

CERTIFIED MANAGEMENT ACCOUNTANT CMA PROGRAM



The All new Program that qualifies you for the globally recognized
CMA DESIGNATION

SCM: 8, 9, 10 November 2025

SBA: 13, 14, 15, 16 November 2025

Park Regis Kris Kin Hotel, Bur Dubai

Early Bird Registration: 31 July 2025

Registration Closes 31 October 2025

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CMA Program Facilitators



Professor Brendan O'Connell

Professor Brendan O'Connell is Head of Accounting and a Professor at RMIT and also President of the Institute of Certified Management Accountants. He has worked as an analyst and bond dealer with major investment banks and has been employed in leading universities in the US, Australia and Asia including Monash University and the University of Richmond in Virginia.



Professor Janek Ratnatunga

Professor Janek Ratnatunga is CEO of Institute of Certified Management Accountants. He has held appointments at the University of Melbourne, Monash University and the Australian National University in Australia; and the Universities of Washington, Richmond and Rhode Island in the USA. Prior to his academic career he worked with KPMG.



Dr Chris D'Souza

Dr Chris D'Souza is currently the COO (Int) and 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 Program

– A C-Suite Postgraduate Level Program

The CMA intensive programme from ICMA (Australia) is world-recognised as the benchmark for those in (or aspiring to) leading roles in strategic finance. It is usually run in face-to-face mode, but due to COVID-19 restrictions, has been completely redesigned for Zoom delivery without compromising on its quality or its post-graduate level content.

The CMA Program consists of two post-graduate level courses, namely: Strategic Cost Management and Strategic Business Analysis.

Why become a CMA?

- ↑ A gateway to a more successful business career with higher earning potential, commanding a salary 28% greater than non-certified peers in Australia; and 56% more globally.
- ↑ A variety of positions with titles from financial analyst and controller to vice president- finance and chief financial officer (CFO).
- ↑ The potential for increases in salary, even during a difficult economic environment.
- ↑ Greater credibility both domestically and abroad as a strategic advisor and business partner
- ↑ A passport to a variety of businesses from multinational corporations to small and mid-size firms operating in countries all over the world.

Entry Criteria

- ↑ Degree or equivalent professional qualification in accounting or finance or MBA.

Assessments based on years of experience

- ↑ As exams are not possible under COVID-19 restrictions, all participants with less than 20-years' experience need to attend CMA Program and submit required assignment(s); i.e., between 10-20 years – 1 assignment and less than 10-years – 2 assignments.
- ↑ Over 20 years' experience - Attend the CMA Program only (in class assessment)



PROGRAM

MODULE 1 - **STRATEGIC COST MANAGEMENT**

DAY-1 : NOVEMBER 8 8AM - 6PM UAE Time

Management Control Systems
Lean Manufacturing and Quality Control
Cost Accounting and Cost Management in a Lean Environment
Life Cycle Costing Systems

DAY-2 : NOVEMBER 9 8AM - 6PM UAE Time

Benchmarking
Activity Based Cost Allocation Systems
Customer Profitability Analysis
Process Control and Activity Based Management

DAY-3 : NOVEMBER 10 8AM - 6PM UAE Time

Implementing Cost Analysis and Control Systems
Strategic Performance Management Systems
Environmental and Social Management Accounting
Strategic Governance and the Strategic Audit

MODULE 2 - **STRATEGIC BUSINESS ANALYSIS**

DAY-4 : NOVEMBER 13 8AM - 6PM UAE Time

Strategic Thinking
Strategic Marketing Analysis and Budgeting
Financial Analysis in Product Portfolio Management

DAY-5 : NOVEMBER 14 8AM - 6PM UAE Time

Pricing Methods and Strategies
Financial Dimensions of Pricing in International Business Strategies
Promotion: Push Strategy and Human Resource Management

DAY-6 : NOVEMBER 15 8AM - 6PM UAE Time

Promotion: Pull Strategy and Integrated Communication
Supply Chain Management and the Place - Distribution Decision
Performance Valuation and Strategic Financial Structures

DAY-7 : NOVEMBER 16 8AM - 6PM UAE Time

Free Cash Flows and Strategic Value Analysis
Risk Management - Corporate Radar and Early Warning Systems
Strategic Scorecards and Key Performance Indicators

NOTE: All participants will be issued Attendance Certificates. Transcripts with Grades will be issued only to those submitting assignments.