

University partnership benefits



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Why partner with us?

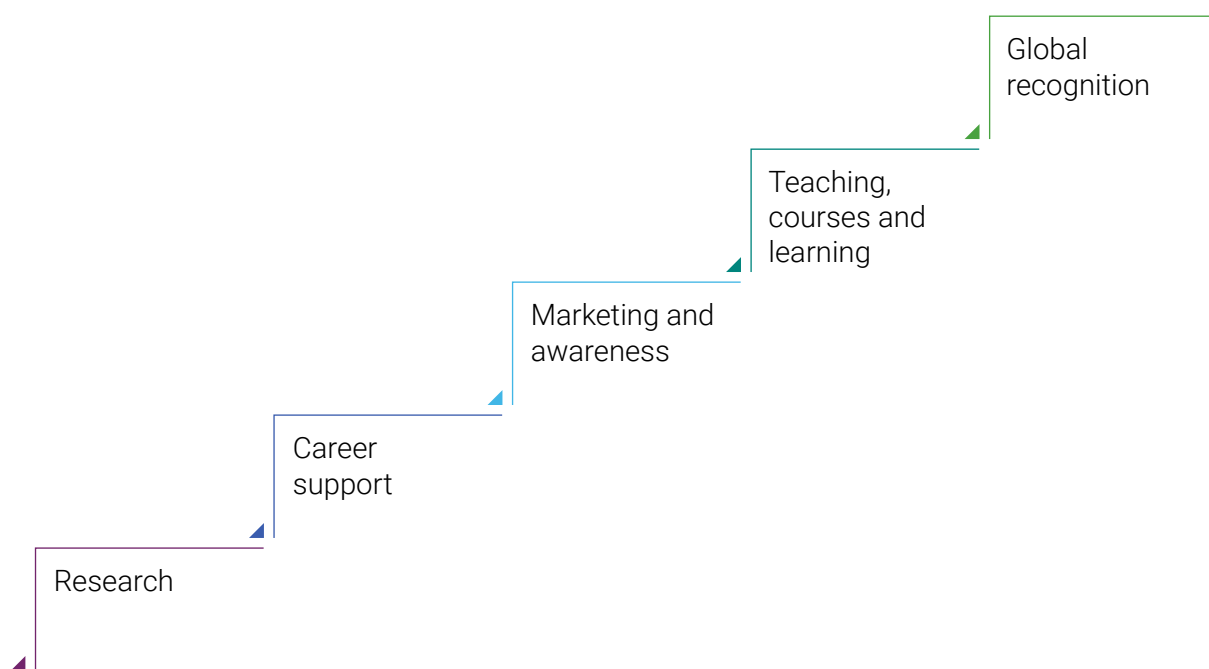
When you partner with CIMA®, we can connect your globally competitive university to top employers and prepare your students for a career in business through the CGMA® designation.

We work with you to create new opportunities for your faculty to tap into potential research grants, conference sponsorships, resources and networking opportunities with academics and CIMA members around the world.

As the world's largest professional body of management accountants, graduate employment opportunities for your graduates expand to thousands of companies around the world.

Companies from multinationals to the newest start-ups, in both the public and private sectors, train their people with us.

Partnering with CIMA can help you attract more students, increase your global visibility and play a vital role in raising the next generation of successful professionals.

