

# THE CERTIFIED MANAGEMENT ACCOUNTANT PROGRAM IN THAILAND

Achieve a globally recognised CMA  
qualification endorsed by The Federation  
of Accounting Professionals (TFAC)

Two units for experienced Accountants,  
Finance professionals, or MBA's

- Strategic Cost Management
- Strategic Business Analysis



Certified  
Management  
Accountants



# CERTIFIED MANAGEMENT ACCOUNTANT (CMA) PROGRAM

An unique opportunity to keep in touch with the ever evolving and changing world of Management Accounting by attending the world renowned, widely acclaimed, cutting- edge CMA program.

## New Dates

- October 6th - 8th - SCM
- October 27th - 30th - SBA

## Time

Bangkok Time 8:30 am to 6 pm

## Venue

Pathumwan Princess Hotel  
444 MBK Center, Phayathai Road  
Bangkok, Thailand.

Early Bird Registration by 31  
August 2023

Program Fee  
AUD\$3950

Early Bird  
AUD\$3400 -  
(Early bird  
offer ends  
31 August 2023)

## CMA PROGRAM FACILITATORS



**Professor Brendon O'Connell** is Head of Accounting and a Professor at MIT 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.



**Dr Chris D'Souza** is currently the Deputy CEO of CMA ANZ Australia, after a successful career spanning over four 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.



Certified  
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Assessed by



Equivalent to Level 9 (Master's  
Degree) in the New Zealand  
Qualifications Framework (NZQF)



Accredited by  
The Commonwealth  
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## CMA PROGRAM – A C-Suite Postgraduate Level Program

The CMA intensive program from ICMA (Australia & NZ) is a world-recognised as the benchmark for those in (or aspiring to) leading roles in strategic finance.

The CMA Program covers of two post-graduate level courses, assessed for equivalency on the New Zealand Qualifications Framework (NZQF) at the Level 9 (Master's Degree) by the *New Zealand Qualifications Authority (NZQA)* namely: **Strategic Cost Management** and **Strategic Business Analysis**.

### Why do the CMA program?

- A gateway to a more successful business career with higher earning potential,
- A gateway to 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

### Entry Criteria.

- Degree in accounting or finance or MBA or equivalent professional qualification (e.g., TFAC, CIMA, ACCA)

### Assessments is based on years of experience.

- 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

**Oct. 6th (Day 1): 8.30am to 6pm Bangkok Time**  
Management Control Systems  
Lean Manufacturing and Quality Control  
Cost Accounting and Cost Management in a Lean Environment  
Life Cycle Costing Systems

**Oct. 7th (Day 2): 8:30am to 6pm Bangkok Time**  
Benchmarking  
Activity Based Cost Allocation Systems  
Customer Profitability Analysis  
Process Control and Activity Based Management

**Oct 8th (Day 3): 8:30am to 6pm Bangkok 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

**Oct 27th (Day 4): 8:30am to 6pm Bangkok Time**  
Strategic Thinking  
Strategic Marketing Analysis and Budgeting  
Financial Analysis in Product Portfolio Management

**Oct 28th (Day 5): 8:30am to 6pm Bangkok Time**  
Pricing Methods and Strategies  
Financial Dimensions of Pricing in International Business Strategies  
Promotion: Push Strategy and Human Resource Management

**Oct 29th (Day 6): 8:30am to 6pm Bangkok Time**  
Promotion: Pull Strategy and Integrated Marketing Communications  
Supply Chain Management and the Place - Distribution Decision  
Performance Valuation and Strategic Financial Structures

**Oct 30th (Day 7): 8:30am to 6pm Bangkok Time**  
Free Cash Flows and Strategic Value Analysis  
Risk Management - Corporate Radar and Early Warning Systems  
Strategic Scorecards and Key Performance Indicators

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# CMA PROGRAM – TESTIMONIALS

"I found contemporary case studies very sophisticated, instructors were very experienced, and they knew how to explain complicated concepts and issues to participants in a very applied manner. I highly recommend this program."

**Dr Tharatee Mookdee, CMA, The Federation of Accounting Professions (TFAC)**

In short, we have got more than we expected!!!! Professor Janek connected all the topics with the relevant and practical business situation, Dr. Chris's versatility and keeping the virtual team engaged were remarkable. We learned a lot of things, especially how to see the numbers from a business point of view. It was clearly proved that Management Accountants could add value at all value chain stages.

**Nirmol Sarker, CMA, Director of Philip Morris in Bangkok**

"I had the pleasure of completing my CMA studies via the zoom classes with Prof Janek Ratnatunga and Dr Chris D'Souza. The 8-hour classes (over 7 days) flew by with great practical examples, good humour and testing analytical scenarios. The skills gained have been invaluable in my career, allowing me to add real value. Post qualification completion I changed jobs and gained a substantial salary increase. There aren't enough words to express my heartfelt thanks to CMA, Prof Janek and Dr Chris"

**Pete Kearney CMA, Senior Business Partner at Department of Corrections NZ**

"I recently had the pleasure of attending the CMA workshops virtually organised by Singapore Management University in partnership with the ICMA. The 7-day workshop was insightful, relevant and added much needed skills to my financial toolkit. It aided me in getting closer to my ambition of being a CFO by equipping me with practical knowledge. The CMA also enabled me to take on a new role as Head of Finance for Consumer, Private and Business Banking Operations in Standard Chartered Bank. This course is a must for all aspiring CFOs."

**Kaushik Kadayam, CMA, Head of Finance, Consumer Private and Business Banking Operations Finance Lead, Digital Venture Standard Chartered Bank.**

"This program is fascinating and extremely suitable for fast-moving management professionals in finance and accounting. The combination between theoretical and practical sessions in the program will enhance your understanding and enable you to stand out in all current and future disrupted business environments."

**Professor Teerachai Arunruangsirilert, CMA, Thammasat University, Thailand.**

"I have had the opportunity of attending the April 2015 intake of ICMA – Australia. I can proudly say that it was indeed a privilege to associate myself with the so learned and experienced Professor Janek as he took us not only through the contents of the course but also shared his knowledge on handling situations outside the book. What I liked best about the ICMA Workshop was the incredible variety of strategies that are modelled, the association that developed with all members, and the incredible learning process. It was an amazing learning experience."

**Sarwat Abbas Zaheer CMA, Marketing Analyst & Project Integrator, General Motors Middle East.**

"This qualification has helped me immensely in my career by making me understand the importance of Management accounting & finance in the business context. It has given me the confidence to handle day to day operations & to make sound investment decisions."

**Victor Yu, CMA, CEO, Singapore Amalgamated Services Co-Operative Organisation Ltd.**

"Joining CMA program conducted by Prof Janek and Dr. Chris gave me a Broadview of how the finance function brings value to company as a strategic partner in surviving in this digital era. With the outstanding knowledge of management accounting, The CMA program provides an in-depth view for finance colleagues to acquire more value-added skills in estimating, forecasting, and strategic thinking, which CMA certification provides, especially for the Indonesian market that is currently facing disruption innovation across all industries."

**Dr. Leonardus Wasono, CMA, Chief Financial Officer Telecomsel, Indonesia.**



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Need more information: Call the program directors:

## Program Directors

TFAC:

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