTIVES

Does this apply to you?

I am frequently called upon to provide decision analysis information to the Board

I feel I am losing relevance

I don't want to be just a scorekeeper

My management accounting knowledge is not up to date

My job has become more specialised, I have not



*If you have ticked any of the above statements;
you seriously need to upgrade your skills*

CMA
Australia
Twenty Fourth Intake

THE CERTIFIED MANAGEMENT ACCOUNTING PROGRAM

PROTECTS YOUR CAREER BY GIVING YOU THE COMPETITIVE EDGE

SMART EDUCATION GROUP FZC

Regional Office - UAE and GCC, ICMA Australia

About ICMA (Australia)

The Institute of Certified Management Accountants (ICMA) is a growing organisation with a vision to attain the status of a premier body of professionals practicing the science of management accounting.

The ICMA is over 20-years old and was registered in 1996 under the Associations Incorporations Act 1981 (Vic.) with members entitled under its Rules to use the 'Certified Management Accountant (CMA)', 'post-nominal after their name. ICMA (Australia) has been offering the educational programmes in the UAE since 2004, and is accredited by the Commonwealth of Nations, the intergovernmental organisation of 52 sovereign states.

The CMA post-nominal is a Registered Trade Marks of the ICMA. True "recognition" is, however, only earned in the market. As a relatively new body (now in its second decade of operations), having just over 10,000 members (with over 2,500 CMAs), it is already well recognised in its niche market, as a specialist qualification for already qualified 'generalist' accountants who which pursue a professional qualification undertaking two advanced subjects at the Masters Degree level. Its CMA education program now runs within a number of Masters Degree programmes in numerous Australian and overseas universities.

Why you should enrol

Acquire the relevant skills and information that will allow you to build quality business practices inside your organisation and set you apart in today's competitive marketplace. Attend a program which has been benchmarked against the best and most advanced Management Accounting programs available globally.

Establish yourself as a strategic operations-focused professional committed to lifelong learning and positioned for long-term success. Network with colleagues and discuss the issues that affect you today.

The Certification Program has four objectives:

- ☑ To establish Management Accounting and Business Analysis as recognised professions by identifying the role of the professional, the underlying body of knowledge and a course of study by which this knowledge is acquired.
- ☑ To encourage higher educational standards in the Management Accounting and Business Analysis fields.
- ☑ To establish an objective measure of an individual's knowledge and competence in Management Accounting and Business Analysis.
- ☑ To encourage continued professional development.



Madhavan Ramam MBA CMA
*Finance Manager – Fashion Retail,
AH Al Ghurair Group Dubai, UAE*

It was an exciting Journey to have learnt and qualified the CMA title from the Institute of Certified Management Accountants of Australia. The program had a unique structure to develop our Cost and Management Accounting skills. We could see a significant change in our thinking levels across various strategy areas. This course awards you the leadership ability in managing and reporting costs and be a value add to our Profession.

CMAS ARE IMPORTANT ASSETS IN ALL TYPES OF ORGANISATIONS. THEY ANALYSE OPERATING RESULTS, REVIEW PERFORMANCE, CONDUCT STRATEGIC AUDITS, AND RESOLVE ISSUES THAT ENHANCE THE STRATEGIC OBJECTIVES OF THE ORGANISATION. CMAS APPRECIATE THE BUSINESS APPROACH FOR MANAGING CUSTOMER VALUE, FORMULATING STRATEGIES AND VALUING EQUITY. CMAS ARE VALUE CREATORS, NOT MERELY ACCOUNTANTS FOCUSED ON COMPLIANCE ISSUES.

YOUR COURSE FACILITATORS

ICMA Global™



Professor Janek Ratnatunga

DipM UK MBA PhD Bradford UK FCA CPA CMA

Professor Janek Ratnatunga, MBA, PhD (Bradford), Dip. M, FCA, CPA, CMA, is Chief Executive Officer of the **Institute of Certified Management Accountants**. His previous appointments were Dean and Head of Commerce at the University of South Australia and Head of Department and Chair in Business Accounting at Monash University, Australia. He has also held academic positions at the University of Melbourne and the University of Canberra in Australia; and the Universities of Washington, Richmond and Rhode Island in the USA. He is currently the Editor of the Journal of Applied Management Accounting Research. He has authored/co-authored twenty-five books on strategic cost management, entrepreneurship, financial accounting, accounting theory and financial modelling; and over 250 academic and professional papers.