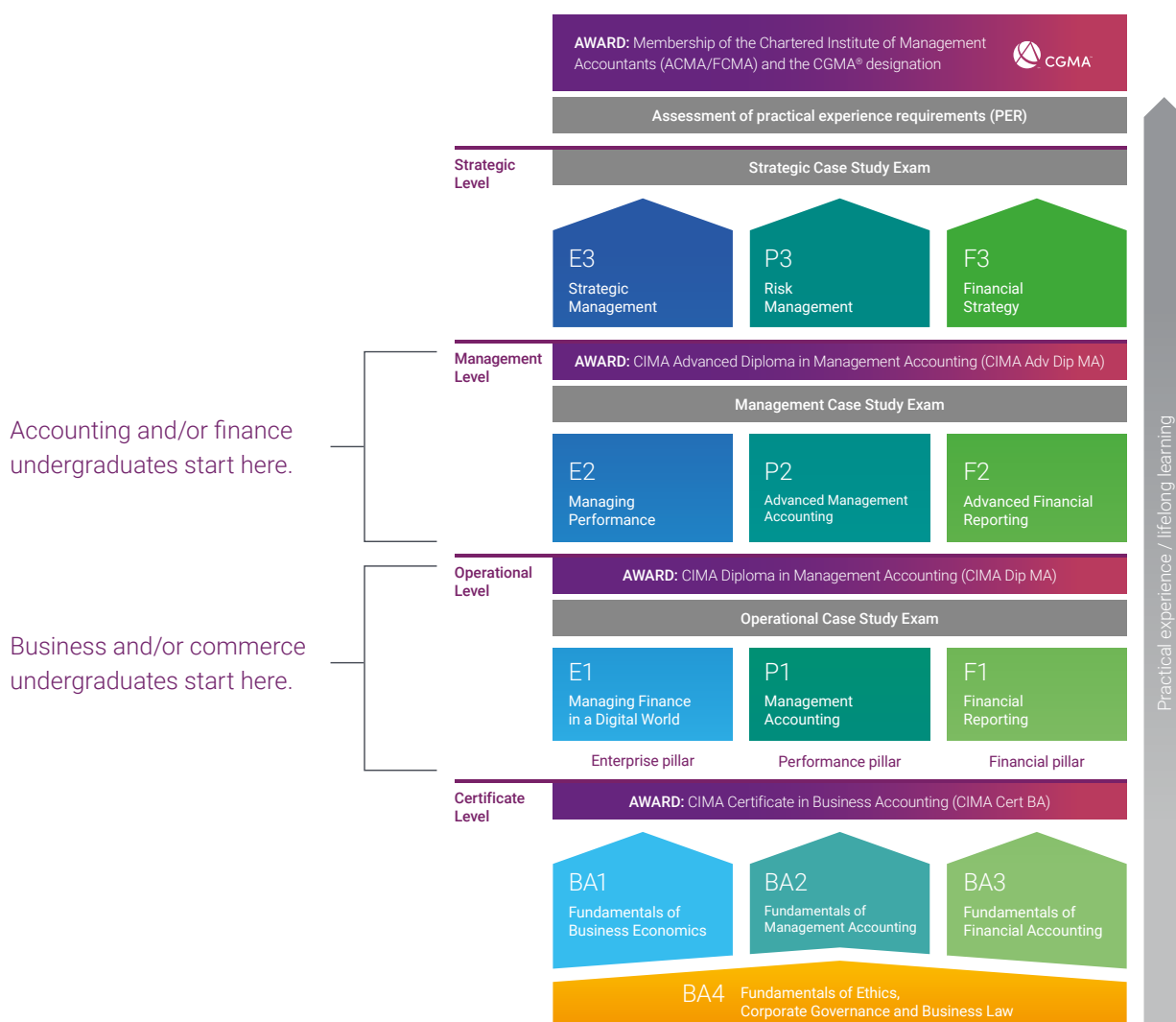


Our background

CIMA specialises in management accounting, which (despite its name) learn skill sets that are applicable beyond numbers and spreadsheets. Management accountants analyse information to advise strategy and drive sustainable business success. Anyone can study the CIMA qualification, whether they're new to finance and business or have existing experience.

Our qualifications

The CIMA syllabus is designed to empower students to make the most of their abilities. Your students will learn the skills they need to be successful in business and finance.



