

**Certified  
Management  
Accountant**

**CMA**

Your Complete Solution To Prepare For  
The Certified Management Accountant (CMA) Exam

**14<sup>th</sup> July '10**

**Free introductory session on 5<sup>th</sup> July 2010**

***CMA New Edition* Part 1**

**OGS**  
OIL & GAS SKILLS

**IMA**



# Certified Management Accountant

# CMA

## About IMA

The Institute of Management Accountants (IMA) is a professional organization consisting of over 70,000 members worldwide. The IMA is dedicated to advancing the role of the management accountant and financial manager within the business organization to drive business performance, and provides relevant professional certification.

The IMA awards the Certified Management Accountant (CMA) designation in the United States. IMA is a member of the International Federation of Accountants.

## What is CMA?

Certified Management Accountant (CMA) certification is a comprehensive credentialing program that assesses mastery of the management accounting and financial management body of knowledge. Subject matter includes economics, corporate finance, cost management, internal controls, performance measurement, financial reporting, decision analysis, organization management, and strategic planning, with a strong emphasis on ethics. To date, the Institute of Certified Management Accountants (ICMA), the certification division of IMA, has awarded more than 30,000 CMA certificates in the U.S. and internationally.

## CMA Objectives:

- ▶ Confirm substantial knowledge of accounting, finance, and important related fields and demonstrate the ability to integrate this information into the business decision process.
- ▶ Distinguished Accountants as business professionals who are committed to a strict code of ethics.
- ▶ Demonstrate your staff's commitment to personal professional development and lifelong learning.
- ▶ Demonstrated ability to work across the breadth and depth of the entire accounting process within organizations
- ▶ Proficiency in decision-making, planning, and control functions
- ▶ Agreed to maintain professional competence through annual continuing professional education
- ▶ Committed to a code of ethics

## Who Should Attend

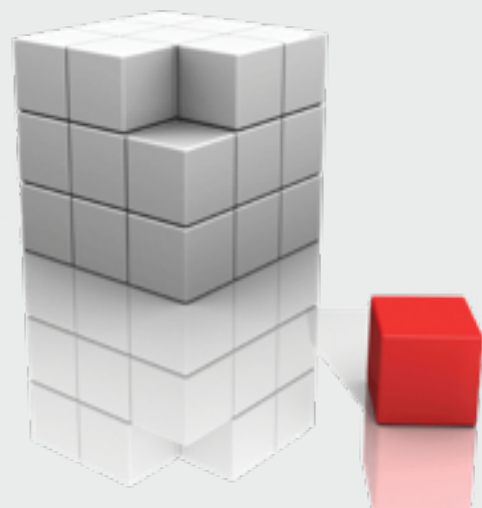
- ▶ Accountants (Managers and Staff), Internal Auditors (Managers and Staff), staff exposed to risk management (Managers and Staff) and individuals from General and Administration Management (Managers and Staff)
- ▶ Distinguished Accountants as business professionals who are committed to a strict code of ethics.

## CMA Review Course

The objective of this CMA Review course is getting the participants ready to take the CMA Exam. This course will provide thorough explanation of material contents by CMA professional consultants, who have already applied these contents in real life situation for several multi-billion US dollars entities.

## CMA Exam Windows

- ▶ January and February 2011
- ▶ May and June 2011
- ▶ September and October 2011



## Part 1 Financial Planning, Performance & Control

*This Part begins on 14 July 2010 and ends on 29 November 2010*

### A. Planning, Budgeting and Forecasting

- ▶ Planning process; budgeting concepts; annual profit plans and supporting schedules;
- ▶ types of budgets, including activity-based budgeting, project budgeting, flexible
- ▶ budgeting; top-level planning and analysis; and forecasting, including quantitative
- ▶ methods such regression analysis and learning curves.

