

**CMA**  
AUSTRALIA



Certified  
Management  
Accountants



RECOGNISED PROVIDER  
INSTITUTION IN  
NEW ZEALAND & FIJI



**JOIN THE PROFESSIONAL WORLD**

BECOME AN INTERNATIONALLY RECOGNISED

**CERTIFIED MANAGEMENT ACCOUNTANT**

**NOW IN SUVA**

**11-13, 16-19 January 2020**

## ABOUT ICMA (AUSTRALIA)

The Institute of Certified Management Accountants (ICMA) is 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 Australia, Asia and the UAE since 1998, and is accredited by the Commonwealth of Nations, the intergovernmental organisation of 52 sovereign states, including New Zealand and Fiji.

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 Master's Degree level. Its CMA education program now runs within a number of Master's Degree programmes in numerous Australian and overseas universities.

## WHY YOU SHOULD ENROL

- To become a member of ICMA Australia and get the globally recognised CMA designation.
- To have a gateway to a more successful business career with a significantly higher earning potential than non-certified peers globally.
- To be qualified for the titles ranging from Business Analyst, Financial Controller, Director Finance to CFO/CEO.

The 7-day full time intensive CMA program would give you the relevant skills and techniques to acquire and build quality business practices in today's competitive market place. The CMA program is a World-class program that has been benchmarked as the best and most advanced Management Accounting program globally, and will allow you to earn greater credibility and be a passport both domestically and globally to a career as a strategic advisor and business partner. After the successful completion of the CMA program, you can establish yourself as a strategic operations-focused professional committed to lifelong learning and position yourself for long term success. You will also be part of a network of professional colleagues internationally and participate in international forums to discuss the issues that affect you today and in the future.

## 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

## DOES THIS APPLY TO YOU?

- I am frequently called to the board room, to provide decision analyses, and I need a more robust approach to convince the board
- I need to be more inclusive in the global professional network to update myself with the latest development in the Management Accounting and Business Analysis fields
- I need a world-class title to be eligible to apply for high-ranked company positions.

# CMA PROGRAM

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.

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

## 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.

## PROGRAM

### MODULE 1 - 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

### MODULE 2 - 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



**15% Discount**  
**Early Bird Registration**

**Early Bird Fee**  
**AUD2499**

**till 30th Nov. 2019**

**Normal Fee**  
**AUD2940**

**Registration, Course Materials,**  
**7-Day Program Facilities**

**Registration closes on**  
**08th January 2020**

**Registration Limited upto First 40 Enrollment**

**Venue : Novotel Suva Lami Bay**

**Dates : 11-13, 16-19 January 2020**

### **Entry Criteria**

The entry requirement for the course is a Degree in Accounting, Commerce or Finance, or an MBA (with accounting & finance subjects) from a recognised university or a Professional Qualification in Accounting.

(NOTE: CMA membership requires the successful completion of the CMA Program and 5 years business experience).

### **Assessments (Based on years of experience)**

- Less than 10 years – Attend the CMA Program + Exams
- 10-20 years – Attend the CMA Program + CMA Exams or Submit a research assignment
- Over 20 years - Attend the CMA Program (in class assessment)



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