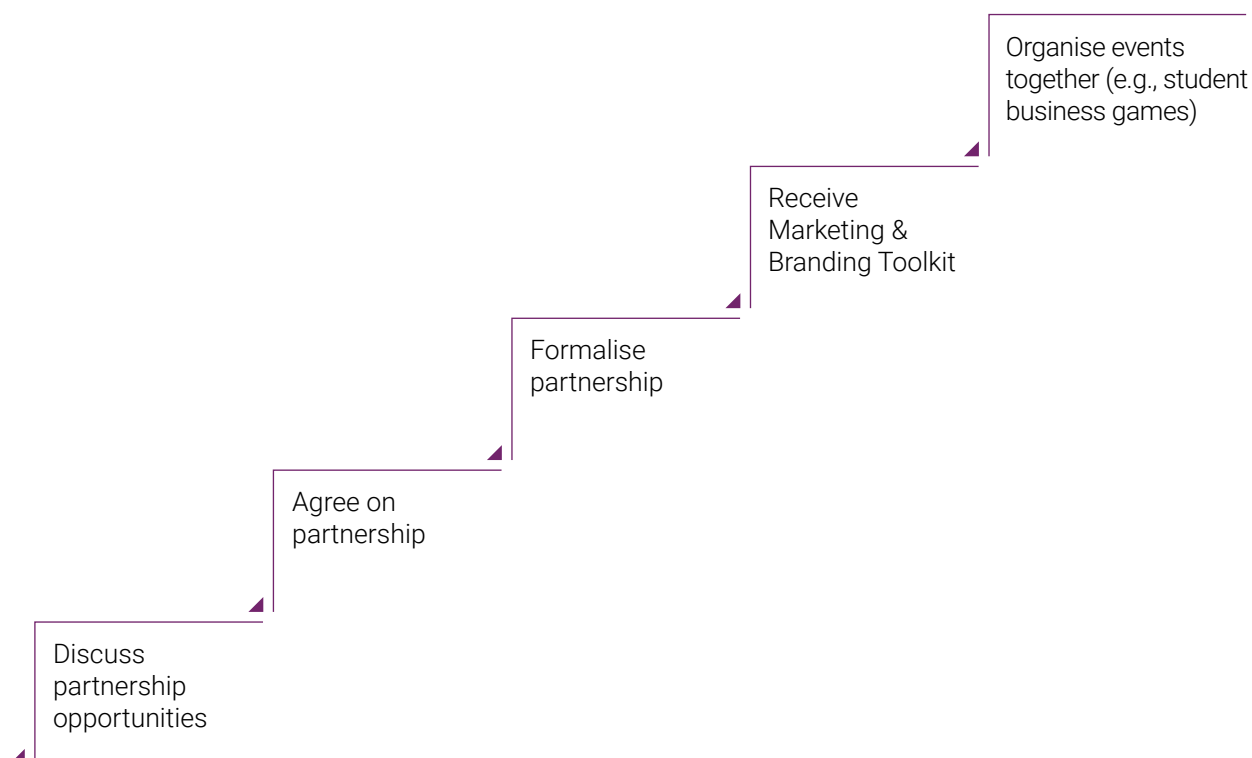
Becoming a CIMA University Partner

CIMA University Partners are select universities that offer their students the chance to gain a globally recognised accounting qualification in addition to their bachelor's or master's degrees.

As a CIMA University Partner, you can integrate all or part of the CIMA Professional Qualification into an existing or new programme, which will give your students a head-start to complete the full CIMA Professional Qualification.

Here are some of the main benefits you'll enjoy as a CIMA University Partner:

- ▶ Students sit for CIMA and degree exams together
- ▶ Early award of exemptions
- ▶ Potential to achieve dual awards
- ▶ Demonstrate value and employability
- ▶ Support students beyond their degree
- ▶ Collaborate with employers and industry partners
- ▶ Improve student employment
- ▶ Increase student satisfaction
- ▶ Get recognised with co-promotion (logos, marketing support)



Get global recognition

Brand

Be recognised as a partner with the world's largest accounting body.

- ▶ You can use the CIMA University Partner logo on your website.
- ▶ We will publicise our partnership on the CIMA website.

Employability

Be recognised by employers globally.

- ▶ Enhance university employability scores — by becoming a university partner and offering CIMA qualifications, you'll be recognised as a university that prepares its students for a business career.

