



# It takes strategic vision to lead

CIMA presentation



# CIMA at a glance

Over 280,000  
members and  
students in 179  
countries

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Over 150,000 CGMA  
designation holders globally

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**100%** of Interbrand's Best  
Global Brands 2016 employ  
CGMA designation holders

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**100%** of Times Top 100 employ  
CGMA designation holders



# The Association of International Certified Professional Accountants

In 2017, members of **CIMA and AICPA** formed the Association of International Certified Professional Accountants to unite and strengthen the accounting profession globally.

Representing an influential network of more than **650,000 members and students** in management and public accounting, the Association prepares accountants for today's challenges and tomorrow's opportunities.

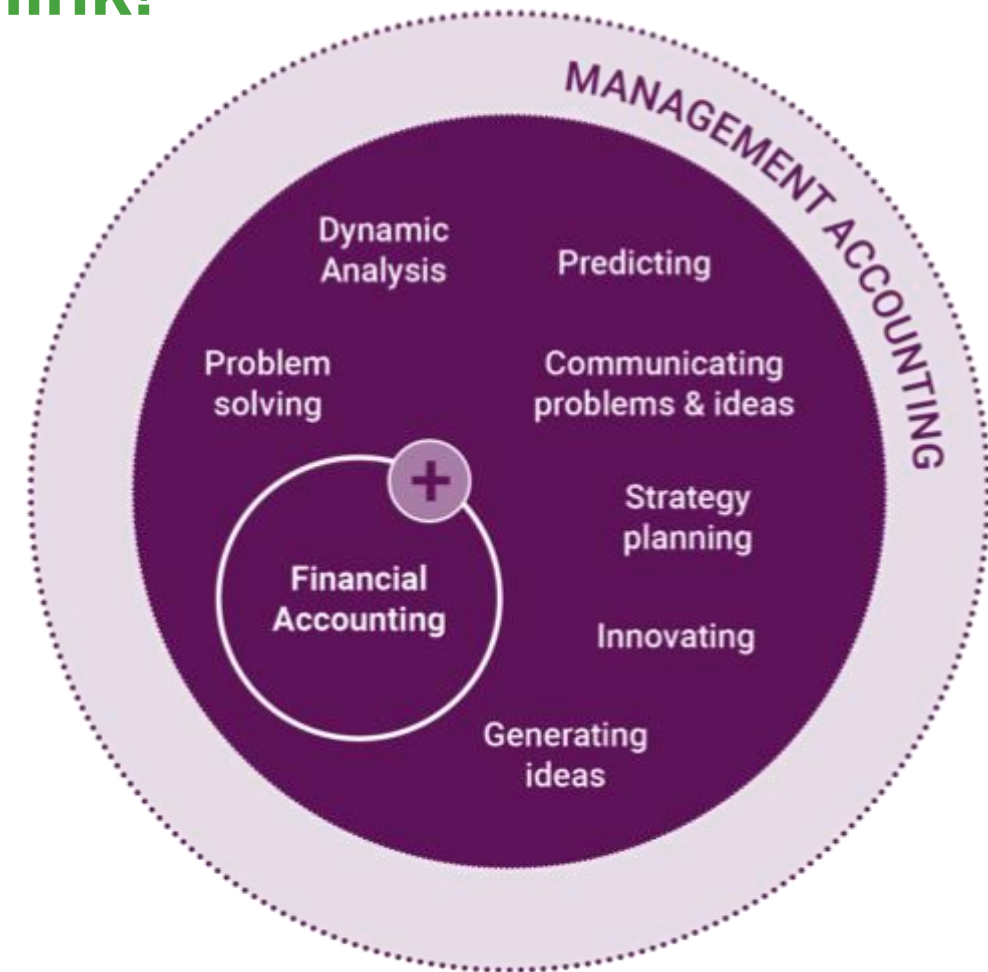


# What is Management Accounting?

**There's more to it than you might think!**

**CIMA members are highly valued in business because they can:**

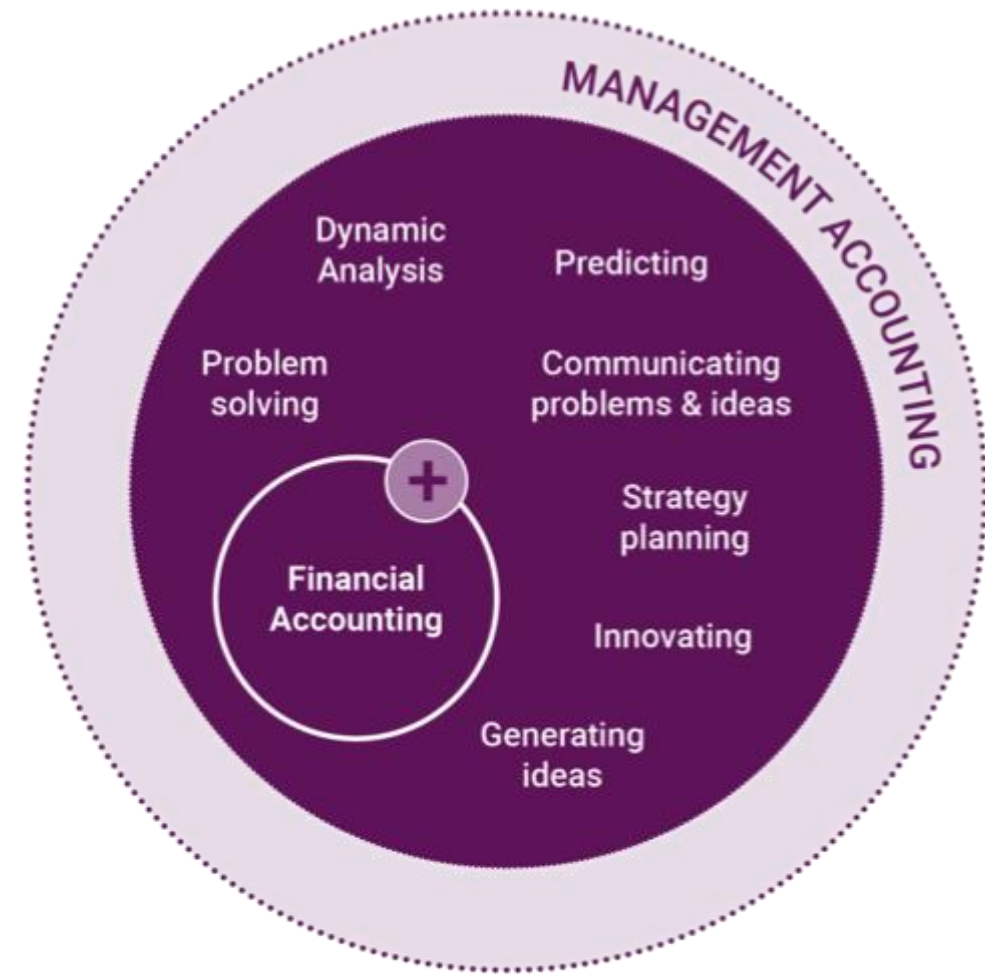
- Guide critical business decisions
- Provide valuable strategic advice
- Combine financial expertise and business
- Knowledge to create growth
- Provide strong leadership and managerial skills
- Successfully manage risk
- Businesses need these skills more than ever to meet the challenges of the current economic climate.



