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K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Session: 2023-24 (ODD)

EXPERT GUEST LECTURE REPORT



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT



CAREER GUIDANCE ORIENTATION ON CERTIFIED MANAGEMENT ACCOUNTANT-US



**MARK BRANDON
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Business Consultant



**RAJ
YELLAPANTULA**

Strategic Consultant

Dr. K V A Balaji
CEO

Dr. K Rama Narasimha
PRINCIPAL

Prof. Roopa Balavenu
HOD

01:15 PM Onwards
23 - Jan - 2024

K S School of Engineering and
Management
Holiday Village Road, Vajarahalli
Village, Mallasandra, off, Kanakapura
Rd, Bengaluru, Karnataka 560109

www.imarticus.org

Name of the Event: Career Guidance Orientation on Certified Management Accountant-US

Date and time: January 23, 2024, 1.15pm to 3.00pm

Targeted audience: III Semester MBA students Batch 2022-24

Venue: Department of MBA -512

Event Coordinator: Prof. Roopa Balavenu

Expert Guest Lecture

Course Overview:

The proposed CMA course aims to provide participants with a comprehensive understanding of management accounting principles, financial management, and strategic management. The course will cover the syllabus prescribed by the Institute of Management Accountants (IMA) for the CMA examination.

Course Highlights

- Global Certification and recognition
- Work in 178+ countries
- Classes conducted by IMA Certified Faculty
- Students gets Flat 40% discount on IMA Board Fees
- Salaries In The Range Of 6-15 Lakhs Per Year

Imarticus Learning, (Upskilling and Education Partner of NSDC), one of the fastest-growing EdTech Companies, has been closely working with the students across the graduate colleges in the country to help them shape their careers. We have been recognized by the National Skill Development Corporation as their official partner under the Ministry of Education, Govt of India.

We have conducted a Career Guidance Seminar on the topic of **Certified Management Accountant (CMA) - US Certified**. The seminar was held on **23/Jan/2024** at **K S School of Engineering and Management** for **2nd year MBA** Students and aimed to educate professionals about the benefits and requirements of obtaining the CMA certification.

1. Introduction:

The seminar began with an introduction to the CMA certification and its significance in the field of management accounting. The speaker highlighted the growing demand for CMAs in the industry and the career opportunities it opens up for professionals.

2. Key Topics Covered

The seminar covered various key topics related to the CMA certification, including:

a. CMA Exam Structure: The speaker provided an overview of the CMA exam structure, which consists of two parts -

Part 1: Financial Planning, Performance, and Control

Part 2: Financial Decision Making.

b. Exam Content: The content of each exam part was discussed in detail, focusing on the knowledge and skills required to pass the exams successfully.

c. Eligibility Criteria: The eligibility requirements for the CMA certification were explained, including the educational and experience prerequisites.

d. Exam Preparation: The seminar provided valuable insights into effective exam preparation strategies, study materials, and recommended resources.

e. Benefits of CMA Certification: The speaker emphasized the numerous benefits of obtaining the CMA certification, such as enhanced career prospects, increased earning potential, and professional recognition.

3. Speaker

Mark Brand Venum and Raj Yellapantulla shared their personal experiences and success stories, inspiring the attendees to pursue the CMA certification.

4. Interactive Sessions

The seminar included interactive sessions where participants had the opportunity to ask questions and engage in discussions with the speaker. This allowed for a deeper understanding of the CMA certification and its practical implications.

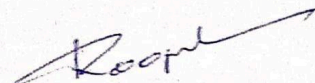
5. Networking Opportunities

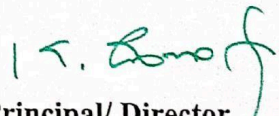
The seminar provided a platform for professionals from various industries to network and connect with like-minded individuals. Attendees had the chance to exchange ideas, share experiences, and build valuable professional relationships.

6. Conclusion

In conclusion, the seminar on Certified Management Accountant - US Certified was a resounding success. It provided attendees with a comprehensive understanding of the CMA certification, its benefits, and the necessary steps to obtain it. The interactive sessions and networking opportunities added immense value to the overall experience.




Expert Lecture Coordinator & HOD-MBA
Prof. Roopa Balavenu


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