Accessibility and social mobility

Remove barriers to the finance profession for your students & graduates.

- ▶ No exemption fees are charged to students
- ▶ Home testing for students who can't travel, or remote testing on campus for CIMA exams

Service

Receive ongoing support from CIMA.

- ▶ Free classroom resources (relevant topics to CIMA syllabus)
- ▶ One-to-one support from a dedicated CIMA representative

Special benefits

Access to CGMA Finance Leadership Program - a personalized online study platform to complete the CIMA Professional Qualification

CIMA global support

The Global CGMA University and Academic Center of Excellence (COE) is working with and providing resources to universities around the world.

Our resources can help your students learn more about the value of a career in management accounting and the benefits of the CGMA designation, such as leadership skills, higher salaries and increased core business competencies.

By providing these resources to accounting and finance faculty around the world, we will foster innovative business and academic-valued solutions through consultation, partnerships, best practices, policies and training.

Visit our dedicated CGMA Academic Partner [website](#) now to find these resources.

Teaching, courses and learning

Your CIMA representative will work closely with your faculty to set out a schedule of initiatives and activities to support you, your team and the students throughout your CIMA programme. These initiatives can be applied from induction all the way through to graduation, which helps your students receive the right information at the right time to set themselves up for a successful career in the future.

The COE also organises these regular events and trainings:

- ▶ **CGMA Academic Signature events connect academic learning to real-life practice.**
- ▶ **CGMA Academic Champion programmes** gather groups of highly qualified management accounting academics from different campuses around the world to discover their aspirations, which provide insights to tailor our collaborations.
- ▶ **CGMA Case Study Analysis trainings** in exclusive university partner campuses provide upskilling opportunities on new digital topics found in the CIMA 2019 Professional Qualification, such as data analytics, blockchain, cybersecurity and digital strategy.

Teaching and training

Be engaged as our University Partner

- ▶ Academic training (e.g., CIMA exam training, case study based teaching and emerging technology training)
- ▶ Regular best practice sessions with Academic Champions

Academic resources

Receive the latest updates

- ▶ *Academic Adviser* e-newsletter, *CGMA Advantage* daily updates and *FM* magazine subscription
- ▶ Business games, syllabus overview slides
- ▶ Tutor Resource Hub contents – CIMA exam practice tips, past exam guidance and more

Access to programmes

Get partner discounts

- ▶ Access to CGMA Store's short certificate courses
- ▶ Access to Expedited Academic Pathway to CGMA

Student learning support

On- and off-campus support

- ▶ *CIMA Connections* student e-newsletter
- ▶ Online quizzes (mini case studies), revision classes, exam tips
- ▶ Student events with guest speakers, skills sessions on commercial awareness, ethics and interview techniques

Special benefits

Networking opportunities with CIMA members

Marketing and awareness

Leverage your partnership with CIMA to attract quality students and academic talents to your university by connecting with prospective parents and teachers.

Branding

Use the CIMA university partner logo.

- ▶ Programme partnership through regular engagement and a signed contract

Awareness

Establish your institutional quality.

- ▶ Use our templated marketing and awareness toolkit

Awards

Academic Partners Excellence Awards.

- ▶ Receive global, regional and local recognition

Networking

Connect to global partners and CIMA members.

- ▶ Establish and deepen professional connections with your peers from other universities and CIMA members working in various industries

Special benefits

Joint promotional efforts of both programmes (yours and CIMA PQ)

Career support

With employability at the top of your students' minds, a partnership with CIMA ensures that the demand for their skills and competencies will grow globally. Our research shows that:

- ▶ **87% of employers would pay a premium to have a CGMA work for them.***
- ▶ **CIMA students and CGMA designation holders are represented in 100% of Interbrand's Best Global Brands 2016.****

* 2014 CGMA Brand Index, AICPA/CIMA/Applied Research and Consulting LLC

** interbrand.com/best-brands/best-global-brands/2016/ranking/

- ▶ **CIMA students and CGMA designation holders are represented in 96% of FTSE top 100 companies in 2016**

Having the CGMA designation tells the world that your graduates are trusted business strategists with the ability to connect all aspects of business and drive sustainable success. The designation also indicates that your graduates are committed to professional ethics and abide by a strong code of conduct.