# What is Management Accounting?

**Management Accountants are qualified to make decisions like these:**

- The cost of a **Spotify** or **Netflix** subscription
- What and when films are shown on **Sky Movies**
- Why **V Festival tickets** work out more expensive for one day than for the whole weekend
- Where to make **public sector cuts**
- Whether or not to charge a download fee for **smartphone apps**
- Why there is no subscription fee for online dating sites and apps such as Tinder



# How is CIMA different?

## Master's Programmes



## 'Accounting' regulatory & compliance



Practical, on-the-job learning  
(plus code of ethics)

+

Emphasis on strategic  
business skills

=



# The range of companies we work with



# The range of companies we work with

## Professional services and consulting



## Financial services



## Public sector and not-for-profit



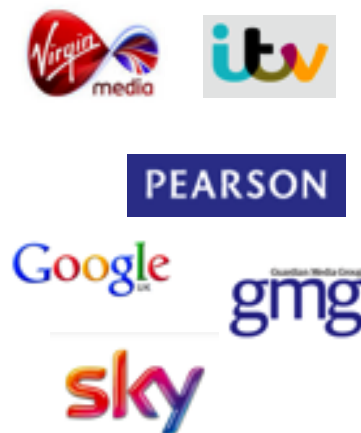
## FMCG



## Retail



## Media & Publishing



## Telecomms and IT



## Transport, travel and leisure



## Engineering and manufacturing





# Examples of the types of roles CGMA work in

MANAGEMENT CONSULTANT  
L&D MANAGER CEO FINANCE BUSINESS PARTNER  
MARKETING MANAGER  
**HR MANAGER** PROJECT MANAGER  
DIRECTOR OF IT FINANCE DIRECTOR  
FINANCIAL ANALYST CFO BUSINESS MANAGER  
COMMERCIAL DIRECTOR

# Types of roles CGMA work in

## Information Management Roles

Business Analysis Manager  
Head of Programme Management  
Director of Information Technology

## Finance Roles

Finance Director  
Finance Business Partner  
Management Accountant

## Consultancy Roles

Management consultant  
Finance and risk consultant  
Senior Managing consultant

## Commercial Roles

Commercial Director  
Marketing Manager  
Management Consultant

## Operations Roles

Human Resources Manager  
Project Manager  
Operations Director

## Executive Roles

Chief Executive  
Managing Director  
Chief Financial Officer

Don't take our  
word for it!

“I chose to apply for a graduate scheme offering CIMA because of the doors it would open for me.”

Laura Jaferby, ACMA, CGMA



# A journey through CIMA

## EXECUTIVE ROLES

CEO	MD
CFO	COO

## NON-FINANCE ROLES

Commercial Director
Marketing Manager
Head of Programme Management
Project Manager
Operations Director

## FINANCE ROLES

Head of Finance	Finance manager
Finance Director	Management Accountant
Financial Controller	Finance Business Partner
Analyst – Senior Finance, Treasury, Commercial, Business Performance	

## CONSULTING ROLES

Senior Consultant
Finance transformation consultant
Management Consultant
Financial Consultant
Strategy and Operations

Finance Graduate



Finance Analyst

J.P.Morgan

Management Consultant



Assistant Accountant



## GRADUATE ROLES

Finance Graduate / Trainee	Management / Finance Consultant
Finance Analyst	Junior/ Assistant/Trainee Accountant

# How much can I earn?

Your investment is quickly rewarded as you progress through the CIMA qualification.

This is an indication of what you could earn, first as a CIMA student and then as a fully-qualified member. (Salaries vary considerably by region and sector.) **Source: 2016 CIMA salary survey salary.aicpaglobal.com**

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“Average earnings among qualified members reached £64,011 in 2016 (an increase of 1.9%), £36,411 more than the current average UK wage.”

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Source: Accountancy Age

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“Salaries within the management accountancy profession have grown at twice the national average.”

