

# CERTIFIED MANAGEMENT ACCOUNTANT (CMA) EXAM PREPARATION COURSE

## COURSE OVERVIEW

This comprehensive preparation course is tailored to equip participants with the knowledge and confidence to excel in the CMA Exam. Covering both Part 1: Financial Planning, Performance, and Analytics, and Part 2: Strategic Financial Management, the course reviews the 12 core competencies essential for tackling the exam and succeeding in today's dynamic financial landscape. Participants will benefit from an accurate review of key concepts, industry best practices, and advanced analytical techniques. Through expert instruction, interactive learning, and targeted exam strategies, this course bridges the gap between theoretical understanding and real-world application. By the end of this intensive program, attendees will possess the insights and skills necessary to understand the CMA certification requirements and challenges to elevate their careers in financial management.

## TARGET COMPETENCIES

- Financial Planning, Performance, and Analytics
  - External Financial Reporting Decisions
  - Planning, Budgeting, and Forecasting
  - Performance Management
  - Cost Management
  - Internal Controls
  - Technology and Analytics
- Strategic Financial Management
  - Financial Statement Analysis
  - Corporate Finance
  - Decision Analysis
  - Risk Management
  - Investment Decisions
  - Professional Ethics

## TARGET AUDIENCE

- Finance and accounting professionals.
- Management accountants.
- Corporate finance strategists.
- Professionals preparing for the CMA exam.
- Analysts and advisors in financial management.

## COURSE OBJECTIVES

By the end of this course, attendees will be able to:

- Assess external financial reporting and decision-making principles.
- Apply budgeting and forecasting techniques effectively.
- Evaluate performance management systems and strategies.
- Analyze investment decisions using advanced financial tools.
- Implement ethical standards in financial management practices.

# **COURSE METHODOLOGY**

The course employs a mix of interactive lectures, case-based learning, and practical exercises to ensure participants gain a thorough understanding of the CMA framework.

## **COURSE OUTLINE**

### **FINANCIAL PLANNING, PERFORMANCE, AND ANALYTICS**

#### **EXTERNAL FINANCIAL REPORTING DECISIONS**

- Objectives of financial reporting frameworks.
- Importance of accrual accounting and revenue recognition.
- Key elements of financial statements and disclosures.
- Differences between IFRS and US GAAP.

#### **PLANNING, BUDGETING, AND FORECASTING**

- Characteristics of strategic and operational plans.
- Tools for budgeting and resource allocation.
- Linkages between forecasting models and planning cycles.
- Features of effective planning frameworks.

#### **PERFORMANCE MANAGEMENT**

- Components of balanced scorecards and KPI frameworks.
- Techniques for variance analysis and interpretation.
- Use of benchmarking and comparative analysis.
- Relationships between operational goals and profitability.

#### **COST MANAGEMENT**

- Definitions and types of cost behaviors.
- Characteristics of cost allocation systems.
- Influences of overhead management techniques.
- Comparisons of traditional and modern costing methods.

#### **INTERNAL CONTROLS**

- Elements of internal control systems and processes.
- Types of risks and their organizational impacts.
- Roles of segregation of duties in preventing fraud.
- Importance of risk assessment in internal controls.

#### **TECHNOLOGY AND ANALYTICS**

- Objectives of data governance and security measures.
- Features of predictive analytics and big data tools.
- Applications of visualization software in decision-making.
- Key components of business intelligence systems.

### **STRATEGIC FINANCIAL MANAGEMENT**

#### **FINANCIAL STATEMENT ANALYSIS**

- Applications of ratio analysis for decision-making.
- Techniques for horizontal and vertical financial reviews.
- Characteristics of trend analysis in performance evaluation.
- Impacts of financial indicators on strategy formulation.

#### **CORPORATE FINANCE**

- Components of optimal capital structure frameworks.
- Factors influencing mergers and acquisitions decisions.
- Cost of capital considerations in financial strategies.
- Objectives of dividend and shareholder value policies.

#### **DECISION ANALYSIS**

- Roles of cost-volume-profit (CVP) analysis in decision-making.
- Applications of marginal and sensitivity analysis.
- Definitions and applications of linear programming models.
- Characteristics of scenario analysis in uncertainty management.

#### **RISK MANAGEMENT**

- Types of risks in corporate and financial environments.
- Strategies for hedging against market and operational risks.
- Role of diversification in risk mitigation.
- Definitions of risk-return tradeoffs in financial strategies.

#### **INVESTMENT DECISIONS**

- Objectives of capital budgeting and investment appraisals.
- Differences between NPV and IRR methods.
- Importance of cost of capital in project evaluation.
- Factors influencing long-term and short-term investments.

#### **PROFESSIONAL ETHICS**

- Elements of the IMA's Statement of Ethical Professional Practice.
- Relevance of confidentiality in financial decision-making.
- Risks associated with unethical financial reporting.
- Definitions of integrity and its organizational impact.