Employability

Receive student support.

- ▶ On-campus visits by employers and CGMA designation holders
- ▶ Access job placement opportunities at our Global Career Hub

On-campus engagement

Build awareness of management accounting opportunities.

- ▶ Business games (online and offline), ethics, career fairs
- ▶ Student competition for select campus

Employer connections

Partner with internship providers.

- ▶ Commercial awareness
- ▶ Recruitment events

Academic Pathway to CGMA

Fast-track your students to the CGMA designation.

- ▶ Master's Gateway route
- ▶ Early entry opportunity to full CIMA Professional Qualification

Special benefits

Research support

CIMA's research programme is designed to promote and develop the science of management accountancy, as stipulated in our Royal Charter. Our research strategy encourages academic and practitioner researchers to explore issues of interest to CIMA members and to build a bridge between management accounting research and practice.

A partnership with CIMA provides access to research opportunities with like-minded academics and CGMA designation holders.

Grants

Annual call for applications.

- ▶ Emerging research themes
- ▶ Special joint research projects

Academic conferences

Sponsorship opportunities.

- ▶ Annual call for application

Authorship programme

Write CIMA case studies.

- ▶ Opportunity to re-write a past CIMA case study exam material and publish in own name

Thought leadership

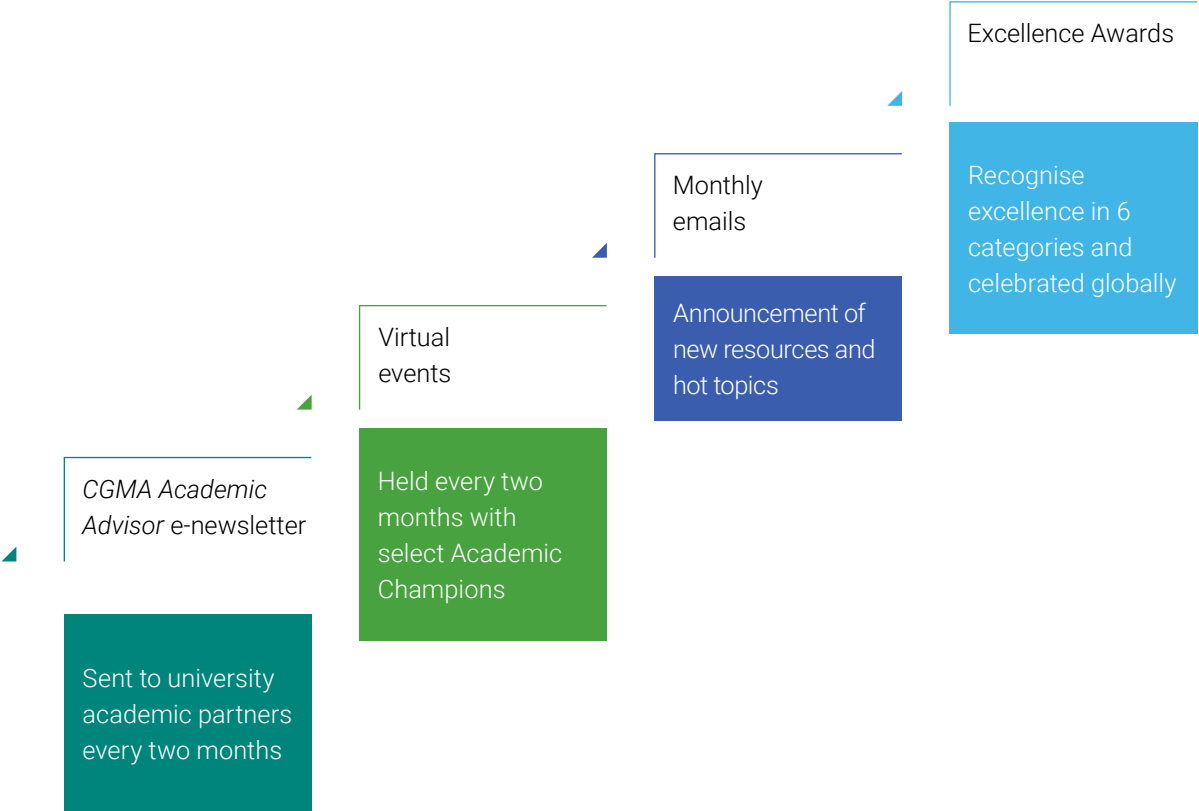
Generate research interest with students and academics.