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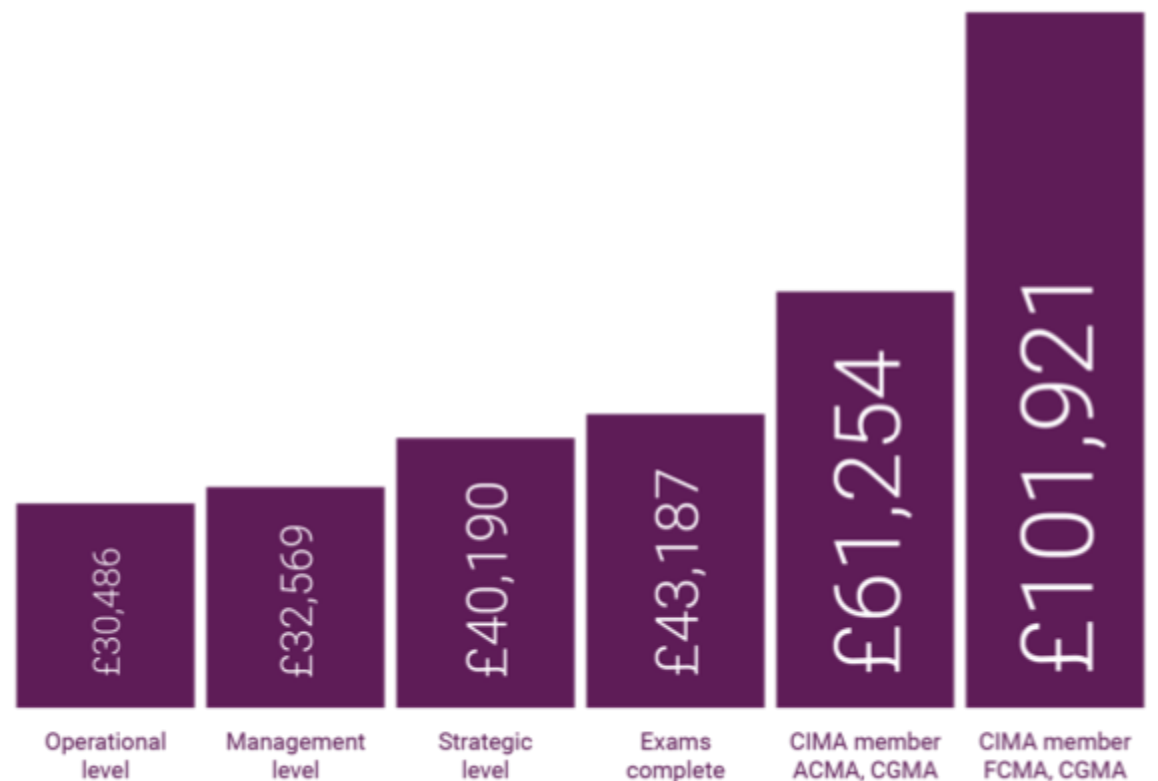
Source: Accountancy Age

