

**skillpert**

**CMA**  
AUSTRALIA • NEW ZEALAND



Certified  
Management  
Accountants

# **CERTIFIED MANAGEMENT ACCOUNTANT CMA PROGRAM**



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

**SCM: 11,12,13 April 2026**

**SBA: 16,17,18,19 April 2026**

Park Regis Kris Kin Hotel, Bur Dubai

**Early Bird Registration: 31 January 2026**

**Registration Closes 31 March 2026**

[www.cmagcc.org](http://www.cmagcc.org) | [www.skillpert.org](http://www.skillpert.org)

Phone: UAE : +971 52 6747153 | India: +91 9633 535322  
[Shakeeb@skillpert.org](mailto:Shakeeb@skillpert.org) | [Jayafar@skillpert.org](mailto:Jayafar@skillpert.org)



## 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 : APRIL 11** 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 : APRIL 12** 8AM - 6PM UAE Time

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

**DAY- 3 : APRIL 13** 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 : APRIL 16** 8AM - 6PM UAE Time

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

**DAY- 5 : APRIL 17** 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 : APRIL 18** 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 : APRIL 19** 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.