

why CIMA?

the power of financial management in business

www.cimaglobal.com

CIMA people go way beyond accounting.

A CIMA qualification focuses on accounting for business – every aspect of it. And that equips people to rise to any organisational challenge and opportunity that comes their way.

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CIMA means business



Who we are.

CIMA is the voice of over 155,000 members and students in 158 countries.

Because CIMA training is designed to be fit for purpose throughout industry, commerce, not-for-profit and public sector organisations, it produces people with financial prowess who also understand the intricacies of management.

These skills enable CIMA people to be at the heart of the organisations in which they work.

Our mission and values

CIMA maintains the highest standards when serving our students, members and business partners. These standards have developed from our values: to be customer focused, accountable, open, innovative and professional.

CIMA's purpose is the ever-greater employability of CIMA members. CIMA's vision is to see members driving the world's most successful organisations. Our mission is to be the first choice for employers in the qualification and development of professional accountants in business.

www.cimaglobal.com/howweare

responding to the needs of business

CIMA works closely with many of the world's leading employers and course providers to educate, train and qualify first-class financial managers.

The result: a syllabus that is consistently relevant to employers' commercial requirements. It is also dynamic, ensuring that instruction always keeps up with the accelerating pace of business change. CIMA's syllabus is reviewed every four years in a process that involves extensive employer consultation. No other qualification is updated so frequently.

But CIMA's role doesn't end with the award of a professional qualification. We continue to provide guidance, support, information and advanced training to our members throughout their careers. Inevitably, this benefits our members' employers as well. So does our wider role in upholding the highest professional standards.