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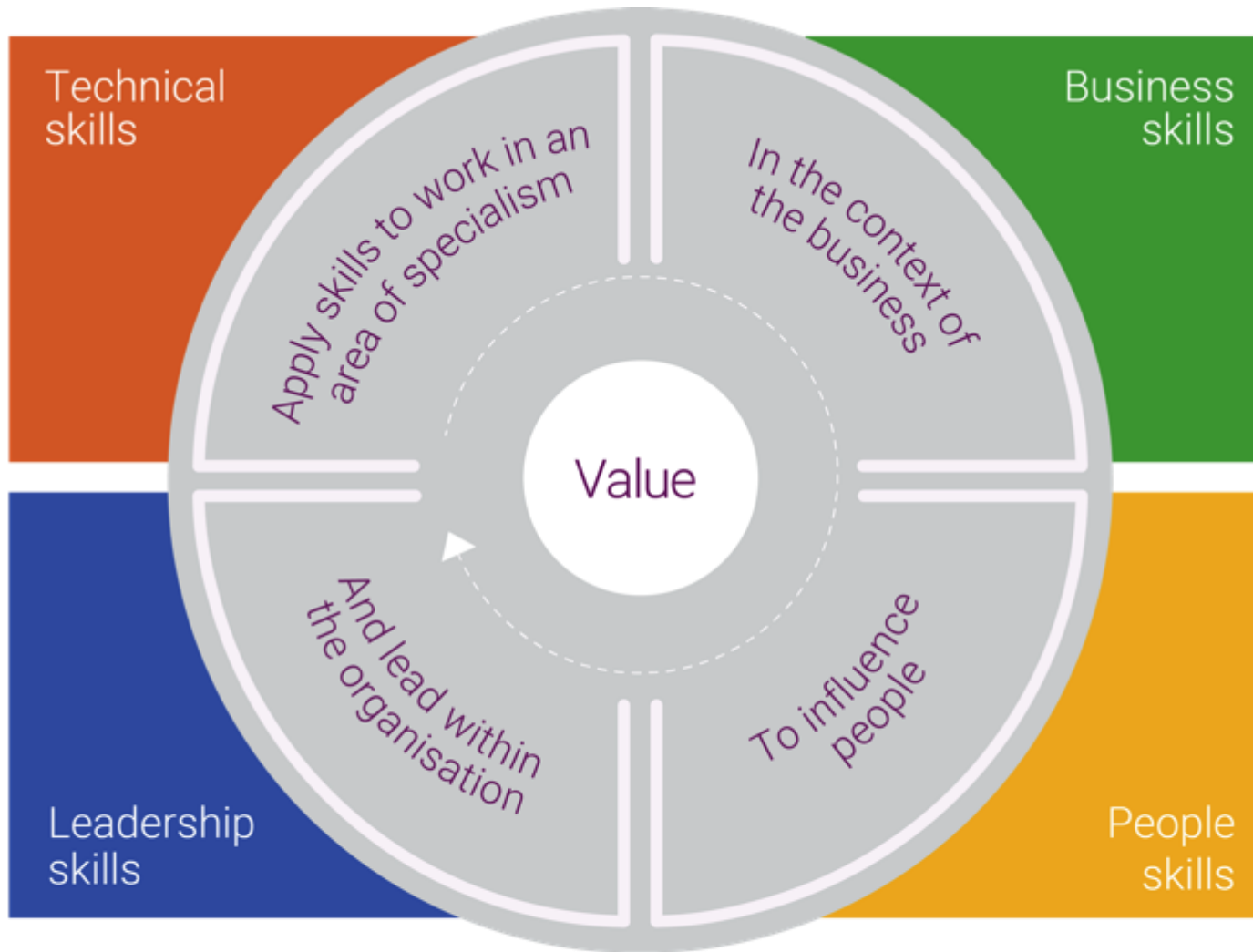
“Those in the process of gaining their qualifications report earning 22% higher than the national average wage, receiving an annual salary of £33,638.”

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Source: Accountancy Age



# The CGMA Competency framework



Ethics, integrity and professionalism

# The CIMA Qualification

## Sitting exams is simple:

- Over **6,000 Pearson VUE** centres worldwide
- 9 Objective Tests on demand
- 3 Case Study exams, can be sat four times a year



# CIMA Professional Qualification

## At a glance

- **Entry requirements – one of the following**
  - CIMA Certificate in Business Accounting
  - Relevant degree in accounting or business
  - AAT Level 4 Diploma in Accounting
  - MBA or Master's in Accounting
- **Number of objective tests**  
9
- **Number of case studies**  
3
- **Exam sittings**  
Objective tests: available all year round  
Case studies: Feb, May, Aug and Nov
- **Completion time**  
Between three and five years on average
- **Work experience required**  
None required to complete the qualification, but three years' work experience is required for CIMA membership
- **Letters after your name**
  - Operational level: *CIMA Dip MA*
  - Management level: *CIMA Adv Dip MA*
  - CIMA member: *ACMA, CGMA*
  - CIMA fellow: *FCMA, CGMA*



# University Partnerships

## Lecturers support

CIMA supports academics at partner universities by providing access to online lecturers resources, textbooks (print and online) and training

## Study Resources

CIMAconnect, CIMA Publishing and CIMAstudy

## Double diplomas

Graduates with both academic and business-ready skills/ diplomas

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## CIMA My Jobs

Students can register and upload CV for free on CIMA MY JOBS to find entry level roles with employers

## Local CIMA events

Access to local CIMA events

## Employers recognition

CIMA works with employers to promote CIMA designations and raise prestige of its graduates in the local market