- ▶ Up-to-date market information through research reports

Special benefits

Staying in touch with CIMA

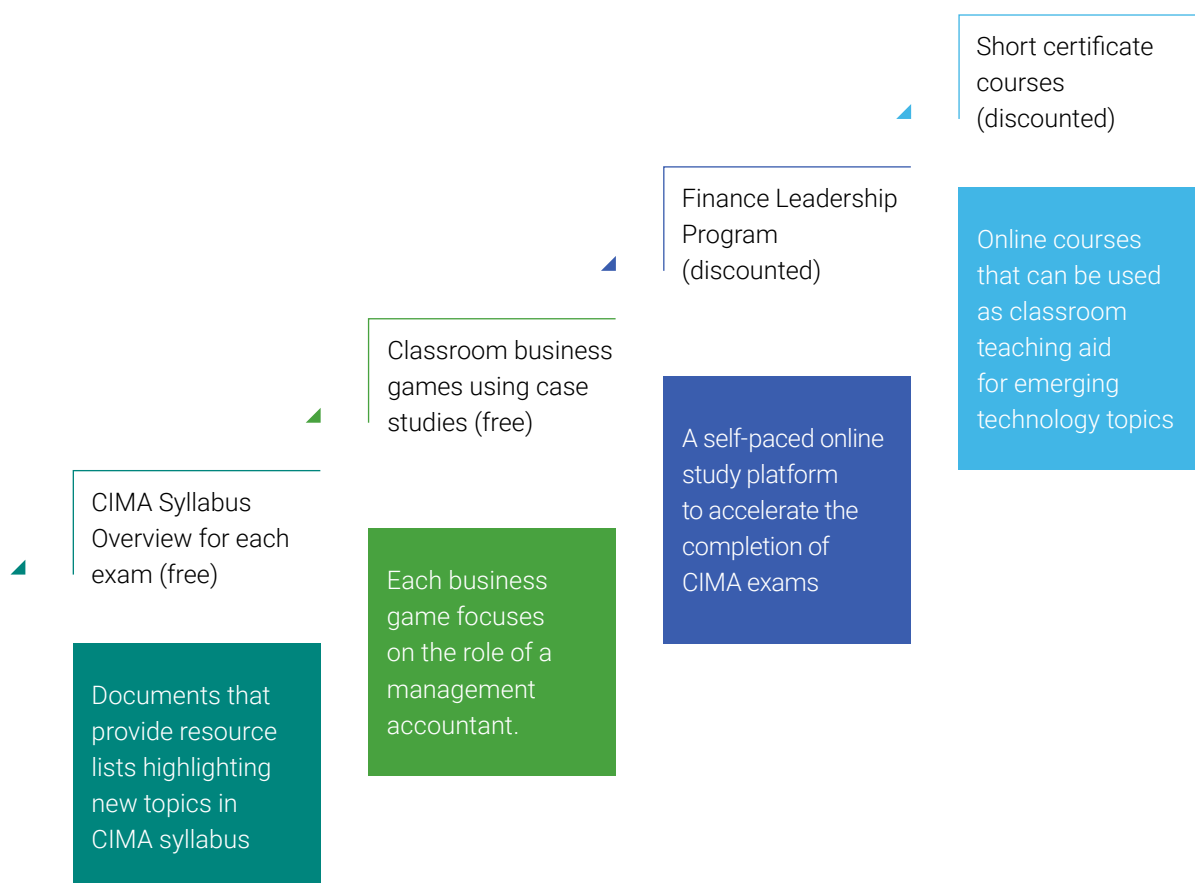
Being a University Partner requires commitment from both ends. On our end, we are committed to have regular engagement and communication with your faculty through various formats.



