



The Association of
Accountants and
Financial Professionals
in Business

EAA Symposium

Maastricht, May 13th, 2016

Partnering between research & professional education institutions

Since decades an increasing trend can be observed to acquire certificates not only from universities but also from other professional education institutions or professional bodies. Especially in the field of accounting and auditing the CPA title (Certified Public Accountant) is a crucial requirement for a professional career. Students nowadays not only strive for general management after-degree certifications (Executive MBA), but more and more also towards professional service organizations that offer specialized knowledge like the Institute of Management Accountant (IMA) with its CMA (Certified Management Accountant). These institutions offer a wide range of services from education, certification, networking up to research. Even during Master Programs it is possible to obtain these qualifications and enter a professional network, as the experiences from University of St. Gallen and RSM Erasmus University Rotterdam show. In the symposium we will shed light on the question, whether and how it makes sense from the perspective of a researcher or a research driven organization to partner with professional education institutions. We see considerable opportunities not only in teaching and educating students but also for research purposes. Partnering with these organisations allows the researcher a unique access towards a great network of practitioners which are dedicated to the profession and to support research driven activities. Especially for case studies, experiments or surveys this is a valuable and professional resource that can considerably enhance the potential of a researcher.

This symposium brings together experts from different universities, Business Schools and professional education institutions to give a balanced and insightful view on partnering possibilities and experiences.

Speakers:

- **Prof. Dr. Raef Lawson,**
Vice President Research & Policy, Professor in Residence,
Institute of Management Accountants (IMA), Montvale, USA
- **Prof. Dr. Tom Groot,**
Head of the Department of Accounting,
VU University Amsterdam, The Netherlands
- **Prof. Dr. Paolo Perego,**
Associate Professor in Management Accounting and Control,
RSM Erasmus University Rotterdam, The Netherlands
- **Prof. Dr. Hélène Löning,**
Management Accounting & Control Department,
HEC School of Management, Paris, France



Chair:

- **Prof. Dr. Klaus Möller,**
Director Institute of Accounting, Control and Auditing,
University of St. Gallen, Switzerland
IMA Honorary Professor in Management Accounting





University of St.Gallen

Institute of Accounting, Control and Auditing
Chair of Controlling / Performance Management

Prof. Dr. Klaus Möller

Maastricht, 13.05.2016

Prof. Dr. Klaus Moeller



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**Partnering between research & professional
education institutions**

Agenda

- 1 Experiences from the CMA Prep Course at University of St. Gallen**
- 2 Partnering possibilities between research & professional education institutions**
- 3 Panel & Plenary Discussion**

CMA prep course at University of St. Gallen

- IMA Chapter established in 2009 at University of St. Gallen
- Yearly course "IMAC – Integrated Management Accounting Concept (CMA Track)" since 2009, 6 ECTS
- Exclusively available to master level students of the «Master in Accounting and Finance Program»
- Weekly live classes (10 dates during semester, 3 hours per week), combination of lectures and workshops; plus unsupervised self-study (3 hours per week during semester)
- University exam independent from CMA Exam, 120 min multiple choice covering CMA Part 1 (Financial Reporting, Planning, Performance and Control) and Part 2 (Financial Decision Making)
- About 35 students per course/year

Experiences

- Good overlap between CMA materials / course content and other courses in the MAccFin program makes it efficient for students to take the course and prepare for the CMA exam during the master studies
- Students get a business oriented case study based course
- Good possibility for the University / Master Program to prove international orientation and attract students
- Possibility to get - besides the University Master Degree - an internationally recognized diploma in Management Accounting
- Growing demand from global companies and students for further professional credentials
- Important: clearly separate university exam from CMA exam

Outstanding Exam Results of IMAC students who took the official CMA Exams

- The best 9-12 exam score holders (out of about 4.500 participants) are awarded every year for their outstanding achievement with a special certificate.
- The following course participants at the University of St. Gallen received this exceptional award:
 1. Samuel A. Traub - Gold Medal (highest exam score) - May/June 2010
 2. Nicolas P. Lehmann - Gold Medal (highest exam score) - September/ October 2014
 3. Andreas Rickli - Bronze Medal (third-highest exam score) - May/June 2010
 4. Philipp Schuhmacher - Bronze Medal (third-highest exam score) - January/February 2011
 5. Marie-France Baume - Bronze Medal (third-highest exam score) - May/June 2012
 6. Christian Vogeli - Bronze Medal (third-highest exam score) - January/February 2015
 7. Damian Ruppen - Certificate of Distinguished Performance - May/June 2010
 8. Patrik J. Spirig - Certificate of Distinguished Performance - September/October 2010
 9. Roman Steiner - Certificate of Distinguished Performance - May/June 2011
 10. Mélanie Bard - Certificate of Distinguished Performance - September/October 2012
 11. Alexandra Wiesinger - Certificate of Distinguished Performance - January-February 2013
 12. Philipp Andris - Certificate of Distinguished Performance - September-October 2013
 13. Robert Ploss - Certificate of Distinguished Performance - May-June 2015



IMA Faculty Leadership
Award 2015 for
Dr. Oscar Treyer
as successful lecturer

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Applied Rigor Relevance Matrix: Develop Research Topics through Consulting Activities and Identify the right Focus



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Access to a big professional community

- carrying out surveys, pre-test, interviews...
- get access to interested case study partners
- great platform especially for international activities
- discussions to identify relevant research topics
- promote research findings and transfer them to practice

University

Applied Rigor Relevance Matrix: Develop Research Topics through Consulting Activities and Identify the right Focus

Strong points in context of teaching

- be attractive & international for students
- have a USP / distinguishing factor in your program
- provide students with early access to professional bodies

Limitations and critical issues

- independency of universities teaching curriculum
- clearly distinguish between credentials (from academic and professional service organization)
- fee for the coursework and tests

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Contact



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