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## CIMA Grad Club registration

A free online platform to find career advice and networking opportunities

## Professional designation

On top of degree, students can graduate with the letter CIMA Cert BA, CIMA Dip MA or CIMA ADV Dip Ma after their name, depending on how far they get with the CIMA qualification

Assessment of practical experience

# Master's Gateway

## Master's to CIMA:

- Accelerated entry route for people who hold an MBA or Master's in Accounting
- Master's Gateway exam grants you 11 exemptions from the CIMA qualification
- Two options to choose from – with or without online study package

Strategic level

Strategic Case Study Exam

**E3**  
Strategic Management

**P3**  
Risk Management

**F3**  
Financial Strategy

Management level

AWARD: CIMA Advanced Diploma in Management Accounting (CIMA Adv Dip MA)

Management Case Study Exam

**E2**  
Project and Relationship Management

**P2**  
Advanced Management Accounting

**F2**  
Advanced Financial Reporting

Operational level

AWARD: CIMA Diploma in Management Accounting (CIMA Dip MA)

Operational Case Study Exam

**E1**  
Organisational Management

**P1**  
Management Accounting

**F1**  
Financial Reporting and Taxation

Enterprise pillar

Performance pillar

Financial pillar

Certificate level

AWARD: CIMA Certificate in Business Accounting (CIMA Cert BA)

**BA1**  
Fundamentals of Business Economics

**BA2**  
Fundamentals of Management Accounting

**BA3**  
Fundamentals of Financial Accounting

**BA4**  
Fundamentals of Ethics, Corporate Governance and Business Law

Practical experience/lifelong learning

# Benefits

- Add 'CIMA student' to your CV, along with your personal CIMA ID number, and demonstrate your ambition, dedication and commercial awareness
- Study tips and support
- Access to the Graduate Club
- Access to Financial Management, Insight and Velocity magazines
- Student discount lifestyle card
- Access to CIMA MY JOBS – upload your CV and search for jobs with our employer partners
- Discounted Financial Times
- Access to hot topic reports, webcasts and lectures in management accounting
- Reduced fee/free access to networking events, conferences, academies and student courses



