

# CERTIFIED MANAGEMENT ACCOUNTANT (CMA) PROGRAM

The all new program that qualifies you for the  
globally recognised Certified Management  
Accountant (CMA) designation

## KEY INFORMATION

Dates: 21 – 23 Sept 2019 & 3 – 6 Oct 2019

Venue: RMIT University, Melbourne, Australia

Investment: Early bird \$3,850 | Normal fee is \$4,290

Institute of Certified Management Accountants, Australia  
[www.cmaweblines.org](http://www.cmaweblines.org)

# CERTIFIED MANAGEMENT ACCOUNTANT PROGRAM

## You asked. We listened.

We have redeveloped the Certified Management Accountant (CMA) program to make it even better. The program is now streamlined and focused on issues relevant to hands-on business analysts and financial management practitioners. We have added new materials on topics such as business valuation, risk management and lean operations and embedded extra opportunities for participants to practice the material being taught.

Our aim is to assist participants to be better equipped at providing decision-oriented information and financial analysis in a business or government environment. A range of case studies and practical exercises bring the theory to life and make the program a stimulating and enjoyable experience.

The Syme Business School (SBS) is a wholly-owned company of ICMA especially set up to deliver face-to-face sessions of the CMA Program in Australia.

## Who should attend?

- finance managers
- internal auditors
- professional accountants
- management accountants
- GM Finance
- senior executive staff

**SYME**   
BUSINESS SCHOOL

## What past participants had to say

"I found this program excellent, sufficiently covering all aspects of modern finance and cost management."

"Highly recommended, the CMA program was like none other. Program had lots of perspective from others in the industry with interesting dialogue between participants."

"Excellent, explained concepts clearly and enabled me to feel confident discussing these concepts with experts."

**CMA**  **Certified Management Accountants**  
AUSTRALIA

# CMA PROGRAM OVERVIEW

The Certified Management Accounting (CMA) program is designed to provide hands-on training to executives and managers in either large or small private and public sector organisations.

The educational objectives of the Institute of Certified Management Accountants (ICMA) in Australia are to further the development of management accounting and business analysis education in the universities and schools in Australia and internationally; to encourage research into the application of management accounting and business analysis 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. Those with an MBA may also be admitted based on the number of accounting and finance subjects they have undertaken in the course.

This program is designed for current practitioners and for those interested in working in the management accounting, business analysis and financial management fields.

The program assists participants to:

- Identify the basic conventions and doctrines of strategic managerial accounting.
- Identify major contemporary issues that have emerged in managerial accounting and business analysis.
- Discuss a number of issues relating to the design and implementation of cost management models in modern firms.
- Network with other accounting and finance professionals.

## Course Structure:

The course is structured into two modules of twelve topics each, delivered over 7 days. The topics are highly integrated and cover the key areas of management accounting and business analysis in a holistic manner. Participants receive two comprehensive course modules containing lecture notes, case studies and selected readings to enhance their understandings of the topics covered. Participants who wish to undertake the examinations will not be required to do any additional research beyond material in the module handouts. Delivery is via class room style lectures with simulation games, video presentations and group work on practical case study problems.

## Overseas Participants

The [Subclass 600 Visitor Visa \(Business Stream\)](#) is the appropriate visa for overseas participants. ICMA will provide a letter to all overseas registrants that they are an attendee only at the symposium (and that they will not be working, performing or otherwise being paid to contribute at the event).

# CMA PROGRAM INFORMATION

The programme is not designed as one in which highly structured methods and rules are applied to various topics in order to find one "correct" solution or answer for problems or issues. Rather, it is more a possibilities quest, in which various controversial conceptual and practical issues will be reviewed and analysed, with due recognition to the reality of alternative value judgements. Given the history of recent developments in the profession and business practices, this approach to the study of the subject of management accounting and business analysis is considered feasible and warranted.

Furthermore, evidence is available that in managerial accounting, procedures continue to evolve and develop. Much of this dynamic activity is in response to changing business practices and policies and the complexity of modern firms.

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



## The Certified Management Accountant

Certified Management Accountants (CMAs) are strategic value creators who apply pro-active financial skills and forward-looking management to provide innovative business solutions. CMAs bring the knowledge and experience to the different functions within an organization, such as information management, treasury, efficiency auditing, marketing, valuation, pricing and logistics that maximize enterprise value.

## Role of CMA

CMAs are important assets in all types of organizations. They analyse operating results, review performance, audit strategic operations, and resolve issues that enhance the strategic objectives of the organization. CMAs appreciate the business approach for managing customer value, formulating strategies, and valuing equity. CMAs are value creators, not just merely accountants who adhere to compliance issues of the profession.