He has worked in the profession as a Chartered Accountant with KPMG, and is currently a consultant for the World Bank. He has undertaken a major consultancy for the Australian Department of Defence in the valuation of strategic capabilities, and has valued the 'brand' capabilities of major Telecommunication and IT companies worldwide. He is also a world authority on the business and accounting implications of global warming and carbon trading.

Professor Ratnatunga conducts on an annual basis in a number of countries in the Middle East and Asia-Pacific region think-tanks and workshops for CEOs, CFOs and Financial Controllers of major companies in the areas of 'Strategic Cost Management' and 'Strategic Business Analysis'.

He has been awarded the prestigious joint American Accounting Association, AICPA (USA), CIMA (UK) and CMA (Canada)

Impact on Management Accounting Practice Award.

The award is given annually to a paper published within the last five years in a refereed academic journal that has the greatest potential impact on Management Accounting Practice.



Hamida Hassan Bhalwani M.Com CMA

*Manager – Revenue Management Middle East Turkey & Africa,
Amadeus IT Group SA*

ICMA is the perfect choice for professional accounting courses. I had enrolled for CMA and found that the modules are designed in such a manner that one can apply the skills learned directly at the workplace. I personally have observed a substantial amount of difference in my approach towards my work ever since I joined ICMA. The reason is not just the skills learnt here but also the knowledge that is gathered in an environment that is diverse in culture and expertise both personally and professionally. It certainly wouldn't be an overstatement if I say, that Professor Janek Ratnatunga's teaching method made the whole affair more fascinating. His domain expertise and teaching skills made the modules comprehensive, easy to practice and as a result I could clear CMA with much ease.

YOUR COURSE FACILITATORS

ICMA Global™



Dr Chris D'Souza
COO & CFO CMA Australia

Dr Chris D'Souza is currently the **Chief Operating Officer (COO)** and **Chief Financial Officer (CFO)** of CMA Australia. After a successful career spanning over three decades in professional practice as well as in corporate management, Dr. Chris D'Souza decided to retire from full time corporate employment to work for the betterment of the accounting profession. CMA Australia enlisted his services and appointed him as their COO & CFO in March 2017. They also appointed him as the CFO of their sponsored online university, Calwest and Syme Business School.

Dr Chris D'Souza now delivers training courses for management accountants in Cambodia, Dubai, Indonesia, Philippines and Abu Dhabi. Dr Chris D'Souza has worked at a very senior management level in financial accounting, management accounting and management/taxation consulting across many countries.

He played an important role in the lead up to the **ASX listing of Redbubble Ltd.** as a member of their Leadership team. This included a 2.5 year stint as Corporate Secretary & Global Head of Accounting. Redbubble Limited operates as an online marketplace that connects independent artists with customers and a network of third party fulfillers utilizing print-on-demand technology to fulfil customer orders. As Chief Financial Officer of Fortior Group for 8 years, he was responsible for the overall financial control, financial accounting and management accounting of all group companies.

As CFO of the **Fortior Group (previously Primavera Australia)**, he was responsible for setting up and successfully implementing the Netsuite financial framework & ERP system. In eight years with the group he has overseen an exciting period of growth including multiple structural changes and mergers.

As a Chartered Accountant and founder of a successful accounting firm in Mumbai, CA Chris D'Souza was a successful taxation advisor, management consultant and auditor of many large multinational companies including Rio Tinto, Argyle Diamonds, UBS, Geo-services, Gemological Institute of America (GIA) etc. Dr Chris D'Souza qualifications include PhD (Wharton Global Business School); FCA (India); FCPA (Australia); FCMA (Australia); GIA (Cert) (Australia)



Sarwat Abbas Zaheer CMA

*Marketing Analyst & Project Integrator,
General Motors Middle East*

I have had the opportunity of attending the April 2015 intake of ICMA – Australia. I can proudly say that it was indeed a privilege to associate myself with the so learned and experienced Professor Janek as he took us not only through the contents of the course but also shared his knowledge on handling situations outside the book. What I liked best about the ICMA Workshop was the incredible variety of strategies that are modeled, the association that developed with all members, and the incredible learning process. It was an amazing learning experience.

- **10% Discount for Early Bird Registration till 31st July 2018**
- **Registration Limited upto First 40 Enrollment**
- **Registration closes on: 10th Nov. 2018**
- **7 Day Course – Park Regis Kris Kin Hotel, Opp. Burjuman Mall, Bur Dubai**
- **17th-19th and 21st-24th November 2018**



Certified Management Accounting Program (Australia) **(24rd Intake)**

The educational objectives of the Institute of Certified Management Accountants (ICMA) in Australia are to further the development of management accounting education in the universities and schools in Australia and internationally; to encourage research into the application of management accounting theory and practice; and to provide continuing professional development for its members.