Other communication

Classroom resources

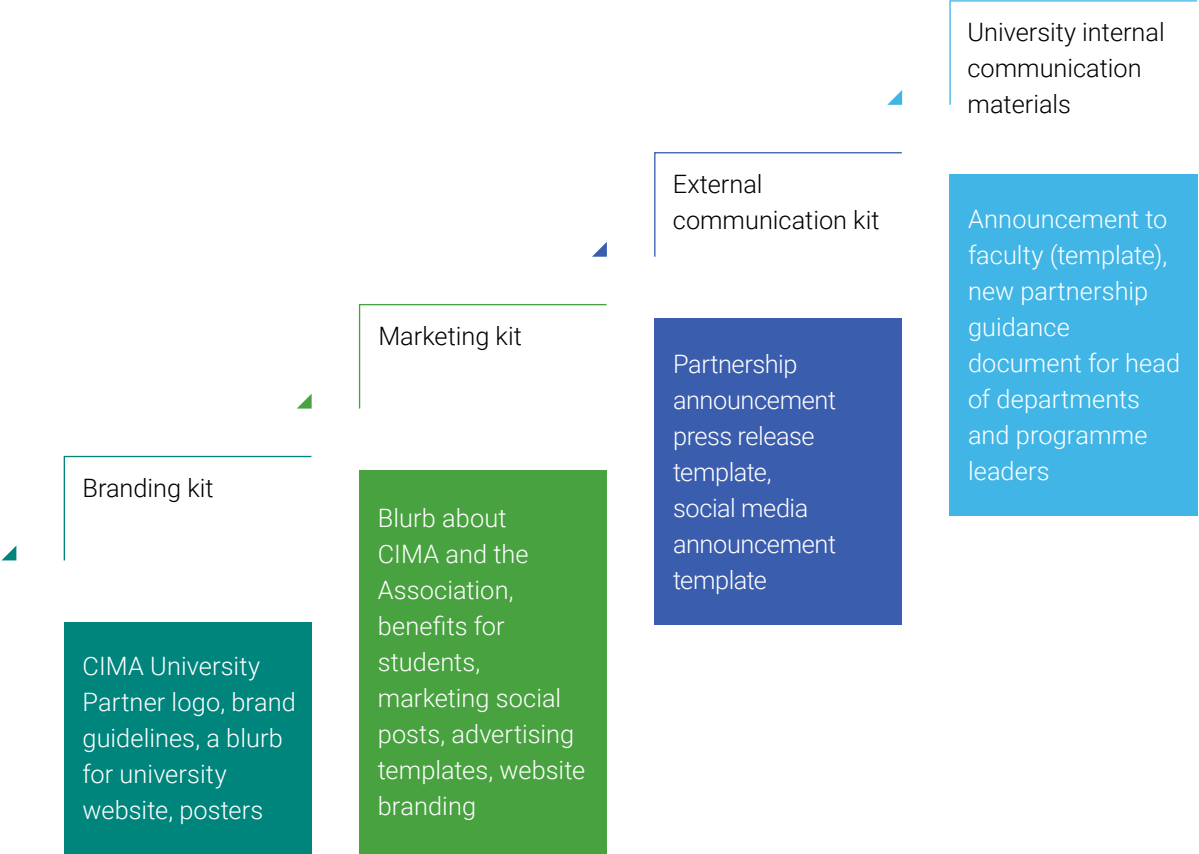
As our University Partner, you will be provided with access to teaching materials and resources.



