

Be “Future Proof”

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

A US CMA / AMA PCM - Certification helps you to get what you want! The globally recognized US CMA / AMA PCM - 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 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. This way, you can gather important skills for the job market and thus, increase your career opportunities. Daly College of Business Management offers US CMA / AMA PCM is offered in collaboration with Miles Education. Student, after completing 100 hours of training would be provided teaching assistance to help him clear these prestigious exams.

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 US PCM (Professional Certified Marketer)
- Offered by AMA (American Marketing Association), US
- 1 exam with 8 domains 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
- Cover US CSCA (Certified in Strategy & Competitive Analysis)

Be a university graduate with a global qualification



BBA - Strategic Finance with US CMA

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.

- ✓ **MoU between ICWAI (India) and IMA (US)**

- The Institute of Cost Accountants of India (formerly ICWAI) has a Memorandum of Understanding (MoU) with the IMA. The MoU enables mutual recognition of the professional qualification of the respective Institutes - i.e., a member of ICWAI can get enrolled as a member of IMA and vice versa.

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.



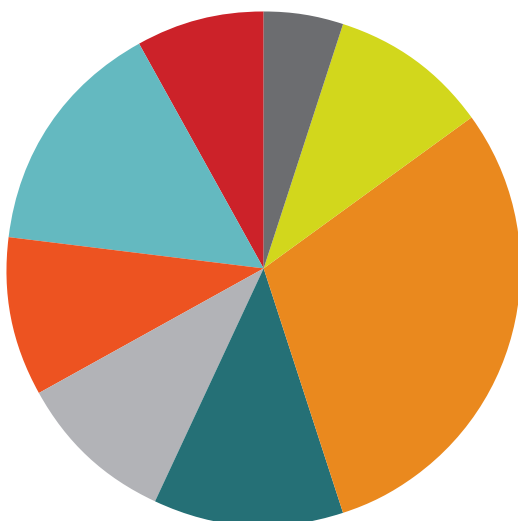
US PCM - Career in Strategic Marketing

- ✓ As a member of a small team, a leader of a large department or an entrepreneur, **PCM (Professional Certified Marketer)** is a way to prove you have the knowledge you need across a broad spectrum of marketing topics.
- ✓ Attaining PCM in Marketing Management indicates that you have met strict criteria established by **AMA (American Marketing Association)**, US, and offers a number benefits:
 - Heightens your marketability and provides differentiation from others in the marketing talent pool.
 - Demonstrates your commitment to staying abreast of the latest marketing knowledge and practices.
 - Indicates that you operate under the highest professional standards.
 - Allows you to use the AMA PCM credential and logo for public recognition of your professional achievement.
 - Serves as a benchmark of your career accomplishments and as a roadmap for professional development going forward.
- ✓ AMA, US, is the largest professional marketing association in the world, with a community of 445,000 people who work, teach and study in the field. Being a member gives you access to a vast body of marketing knowledge, high-quality training programs, the latest tools and tactics, exposure to leading-edge thinking and opportunities to interact with marketing peers around the world.



Only 1 exam (100% MCQs) - Covers 8 domains

- ✓ The AMA PCM Exam was developed around the AMA PCM Body of Knowledge, a comprehensive outline of core concepts from across the entire marketing profession. The AMA PCM Body of Knowledge and exam content are reviewed regularly to ensure they are consistent with current marketing practices.
- ✓ Outlined below are the eight major content areas, or domains, of the AMA PCM Body of Knowledge:

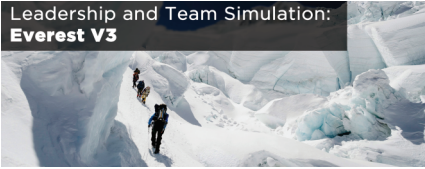


- Domain 1: Ethical Issues Affecting the Marketplace (5%)
- Domain 2: Strategic Marketing (10%)
- Domain 3: Understanding & Targeting the Marketplace (30%)
- Domain 4: Value Creation (12%)
- Domain 5: Value Capture (10%)
- Domain 6: Value Delivery (10%)
- Domain 7: Marketing Communication (15%)
- Domain 8: Marketing Evaluation (8%)

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:

Leadership and Team Simulation:
Everest V3



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)



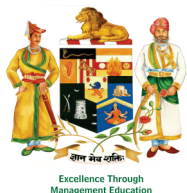
And many more...

Additional Study Material & Membership Fees

	Membership* (Year 1)	Study Material (Year 1)	Exam Fees* (Year 3)
US CMA	\$ 50 (2 yrs)	\$ 35,000	\$ 405
US PCM	\$ 100 (2 yrs)	\$ 7,000	\$ 99

* IMA scholarship for 10 students.

For more info & enrollment, contact:



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