In order to achieve the above objectives, a number of educational programmes are offered by the Institute. The CMA program is its flagship program, and open only to Accounting Graduates, Professional Qualified Accountants of other recognised bodies, and the Institute's Graduate (GMA) and Associate (AMA) members.

Who Should Attend?

- Any senior staff responsible for the provision of decision information in their organisation
- Professional accountants (ACCA, CPA, CA, ICWA, ICSA or equivalent)
- Industrial and Services Accountants
- Business Analysts
- Financial Analysts & Controllers

Key Learning Outcomes

- identify the basic conventions and doctrines of strategic managerial accounting.
- identify major contemporary issues that have emerged in managerial accounting.
- discuss a number of issues relating to the design and implementation of cost management models in modern firms.



Dr. Abdulla M. Al Awadhi PhD CMA
CFO, Emirates Defence Industries Company, UAE

In the Financial & Accounting field, everybody wants to be recognized professionally, but only a few know that CMA is the real professional certificate that will equip you with the desired knowledge. Professionally, I have found studying the CMA Australia is a valuable source of skills and knowledge.

Pathway to CMA

**ACCA, CPA, CA, ICWA, ICSA,
Accounts Degree Holders and MBAs**



Undertake the CMA Program

Unit 1: Strategic Cost Management

Topics Covered:

Management Control Systems, Lean Manufacturing and Quality Control, Cost Accounting and Cost Management in a Lean Environment, Life Cycle Costing Systems, Benchmarking, Activity Based Cost Allocation Systems, Customer Profitability Analysis, Process Control and Activity Based Management, Implementing Cost Analysis and Control Systems, Strategic Performance Management Systems, Environmental and Social Management Accounting, Strategic Governance and the Strategic Audit

Unit 2: Strategic Business Analysis

Topics Covered:

Strategic Thinking, Strategy and Structure, Strategic Marketing Analysis and Budgeting, Financial Analysis in Product Portfolio Management, Pricing Methods and Strategies, Financial Dimensions of Pricing in International Business Strategies, Promotion: Push Strategy and Human Resource Management, Promotion: Pull Strategy and Integrated Communication, Supply Chain Management and the Place - Distribution Decision, Performance Valuation and Strategic Financial Structures, Strategic Value Analysis, Risk Management - Corporate Radar and Early Warning Systems, Strategic Scorecards



Sit for CMA Exams and/or other Assessments based on relevant experience



Apply for CMA Membership (Once having 5 years relevant experience)

Certified Management Accountant (CMA)

Register Now

By Phone : 052 6747153, 055 1062083
By Email : jayafar@smartereducationgroup.org
shakeeb@smartereducationgroup.org
www.smartereducationgroup.org
By Web : www.cmagcc.org

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Last Date to Apply: 10th Nov. 2018

Program date: 17th -19th and 21st - 24th Nov. 2018

Venue: Park Regis Kris Kin Hotel, Opp. Burjuman Mall, Bur Dubai, UAE

Registration form

Delegate's Name: _____

Position: _____

Educational Qualification: _____

Work Experience: _____

Mobile: _____ Email _____

Passport Number: _____ Nationality: _____ DOB: _____

Company Details:

Company Name: _____

Company Address: _____ Post code _____

Telephone: _____ Fax: _____ Email _____

Registration Fees:

Individual Course Fee – 7 Days: AED 11000.00 (USD 3000.00) + 5% VAT

(Inclusive of Lunch and Tea breaks on all Days)

Ways to pay:

1. Cash
2. Cheque / Draft in favor of Smart Education Group FZC

Conditions of Booking and Privacy Statement.

A valid e- mail address is required to enrol. Please tick the box below if you do not want us to disclose the information.

- I do not wish to have my details made available to other organisations.
- I do not wish to receive any more mailings from ICMA. Every care has been taken to ensure that this program published is correct at the time of publication. However ICMA reserves the right to alter the program prior to the event.

Cancellations and Transfers

Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a 10% service charge, will be made for cancellations received in writing (letter, fax or email) up to two weeks prior to the event. A cancellation fee of 25% will apply for cancellations between 1 to 2 weeks prior; and there will be no refunds for cancellations within 1- week period prior to the commencement of the course.

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