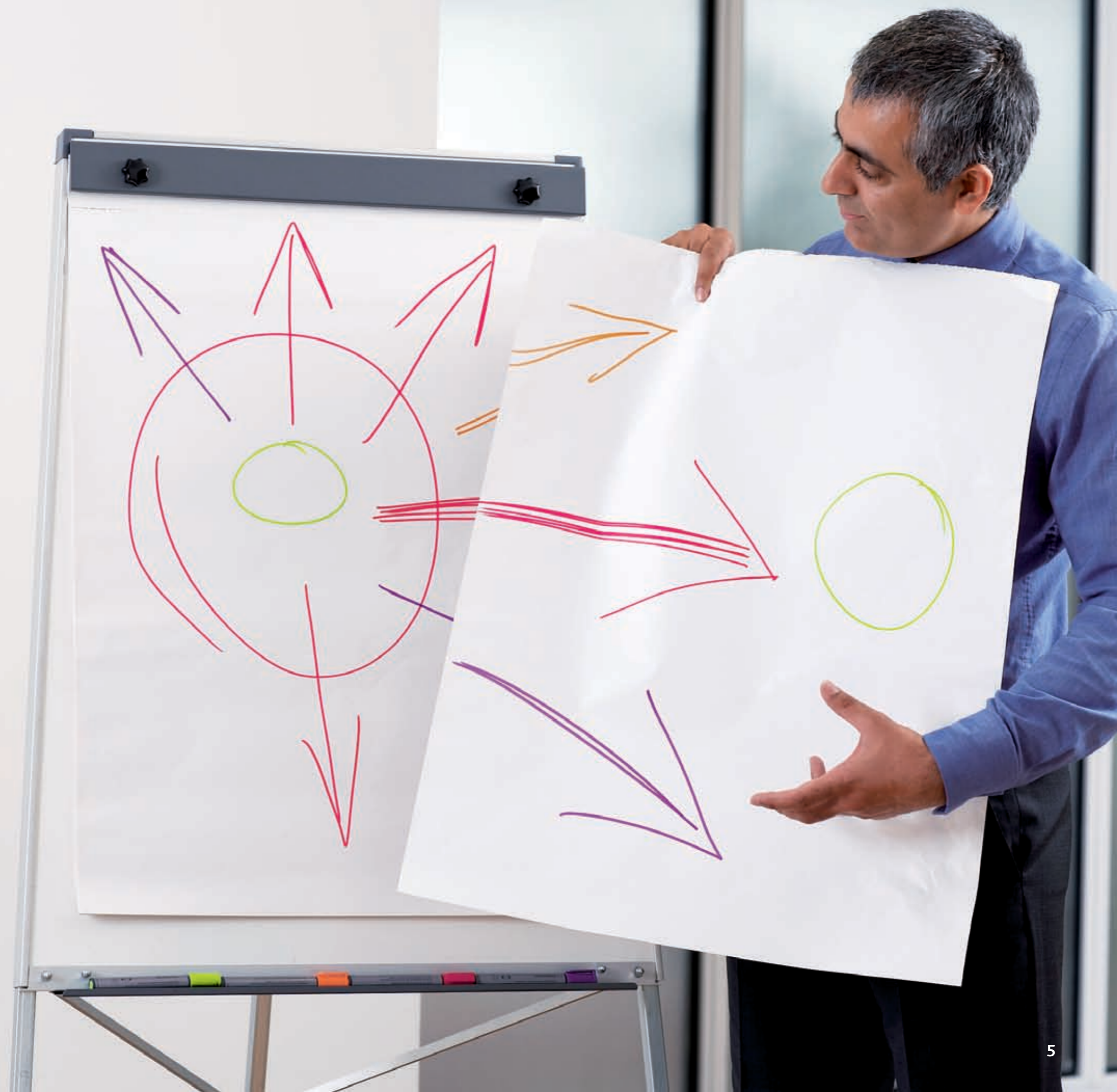
Integrity and transparency

At a time when fiscal integrity and transparency are headline issues, CIMA plays an essential role in protecting the public interest by regulating members and leading the way for the profession through technical research and development. Greater public confidence in accounting leads to greater public confidence for business in general.

www.cimaglobal.com/whatwedo

'CIMA qualified professionals are equipped with the necessary skills to analyse financial and non-financial information to make better strategic decisions for all sectors of the global market.'

MICHAEL EOW
Director of Finance IRIS Corporation, Berhad, Malaysia





the vision to
be different

CIMA's business focus clearly sets us apart.

As the only international accountancy body with a sole focus on business, the difference starts with the content of our syllabus. This stresses business and financial strategy within a broad commercial context that goes beyond the confines of accounting, audit and tax.

The result: people with CIMA qualifications rapidly become integral to the businesses for which they work. Ideally equipped to work outside an organisation's finance function, they are able to interact on an equal footing with other management disciplines such as marketing, project management, human resources and production. And contribute accordingly.

Consequently, CIMA is recognised by employers and fellow professionals as the source of the premier business qualification with a finance focus. Among professional accounting bodies, CIMA has the largest proportion – 98% – of members working in business.

The management accountant

CIMA refers to professional accountants in business as management accountants. Their role is:

- to generate and create value through effective strategic decision making and deployment of resource and formulating business strategy to create wealth and shareholder value
- to provide, analyse and interpret management information and then use that data to make essential decisions
- to measure organisational performance and including financial and non-financial reporting under generally accepted accounting principles
- to apply accounting techniques, budgeting and forecasting to help determine costs and budgets and forecast future performance
- to analyse processes and manage costs to reduce waste
- to manage risk and provide business assurance.

[www.cimaglobal.com/
howwearedifferent](http://www.cimaglobal.com/howwearedifferent)

internationally recognised standard



'CIMA has given me the necessary skills to work in various roles. Its global focus has helped cross-culturally; working with a multinational, and overseas in Istanbul and South Africa.'

PATRICK GIBSON FCMA
Vice President Finance and Controller, Unilever

Many of our members become high flyers, with careers that are global in scope. Given the spread of CIMA membership in 158 countries across Europe, Africa, Asia, the Pacific Rim and the Americas, that is entirely appropriate. Such diversity means we understand cultural differences.

At the same time, we are committed to helping our members operate in the global economy. That calls for the highest international standards of tuition and examination no matter where our students study.

International credentials

Going beyond the examination phase, our disciplinary process encompasses all members worldwide. And to reinforce our international credentials, CIMA takes part in relevant forums around the world – enhancing our knowledge base and enriching our intellectual capital to the benefit of members and their employers alike.

www.cimaglobal.com/ourkeymarkets

skills to drive business



performance

'I did the CIMA qualification and I'd take people from CIMA anytime. They're basically business people with a finance orientation, not just accountants.'

ANDREW HIGGINSON FCMA
Finance and Strategy Director, Tesco plc

Ready for any challenge.

A CIMA professional can be many things to an employer. Just over one in three of our members work in key non-financial strategic positions, embedded in disciplines that include marketing, project management, human resources and planning.

Their business focused CIMA training prepares them for a diverse career that goes well beyond a specialty in finance and accounting. A major focus on practical skills development enables CIMA professionals to apply their knowledge throughout the organisation that employs them. In this way CIMA members increase the value they deliver to the bottom line.