### B. Performance Management

- ▶ Factors to be analyzed for control and performance evaluation including revenues, costs,
- ▶ profits, and investment in assets; variance analysis based on flexible budgets and
- ▶ standard costs; responsibility accounting for revenue, cost, contribution and profit
- ▶ centers; and balanced scorecard.

### C. Cost Management

- ▶ Cost concepts, flows and terminology; alternative cost objectives; cost measurement

- ▶ concepts; cost accumulation systems including job order costing, process costing, and
- ▶ activity-based costing; overhead cost allocation; operational efficiency and business
- ▶ process performance topics such as JIT, MRP, theory of constraints, value chain analysis,
- ▶ benchmarking, ABM, and continuous improvement.

### D. Internal Controls

- ▶ Risk assessment; internal control environment, procedures, and standards; responsibility
- ▶ and authority for internal auditing; types of audits; and assessing the adequacy of the
- ▶ accounting information system controls.

### E. Professional Ethics

- ▶ Ethical considerations for management accounting professionals

## Part 2 Financial Decision Making

### A. Financial Statement Analysis

- ▶ Principal financial statements and their purposes; limitations of financial statement
- ▶ information; interpretation and analysis of financial statements including ratio analysis
- ▶ and comparative analysis; market value vs. book value; fair value accounting;
- ▶ international issues; major differences between IFRS and U.S. GAAP; off-balance sheet
- ▶ financing; Cash Flow Statement preparation, analysis, and reconciliation; and earnings
- ▶ quality.

### B. Corporate Finance

- ▶ Types of risk; measures of risk; portfolio management; options and futures; capital
- ▶ instruments for long-term financing; dividend policy; factors influencing the optimum
- ▶ capital structure; cost of capital; raising capital; managing and financing working capital;
- ▶ mergers and acquisitions; and international finance.

### C. Decision Analysis and Risk Management

- ▶ Relevant data concepts; cost-volume-profit analysis; marginal analysis; make vs. buy
- ▶ decisions; pricing; income tax implications for operational decision analysis; operational
- ▶ risk, hazard risk, financial risk, and strategic risk; and ERM.

### D. Investment Decision

- ▶ Cash flow estimates; discounted cash flow concepts; net present value; internal rate of
- ▶ return; non-discounting analysis techniques; income tax implications for investment
- ▶ decisions; ranking investment projects; risk analysis; real options; and valuation models.

### E. Professional Ethics

- ▶ Ethical considerations for the organization

## Dr. Heba Mohamed Srour

Dr. Heba Mohammed Srour started her career 11 years ago, after she had received her bachelor degree in Commerce – from the faculty of commerce TANTA University in 1998, she had her Master degree in financial management, then took Preparation courses for PhD in corporate finance, Feb. 2009. She earned several international certificates such as:

- ▶ CMA(certified management accountants), CFM (certified financial management) since 2004.
- ▶ International financial accounting standards (IFRS)exam
- ▶ CFA level 2 candidate.
- ▶ Introduction to Portfolio Management with Grade A.
- ▶ Stock Market and Brokerage Operation with Grade B.

In 1999 she began her career in Tanta University, faculty of commerce as assistance professor lecture of Managerial Finance, Financial Institution and Capital Market, Feasibility Study, Marketing Research, Management Information System, Operation Research, Strategic Management. Afterwards she began working as:

- ▶ Instructor of CMA / CFM material with ARADO
- ▶ training manager and instructor of CMA/CFM material
- ▶ Financial Consultant for Middle East for Information Technology (ORACLE partner Network)
- ▶ Instructor of CMA / CFM material with Center of Banking and Finance at Faculty of commerce, Mansoura University
- ▶ Instructor of CMA / CFM material with Ernst and Young auditing firm. Cairo.
- ▶ Instructor of CMA / CFM material with HPA training firm. Cairo and Asuit branches
- ▶ Instructor of CMA / CFM material .

