

# Be “Future Proof”

You want to be ahead  
of the game and initiate a  
successful career right after  
your graduation at DCBM??

The globally recognized US CMA / CDMP - certification is a great asset to your CV and it will sure help to increase your career opportunities. These courses at Daly College of Business Management in association with Miles Education have been incorporated to provide all the necessary theoretical and methodological knowledge about the strategic areas of Marketing and Finance, as well as a big amount of practical experience.

## BBA - Strategic Finance

- Integrated with US CMA (Certified Management Accountant)
- Offered by IMA (Institute of Management Accountants), US
- 2 exam parts:
  - 1) Financial Planning, Performance, and Analytics
  - 2) Strategic Financial Management

## BBA - Strategic Marketing

- Integrated with CDMP (Certified Digital Marketing)
- Offered by DMI (Digital Marketing Institute)
- 1 exam with 10 module with coverage of core concepts from across the entire marketing profession

### Additional features applicable for both specializations:

- Delivered using Harvard B-School case studies & simulations

Be a university graduate with a global qualification



## US CMA (Certified Management Accountant)

- ✓ The **US CMA** certification is a global benchmark for management accountants and financial professionals. Why? Because CMAs can explain the "why" behind numbers, not just the "what". And that can give you greater credibility, higher earning potential, and ultimately a seat at the leadership table.



*IMA's Certification for  
Accountants and  
Financial Professionals  
in Business*

- ✓ **International Credibility**

- Strong Knowledge Base - Management Accounting and Financial Management.
- Significant career progression opportunity.
- Other benefits: Leadership skills, international perspective, elite professional network.

## Career in Management Accounting & Finance

Management Accountants (CMAs) help create value, rather than simply measuring it.



Design



Implement



Manage



Report



Audit

Management Accounting (CMA)

Public Accounting (CA/CPA)

## Only 2 exams (75% MCQs) - Covers 12 competencies

1

### Part One: Financial Planning, Performance, and Analytics

- External Financial Reporting Decisions
- Planning, Budgeting, and Forecasting
- Performance Management
- Cost Management
- Internal Controls
- Technology and Analytics

2

### Part Two: Strategic Financial Management

- Financial Statement Analysis
- Corporate Finance
- Decision Analysis
- Risk Management
- Investment Decisions
- Professional Ethics

Did you know that you can clear  
the 2-part CMA exams even  
before graduation



The CMA qualification will set you apart from others who have a university degree alone, and is recognized by top MNCs in India and across the world.



## CDMP (Certified Digital Marketing Professional)

- ✓ CDMP is a globally-recognized certification offered by DMI (Digital Marketing Institute). CDMP ensures professionals & students are equipped with the tools & skills needed to create a cohesive, effective digital marketing strategy.
- ✓ CDMP includes in-depth coverage of the following 10 modules:



## Preparing students for digital future

- ✓ Digital technologies have changed the way we work, live and communicate. That's why the Digital Marketing Institute (DMI) has designed the CDMP certification that can make a difference. Industry aligned, it can help stand out from the crowd and highlight digital marketing capabilities.
- ✓ With certified professionals and alumni members across 100 countries, the Digital Marketing Institute sets the global standard in digital marketing. The CDMP is a certification that is designed by experts, to create experts for a digital future.
- ✓ By earning the CDMP, students will gain the below competencies:
  - Understand the key concepts of digital, how it has changed customer behaviour and the implications for your role and the wider business.
  - Achieve business goals by understanding how to devise, implement and measure digital campaigns that engage and convert.
  - Understand the importance of digital channels and strategies and know how to use SEO online and offline, paid search, content, advertising and email to drive customer engagement.

## CDMP is the global standard in Digital Marketing

- ✓ The Digital Marketing Institute (DMI) sets the global standard in digital marketing certification and has certified more professionals to a single digital education standard than any other certification body.



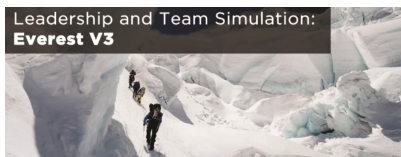
- ✓ The Global Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute program content. Includes members from:





# Delivery using Harvard Case Studies & Simulations

- ✓ The case method is one of the core teaching methods pioneered by Harvard Business School. Some of the most difficult situations in business history are laid out for students, and they're expected to come up with a rigorous and well reasoned solution all on their own. It's the tried and true way to train students expected to be the top executives of the future.
- ✓ Harvard Business Publishing simulations use real-world contexts to reinforce learning. They are remarkably teachable, with powerful administration tools. Sample Simulation - Everest:



In the simulation, students play one of 5 roles on a team of climbers attempting to summit Mount Everest. Teammates must share information to maximize group achievement and avoid the perils that threaten the group's ability to reach the summit.

## In association with Miles Education (100+ MNC tie-ups)



## Additional Study Material & Membership Fees

	Membership* (Year 1)	Study Material (Year 1)	Exam Fees* (Year 3)
*US CMA	\$ 50 (2 yrs)	₹ 35,000	\$ 405
**CDMP	-	\$ 550	-

\* IMA scholarship for 10 students.

\*\* For student CDMP as a special discounted price of \$550 which includes online access, membership and exam fees.

## For more info & enrollment, contact:



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