

CGBA

CERTIFIED GLOBAL BUSINESS ANALYST



*Advanced Recognition for Business Degree or
Professional Qualification Holders*

SMART EDUCATION GROUP FZC

P.O.Box 7073, UAQ, Dubai, United Arab Emirates
Website: www.smarteducationgroup.org

Regional Office - UAE and GCC, ICMA Australia

CGBA Program

The CGBA qualification is tailored to senior managers who have degrees or professional qualifications in all business fields (marketing, management, finance, banking, accounting etc.). ICMA has recognized that there are senior managers who are not interested in becoming accountants. As such it has introduced a new certified qualification; the Certified Global Business Analyst (CGBA)® for those interested in finance and business analysis, but not interested in continuing further to become CMAs. To obtain the Certified Global Business Analyst (CGBA) professional qualification, participants undertake only the Strategic Business Analysis (SBA) module of the CMA preparatory program. It is open for those who have a degree or professional qualification in any business discipline (both accounting and non-accounting). Non-business degree holders and professionals also are eligible if they have over 5-years of business experience. A participant must have at least 5-years of senior business experience to enroll in program. The assessments done are the case studies within the Strategic Business Analysis course module.

The Objectives of CGBA Certification

- ✓ Provide specialization-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 analyze business situations across the various functions of a business organisation.
- ✓ Establish an objective measure of participants' knowledge and competence in business analysis

Eligibility

B.Com / BBA / or any Bachelor Degree in Business or Accounting + 5 years' professional Experience

Who Should Attend CGBA Program

- ✓ 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)

Course Learning Outcomes

- ✓ Recognize 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 Facilitators



Professor Janek Ratnatunga

DipM UK MBA PhD Bradford UK FCA CPA CMA

Professor Janek Ratnatunga, MBA, PhD (Bradford), Dip. M, FCA, CPA, CMA, is Chief Executive Officer of the **Institute of Certified Management Accountants**. His previous appointments were Dean and Head of Commerce at the University of South Australia and Head of Department and Chair in Business Accounting at Monash University, Australia. He has also held academic positions at the University of Melbourne and the University of Canberra in Australia; and the Universities of Washington, Richmond and Rhode Island in the USA. He is currently the Editor of the Journal of Applied Management Accounting Research. He has authored/co-authored twenty-five books on strategic cost management, entrepreneurship, financial accounting, accounting theory and financial modelling; and over 250 academic and professional papers.

He has worked in the profession as a Chartered Accountant with KPMG, and is currently a consultant for the World Bank. He has 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. He is also a world authority on the business and accounting implications of global warming and carbon trading.

Professor Ratnatunga conducts on an annual basis in a number of countries in the Middle East and Asia-Pacific region think-tanks and workshops for CEOs, CFOs and Financial Controllers of major companies in the areas of 'Strategic Cost Management' and 'Strategic Business Analysis'.

He has been awarded the prestigious joint American Accounting Association, AICPA (USA), CIMA (UK) and CMA (Canada) **Impact on Management Accounting Practice Award**. The award is given annually to a paper published within the last five years in a refereed academic journal that has the greatest potential impact on Management Accounting Practice.



Professor. Brendan O'Connell

PhD (Monash), FCPA, CA, CMA, F Fin

Professor Brendan O'Connell 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 has published widely on accounting education issues and ethics and corporate scandals and has conducted high-level consultancy and commissioned research by public companies, professional accounting bodies and national teaching and learning institutes. **He is currently Vice-President of the ICMA Australia and President of the Victorian Divisional Council of CPA Australia.**



The Institute of Certified Management Accountants

Detailed Syllabus: CGBA Program

Objectives:

Strategic Business Analysis seeks to provide specialization-level knowledge to accountants and financially motivated general managers in the interface areas between accounting and the other business functions. The subject is an advanced level course that enables students to apply the basic conventions and doctrines of managerial and cost accounting and other generally accepted managerial principles, in order to strategically analyze business situations across the various functions of a business organization. A number of cost and management accounting issues relating to the design and implementation of strategic, marketing, value analysis and other management models in modern firms are discussed, and major contemporary issues that have emerged in business accounting in recent years are identified. This subject provides an advanced study of the interface between modern managerial accounting and the business functions of strategic planning, marketing, manufacturing and human resource management. The accountant's role in the marketing decision areas is specifically considered.

Synopsis:

- ✓ Describe the basic conventions and doctrines of managerial and cost accounting and other generally accepted principles that may be strategically applied across the various functions of a business organization.
- ✓ Identify major contemporary issues that have emerged in strategic management accounting.
- ✓ Critically evaluate a number of cost and management accounting issues relating to the design and implementation of strategic, marketing, strategic value and other management models in modern firms.
- ✓ Explain the management accountant's role in the implementation of cost management systems for marketing decision-making and business valuation.

Course Structure:

The course is structured into twelve modules all covering different topics some of which are related. Participants receive a complete file containing lecture notes and selected readings to enhance their understandings of the topics covered. Participants who wish to undertake the examinations will not be required to do any additional research beyond material in the module handout. Delivery via class room style lectures with a simulation game, video presentations and group work on practical case study problems.

Assessment:

50% Class Assessment, 50% Examination/Project (Students must pass the examination in order to pass the unit)

Course Outline

Day 1

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

Day 2

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

Day 3

- *Topic 7* - Promotion: 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 4

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

Timings: 9.00 AM to 6.00 PM

Lunch Break - 1.30 PM to 2.30 PM

Registration form

By Phone: 052 6747153, 055 1062083

By Email: jayafar@smarteducationgroup.org
shakeeb@smarteducationgroup.org
www.smarteducationgroup.org

By Web: www.cmadubai.org

Delegate's Name: _____

Position: _____

Educational Qualification: _____

Work Experience: _____

Mobile: _____ Email: _____

Passport Number: _____ Nationality: _____ DOB: _____

Company Details:

Company Name: _____

Company Address: _____

Post code _____ Telephone: _____ Fax: _____

Email: _____

Registration Fees:

Individual Course Fee - 4 Days: AED 7000 (USD 1800)

(Inclusive of Lunch and Tea breaks on all Days)

Conditions of Booking and Privacy Statement.

A valid e-mail address is required to enroll. Please tick the box below if you do not want us to disclose the information.

- ☐ I do not wish to have my details made available to other organizations.
- ☐ I do not wish to receive any more mailings from ICMA. Every care has been taken to ensure that this program published is correct at the time of publication. However ICMA reserves the right to alter the program prior to the event.

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 two weeks prior to the event. A cancellation fee of 25% will apply for cancellations between 1 to 2 weeks prior; and there will be no refunds for cancellations within 1- week period prior to the commencement of the course.

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In Pictures



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