Other tools and resources

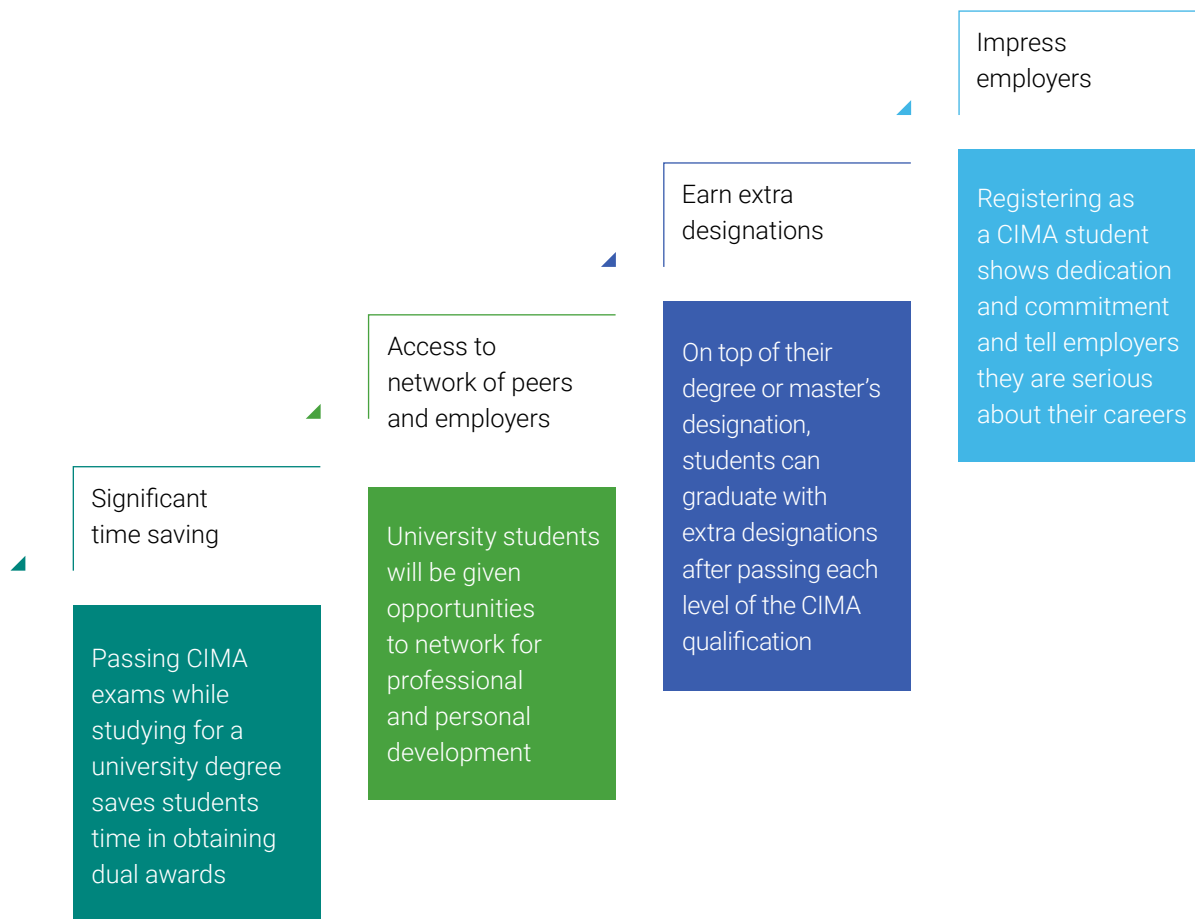
New partner toolkit

As our new University Partner, you will receive a dedicated marketing and communication toolkit to support the promotion and awareness of the partnership.



Student benefits

Along with earning their degrees, your students can register as CIMA students, take CIMA exams and become part-qualified upon graduation, giving them a huge advantage over their non-CIMA qualified peers.



Other tools and resources

- The MYCIMA account is the gateway to CIMA's online services for students. A dummy login is provided below:
 - cimaglobal.com (Contact ID: 1-E064ZT; Password: 123456)

University Partner logo





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Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

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