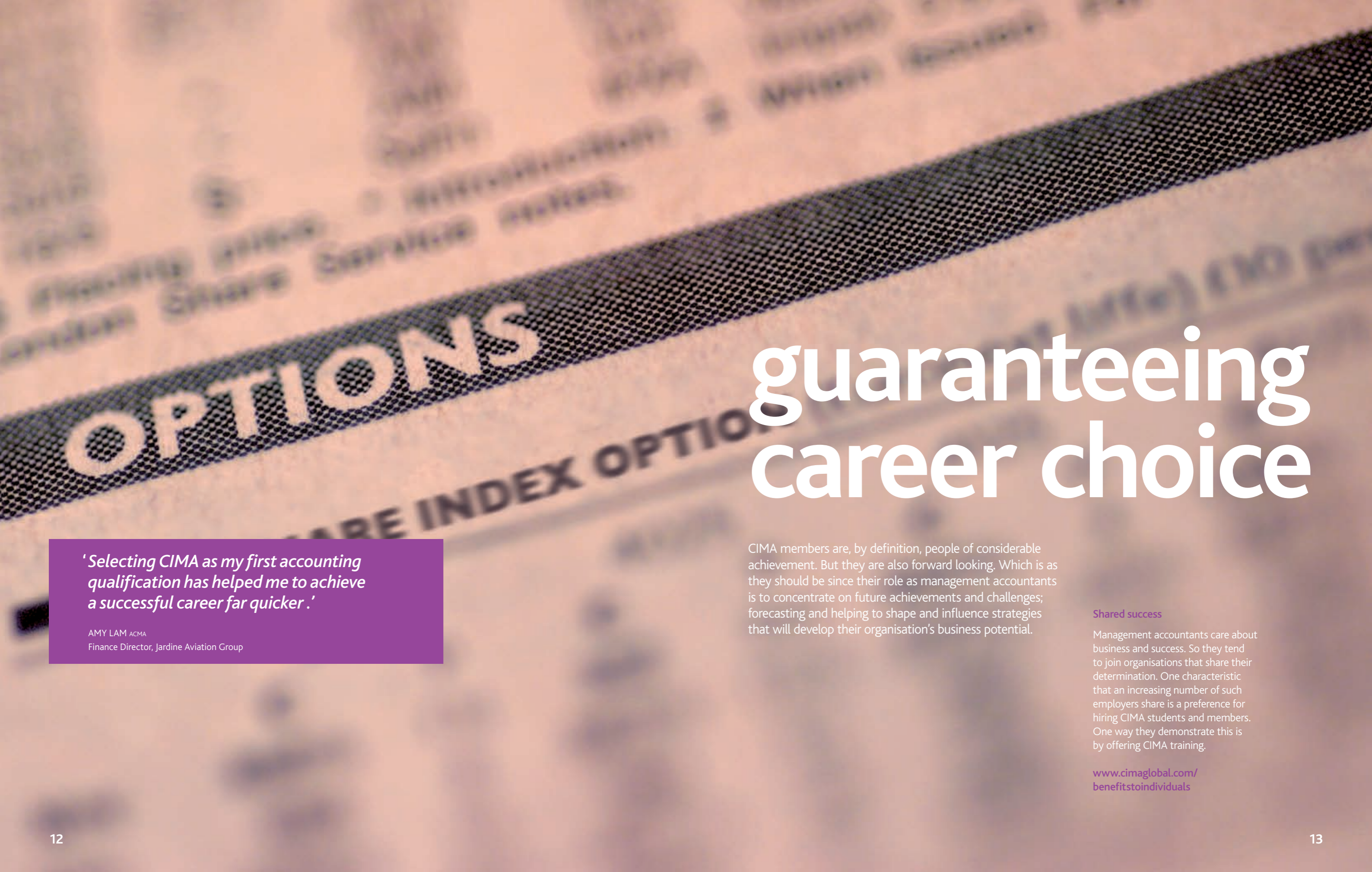
The benefits of collaboration

From the outset, more employers are becoming involved in CIMA Training, the employer accreditations programme for CIMA students. Such collaboration can benefit both the organisation and management accountant trainees in several ways including:

- integrating organisation needs with training requirements
- tailoring work to enhance the practical implications of the course
- providing training benchmarks
- benefiting from independent course assessment.

Moreover, by achieving CIMA accreditation, an organisation displays its commitment to training. And attracts more of the talented and ambitious financial people it needs.

www.cimaglobal.com/benefitstobusiness



guaranteeing career choice

CIMA members are, by definition, people of considerable achievement. But they are also forward looking. Which is as they should be since their role as management accountants is to concentrate on future achievements and challenges; forecasting and helping to shape and influence strategies that will develop their organisation's business potential.

