

Enhance your career opportunities with a professional qualification from the  
***Institute of Certified Management Accountants  
(Australia)***

## **CERTIFIED GLOBAL BUSINESS ANALYST (CGBA) PROGRAM**

**CGBA**  
CERTIFIED GLOBAL BUSINESS ANALYST

**May 26 - 29, 2016**

**Venue: Kuala Lumpur/Putrajaya**

**Closing Date: 30 April, 2016**



### The Objectives of CGBA Certification

- Provide specialisation-level knowledge to accountants and financially motivated general managers in the interface areas between strategic finance and the other business functions.
- Enables participants to apply the basic conventions and doctrines of business analysis and other generally accepted managerial principles, in order to strategically analyse business situations across the various functions of a business organisation.
- Establish an objective measure of participants' knowledge and competence in business analysis.

### Benefits of CGBA certification

- Eligible to have the Certified Global Business Analyst (CGBA) post-nominals after your name on the successful completion of the assessments and obtaining of 5-years or more of business experience.
- Establish an objective measure of your knowledge and competence in Management Accounting and Business Analysis.
- Able to interface areas between strategic finance and the other business functions.

**Strategic Business Analysis**

Day 1: Thursday May 26, 2016		Day 3 Saturday May 28, 2016	
Topic 1	Strategic Thinking	Topic 7	Pull Strategy and Integrated Marketing Communication
Topic 2	Strategic Marketing Analysis and Budgeting	Topic 8	Supply Chain Management and the Place-Distribution Decision
Topic 3	Financial Analysis in Product Portfolio Management	Topic 9	Performance Valuation and Strategic Financial Structures
Day 2: Friday May 27, 2016		Day 4 Sunday May 29, 2016	
Topic 4	Pricing Methods and Strategies	Topic 10	Strategic Value Analysis
Topic 5	Financial Dimensions of Pricing in International Markets	Topic 11	Risk Management - Corporate Radar and Early Warning Systems
Topic 6	Promotion: Push Strategy and Human Resource Management	Topic 12	Strategic Scorecards and Key Performance Indicators

**Who Should Attend?**

- Business Analysts
- Industrial and Services Accountants
- Financial Analysts
- Financial Controllers
- Any senior staff responsible for the provision of decision information in their organisation (with or without accounting/finance qualifications)

**Key Learning Outcomes**

- Identify the basic conventions and doctrines of strategic business analysis.
- Identify major contemporary issues that have emerged in strategic business analysis.
- Discuss a number of issues relating to the interface areas between strategic finance and the other business functions



**Course Facilitator**



Prof. Brendan O'Connell  
PhD Monash, CPA, CMA, F Fin

Professor O'Connell is currently a professor of accounting at RMIT, Australia. He has an enviable track record in both industry and academia. During his 33 year career, 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. He is currently Global Vice President of ICMA (Australia) President of the Victorian Divisional Council of CPA Australia and a member of its Executive Committee.

# REGISTER NOW!

6 % Early Bird Discount if Registered by 15 April 2016

6% discount for group registration of 3 pax or more

## REGISTRATION FORM

### 1st Delegate Name

Position:

Telephone:

Fax:

email:

### 2nd Delegate Name

Position:

Telephone:

Fax:

email:

### 3rd Delegate Name

Position:

Telephone:

Fax:

email:

### COMPANY DETAILS

Company Name:

Company Address:

Postcode:

Country:

Telephone:

Fax:

email:

Name of Contact Person:

Job Title:

Department:

Telephone:

Fax:

email:

Registration fees include full training costs, breakfast, lunch and tea/coffee breaks

Local  
Participants

International  
Participants

Individual Course Fee

RM3,500.00

USD1,000.00

### How to Register:

- Telephone: Raja Hisham (+60133978228)
- Complete this registration form, together with bank draft payable to "Top Academy PLT" and post to:  
Program Coordinator  
TOP Academy  
No. 20-2 Blok, Jalan BK 5A/2C, Bandar Kinrara  
47180 Puchong, Selangor, Malaysia
- Email registration form to: [enquiry@top-academy.com.my](mailto:enquiry@top-academy.com.my)  
and enclose the online banking payment slip made to CIMB Bank Berhad, Account no. 8602320996.

### Cancellations and Transfers

- Should you be unable to attend, a substitute delegate is always welcome at no extra charge.
- Alternatively a full refund, less a 10% service charge, will be made for cancellations received in writing (letter, fax or email) up to four weeks prior to the event.
- A cancellation fee of 50% will apply for cancellations between 2 to 4 weeks prior to the event; and there will be no refunds for cancellations within the 2-weeks period prior to the course commencing.