## 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

# CMA PROGRAM FACILITATORS

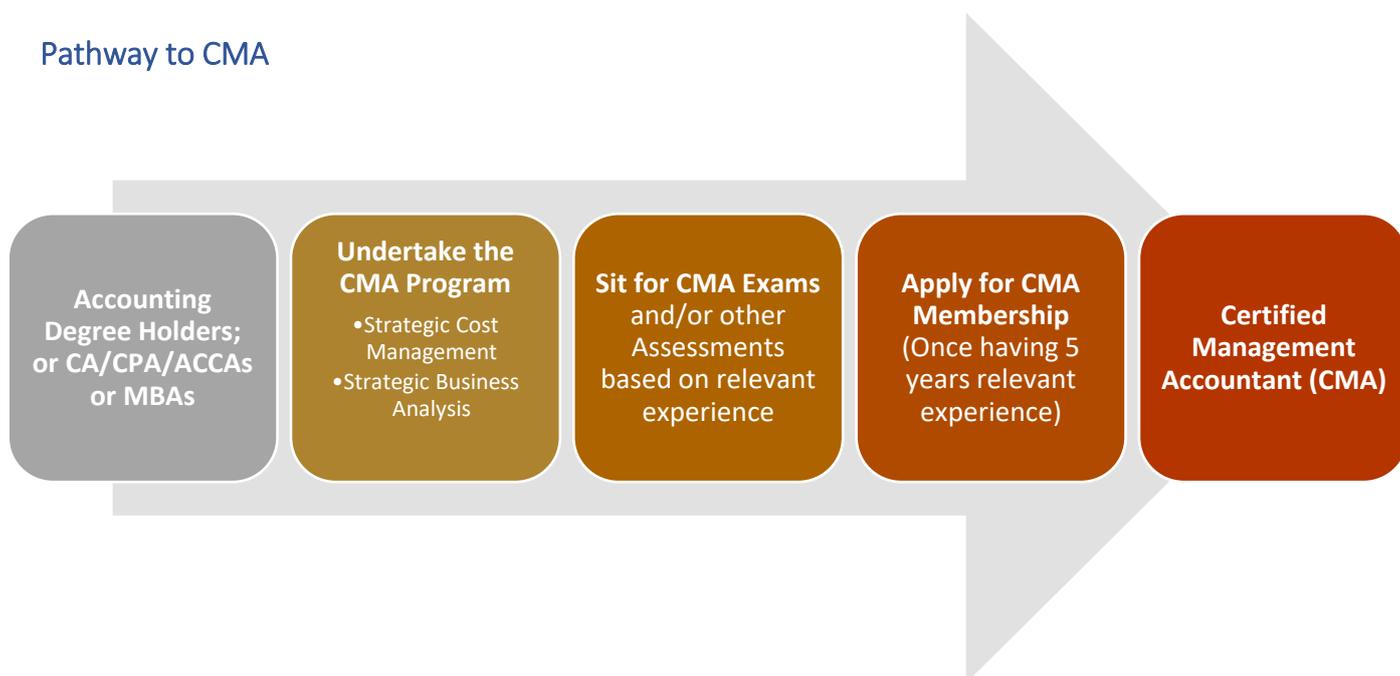


**Professor Brendan O'Connell** is Professor of Accounting at RMIT and also President of the Institute of Certified Management Accountants. He has worked as an analyst and bond dealer with major investment banks and has been employed in leading universities in the US, Australia and Asia including Monash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



**Professor Janek Ratnatunga** 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.

## Pathway to CMA



# CMA PROGRAM SCHEDULE

Book and pay four weeks prior to the commencement of the program to receive the discounted Early Bird Fee.

## Strategic Cost Management

### Day 1: 8.30 am to 5.00 pm (SCM)

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

### Day 2: 8.30 am to 5.00 pm (SCM)

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

### Day 3: 8.30 am to 5.00 pm (SCM)

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

## Strategic Business Analysis

### Day 4: 8.30 am to 5.00 pm (SBA)

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

### Day 5: 8.30 am to 5.00 pm (SBA)

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

### Day 6: 8.30 am to 5.00 pm (SBA)

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

### Day 7: 8.30 am to 5.00 pm (SBA)

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

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During the seven days, participants will work in teams to complete case studies to reinforce principles taught.  
Class sizes are limited to approximately 25 participants to maximise learning opportunities in group work.

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## Assessments

If you meet the entry requirements and have over 20-years relevant experience, you be exempted from having to sit for exams (under ICMA's 20-year rule). However, you still have to attend and follow the CMA course and actively participate in the case studies - even though you then do not have to sit the exams. Those having between 10-20 relevant experience have a choice of sitting the 2-paper exams OR writing a 2,000-word assignment. They too have to attend and follow the CMA course and participate in the case studies. Those having less than 10 years' experience will need to attend the program and then sit for the 2-written exams (3 hours each).

# CMA PROGRAM FEES, DATES AND REGISTRATION

## CMA Program Fees

**The early bird fee is \$3,850 (incl. GST).**

Book and pay four weeks prior to the commencement of the program to take advantage of the discounted early bird fee.

**The normal rate is \$4,290 (incl. GST).**

Kindly let the office know if you require a visa letter for your travel to Melbourne.

## Melbourne

**21 – 23 Sept 2019**

Module 1 - Strategic Cost Management

**3 – 6 Oct 2019**

Module 2 - Strategic Business Analysis

## Venue:

RMIT University, Melbourne, VIC

## Registration:

[www.cmaweblines.org/](http://www.cmaweblines.org/) or call +61385550358 or email [info@cmaweblines.org](mailto:info@cmaweblines.org)

## Important Information

The CMA Program is delivered by Syme Business School (SBS) which is a subsidiary training arm of ICMA Australia. ICMA and SBS reserves the right to cancel any program that does not have the required enrolment numbers or in the event of exceptional circumstances. A full refund or an alternative program will be offered in these circumstances.

## Cancellation Policy

A full refund will be granted if the applicant notifies ICMA/SBS prior to 10 working days of the commencement of the program. If the notice of cancellation is less than 10 working days a 50% refund will be granted. If the notice of cancellation is received on or after the program commencement date or less than five working days prior, the fees will not be refunded. Another person may be nominated in place of the applicant.

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