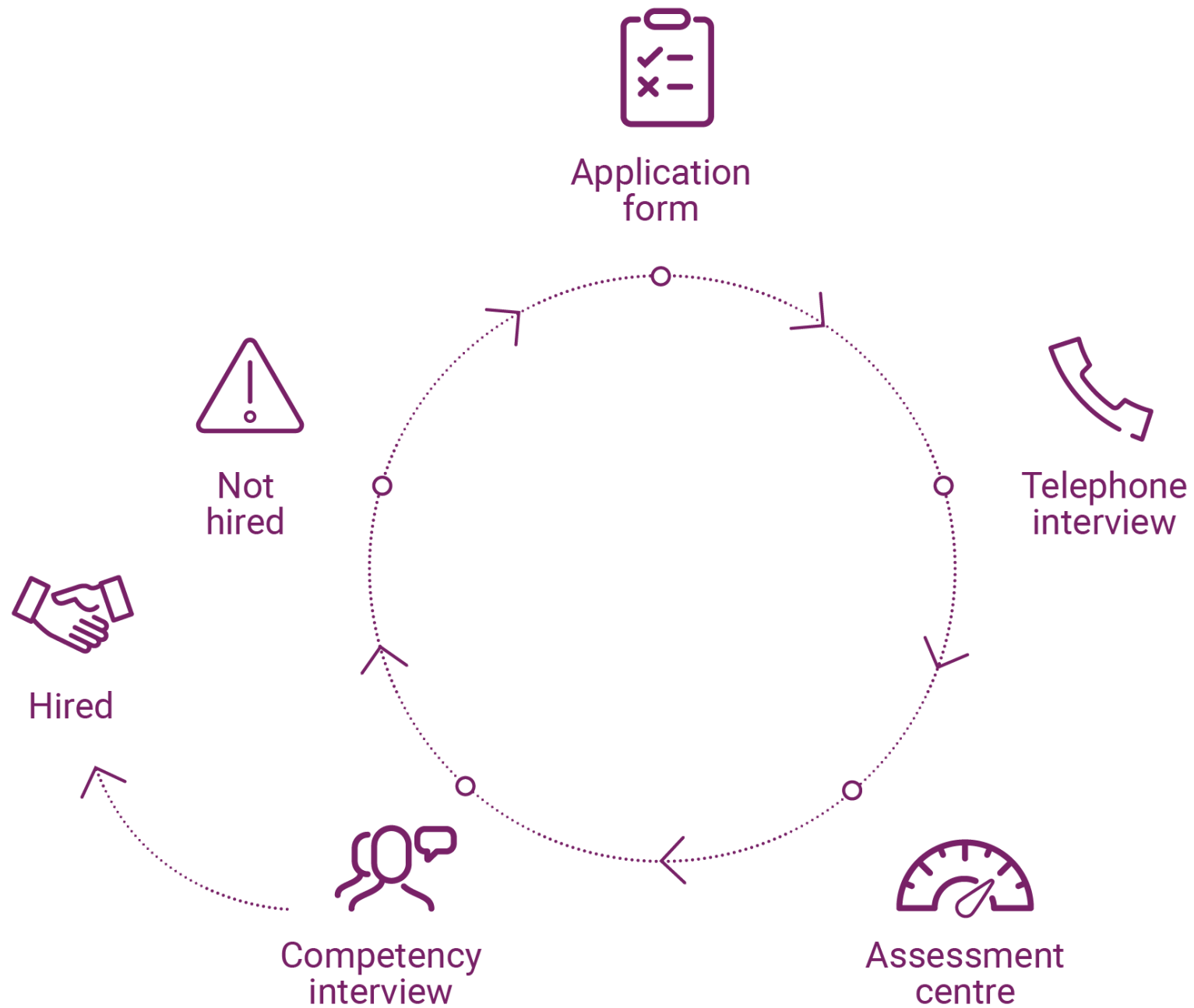
# What do employers want?

**How can you stand out and make sure you're prepared?**

- Commercial awareness
- Work experience
- Initiative
- Strategic mindset
- Enthusiasm
- Research organisation
- Skills that are:
  - Relevant
  - Internationally transferable
  - Flexible



# The recruitment process



# The CIMA Business Game

- A 'typical' assessment centre task
- This scenario is taken from our Strategic Level Case Study
- An excellent way to develop the type of soft skills employers are looking for in today's graduates.
- Theme of the session: encouraging students to work within teams, and develop communication and presentation skills
- CIMA works with over 5,000 employers which gives us an insight on how to help graduates meet those skills.



## Business game

# YJ Oil and gas

### Question 1 Communication

Students are required to draft an email in their groups to the YJ Board to help persuade the CEO and the rest of YJ's Board on:

- The merits of farm-out agreements for YJ
- Which of the 2 farm-out proposals from either N or P is best suited to YJ's cash requirements
- Your email should include comments on the financial analysis of the farm-out proposals
- Your recommendation on which farm-out proposal from N or P should be chosen and for how many of the three newly licensed fields
- Your justification of why you have made this recommendation



Business game

# YJ Oil and gas

## Question 2 Ethical Dilemma

Students are required to draft an email in their groups to YJ's Finance Director explaining:

- What the ethical dilemmas are
- Why you consider there to be ethical dimensions
- Your recommendations on what actions should be taken to address the ethical dilemmas
- Your justification of why you have made these recommendations





# Business game

## YJ Oil and gas

### Question 3 Communication

Students are required to draft an email in their groups to the YJ Board on the following:

- Explain the differences between profit and cash flow
- Explain the significance of cash flow in the oil and gas exploration industry
- Merits of the farm-out proposal with Company Q
- Your recommendation of whether YJ should accept the farm-out proposal with Company Q
- Your justification of why you have made this recommendation





Qualification for all levels





# Thank you!

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