## Mr. Ahmed Sherif Mohamed Sadek

Mr. Ahmed Sherif Mohamed Sadek started his career 16 years ago, after he had received his BSc of commerce Ain Shams University accounting section in May 1994, he also earned a Higher Diploma in accounting Ain Shams University in 1998 and he earned the CMA (Certified Management Accountant) in June 2006

He has been working as a professional trainer (freelance) in the field of (Economics, Corporate Finance, Financial Statements Analysis, Internal Auditing, Financial Accounting and Accounting Standards) since 2006

From 2003 – 2008 he Worked as a senior credit analyst – he was responsible for preparing credit Studies for All Kind Of Loans & facilities to the corporations such as the industrial, trading and services companies. These facilities Include Personal Guarantee - Without Guarantee- Commercial / Real Estate Mortgage -Goods Guarantee – Bills Guarantee - L /Cs - L /Gs these studies done through the following steps:

- ▶ Analyzing and studying the client's financial statements.
- ▶ Analyzing other nonfinancial factors like company's (market share, management experience, stability, legal problems...).
- ▶ Then Make a decision about client's merit, risk association and credit magnitude.

This job also includes supervision on a Retail loans Such As Cars, Employees Loans, Master Card, etc. It also includes making advices, following up The Client, and solving their Problems to make Sure They have The Best Services.

From 2001 – 2003 he Worked as a Retail Banking sales Officer handling sales of Banking product i.e. personal loans, credit cards, retail products

From 1994 – 2001 : he worked as an accountant in the (loan accounts) dep. Responsible for Handling long, short term loans and lines of credit accounts, Computing interest, commissions and bank fees related to the loans, Loans settlement and journal entry , Customer service & retail banking operations.

His experience in Banks passed through handling, directing and analyzing the most important banks products and services such as Current accounts, saving accounts, time deposits, customer service.

# Certified Management Accountant

# CMA

## Application Form

Name : .....  
Title : .....  
Email : .....

Name : .....  
Title : .....  
Email : .....

Name : .....  
Title : .....  
Email : .....

Name : .....  
Title : .....  
Email : .....

Name : .....  
Title : .....  
Email : .....

Company : .....  
Contact Person : .....  
Phone/ Fax : .....  
Email : .....  
Signature : .....  
Date : .....

### Cancellations/Substitutions

If you are unable to attend, a substitute delegate is always welcome at no additional charge. All bookings carry a 50% liability immediately after a fully completed confirmation received. Please note that a written notice of the cancellation must be received via mail or fax 2 weeks prior to the event date in order to obtain the balance of the event fee as a credit to be applied against another OGS conference, summit or training course. All fees are inclusive of an 18% service charge, which is completely non-refundable and non-creditable. Cancellation of any event with less than 3 weeks notice prior to the event date carry a 100% liability; however the delegate will still be entitled to a complete set of course documentation. Payment must be made within 5 working days upon registration and in agreement, OGS will not be able to mitigate its losses for less than 50% of the contract value in case of dispute with the client or cancellation of this contract by any one party. OGS reserves the right to cancel or make any other changes to the content and timing of the events or speakers for reasons beyond its control. If for any reason OGS decide to amend these conferences, summits or training courses, OGS is not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that OGS cancel the event, OGS reserves the right to transfer this booking to another event or to provide a credit of an equivalent amount to another event to be held within the following twelve months.

### Indemnity

Should for any reason outside the control of OGS, the venue or speakers change, or the event be cancelled due to an act of unexpected conditions or industrial action, OGS shall Endeavour to reschedule but the client hereby indemnify and holds OGS harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client. The construction, validity of this Agreement shall be governed in all respects by the laws of ARE to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

## CMA Part 1

Starting 14<sup>th</sup> July. '10

Every Mon. & Wed.

3:30 pm to 6:30 pm

Fees : 6500 LE

Includes Training Courses,  
Printed Material & CD

Attend our free introductory  
session for more  
information about CMA

5<sup>th</sup> July 2010

Managed By

**OGS**  
OIL & GAS SKILLS



To Register

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