

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

**CERTIFIED MANAGEMENT  
ACCOUNTANT (CMA) PROGRAM**



***A 7-Day Intensive program covering 2 Modules***

***Venue: Kuala Lumpur / Putrajaya***

***Closing Date: 30 April , 2016***



**Benefits of CMA certification**

- Eligible to have the Certified Management Accountant (CMA) post-nominals after your name on the successful completion of the assessments and obtaining of 5-years or more of business experience.
- Equipped with the ability to identify major contemporary issues that have emerged in managerial accounting.
- Participate in a forum to discuss issues relating to the design and implementation of cost management models in modern firms.
- Establish an objective measure of your knowledge and competence in Management Accounting and Business Analysis.
- Engage in continued professional development

**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 qualifications)

**Key Learning Outcomes**

- identify the basic conventions and doctrines of strategic managerial accounting.
- identify major contemporary issues that have emerged in managerial accounting.
- discuss a number of issues relating to the design and implementation of cost management models in modern firms.

**Module 1: Strategic Cost Management**

**Day 1: Monday May 23, 2016**

- Topic 1 Management Control Systems
- Topic 2 Lean Manufacturing and Quality Control
- Topic 3 Cost Accounting and Cost Management in a JIT Environment
- Topic 4 Life Cycle Costing Systems

**Day 2: Tuesday May 24, 2016**

- Topic 5 Benchmarking
- Topic 6 Activity Based Cost Allocation Systems
- Topic 7 Customer Profitability Analysis
- Topic 8 Process Control and Activity Based Management

**Day 3: Wednesday May 25, 2016**

- Topic 9 Implementing Cost Analysis and Control System
- Topic 10 Strategic Performance Management Systems
- Topic 11 Environmental and Social Management Accounting
- Topic 12 Strategic Governance and the Strategic Audit

**Course Facilitators**



**Prof Janek Ratnatunga**  
MBA, PhD (Bradford); FCA; CMA  
Chief Executive Officer  
Institute of Certified Management  
Accountant (ICMA)

He has worked in the profession as a Chartered Accountant with KPMG, and is currently a consultant for the World Bank. He has more than 30 years experience in the corporate and academic world and had undertaken a major consultancy for the Australian Department of Defence in the valuation of strategic capabilities, and has valued the 'brand' capabilities of major Telecommunication and IT companies worldwide including Telekom Malaysia. He is also a world authority on the business and accounting implications of global warming and carbon trading. He has been awarded the prestigious joint American Accounting Association, AICPA (USA), CIMA (UK) and CMA (Canada) Impact on Management Accounting Practice Award.

**Module 2: Strategic Business Analysis**

**Day 4: Thursday May 26, 2016**

- Topic 1 Strategic Thinking
- Topic 2 Strategic Marketing Analysis and Budgeting
- Topic 3 Financial Analysis in Product Portfolio Management

**Day 5: Friday May 27, 2016**

- Topic 4 Pricing Methods and Strategies
- Topic 5 Financial Dimensions of Pricing in International Markets
- Topic 6 Promotion: Push Strategy and Human Resource Management

**Day 6: Saturday May 28, 2016**

- Topic 7 Pull Strategy and Integrated Marketing Communication
- Topic 8 Supply Chain Management and the Place-Distribution Decision
- Topic 9 Performance Valuation and Strategic Financial Structures

**Day 7: Sunday May 29, 2016**

- Topic 10 Strategic Value Analysis
- Topic 11 Risk Management - Corporate Radar and Early Warning Systems
- Topic 12 Strategic Scorecards and Key Performance Indicators



**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

RM5,500.00

USD1,500.00

### 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.