



Nov 16, 2021

## Introductory Workshop on CMA Program

The College of Business in Al Ain campus in cooperation with the IMA (Institute of Management Accountants), organized an event under the title: “Maximize your potential: All you need to know about the IMA/CMA”. The workshop was presented by Mr. Rishi Malhotra, the Academic and Community Relations Manager for IMA and covers, Middle East and Africa. And, Moderated by Dr. Mohammed El Maghrabi, Assistant Professor in the College of Business, Al Ain University.

The session discussed several subjects such as; the knowledge on why CMA (Certified Management Accountant) program is relevant, understanding why the CMA is valued by employers globally, discovering what it takes to pass the CMA exam, and understanding many services and benefits being offered to IMA student member.

It is worth mentioning that, the Bachelor of Business Administration in Accounting program at the College of Business, has been endorsed by IMA, which is one of the largest and most reputed associations focusing exclusively on advancing the management accounting

profession.

IMA's Endorsement of Higher Education initiative recognizes programs that meet high educational standards, enabling students to pursue and earn the CMA (Certified Management Accountant) credential.

[Press Release Link](#)