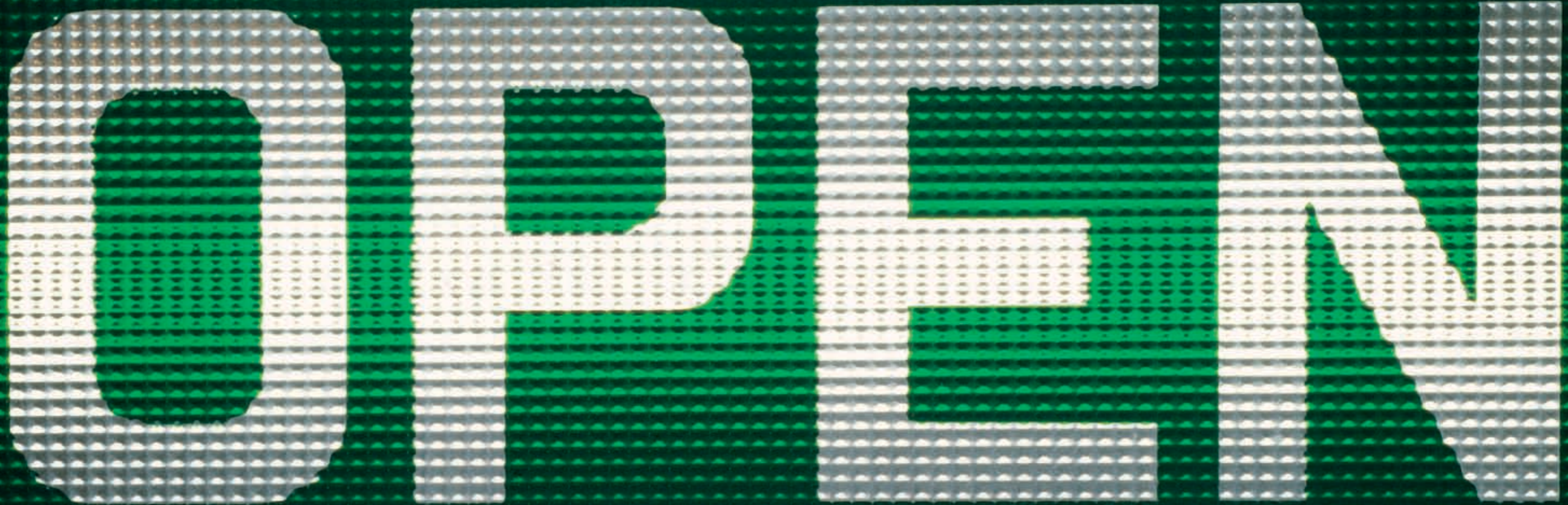
Shared success

Management accountants care about business and success. So they tend to join organisations that share their determination. One characteristic that an increasing number of such employers share is a preference for hiring CIMA students and members. One way they demonstrate this is by offering CIMA training.

[www.cimaglobal.com/
benefitstoindividuals](http://www.cimaglobal.com/benefitstoindividuals)

'Selecting CIMA as my first accounting qualification has helped me to achieve a successful career far quicker.'

AMY LAM ACMA
Finance Director, Jardine Aviation Group



non-stop

professional development

For a management accountant, the only thing that can top a CIMA qualification is CIMA professional development. This output based programme, which places emphasis on results rather than hours logged, provides a robust professional development framework for analysing gaps in skills and knowledge and filling them in ways most relevant to individual careers and employers' business needs.

The employers' role

Employers have a role to play by becoming CIMA Development partners. Among other benefits, this scheme demonstrates the credibility of management accounting excellence to clients and other stakeholders.

www.cimaglobal.com/cimadevelopment

CIMA people know their sums.

To increase your sum of knowledge and learn how CIMA and the highly skilled professionals we produce can add value to your organisation, visit the relevant areas on our website listed below.

Who we are

www.cimaglobal.com/whoweare

What we do

www.cimaglobal.com/whatwedo

How we are different

www.cimaglobal.com/howwearedifferent

Our key markets

www.cimaglobal.com/ourkeymarkets

Benefits to business

www.cimaglobal.com/benefitstobusiness

Benefits to individuals

www.cimaglobal.com/benefitstoindividuals

CIMA development

www.cimaglobal.com/cimadevelopment

Student information

www.cimaglobal.com/studentinformation

Student registration

www.cimaglobal.com/CBregistration

BUSINESS^m

the power of financial management in business

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