

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



1

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)



**ACADEMY OF FINANCE**  
The Gurus of Financial Wisdom

**Free  
Webinar**

## Valuation & Distress Analysis in the post COVID Era

This webinar considers the impact of the Covid-19 pandemic on business valuations and corporate risk assessment. The impact of financial structure on planning performance evaluation is considered, specifically the relative measures (ratios) used in financial statement analysis. The webinar introduces a number of distress analysis tools that management accountants can utilise to stress-test the financial statements of their companies and provide guidance to strategies that will not only protect the entity but also enable it to emerge relatively unscathed in the post COVID era.



**07<sup>th</sup> JAN. 2021**  
from **07 pm**  
Sri Lankan time

2

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



## The topics covered are:

- Fundamental changes to valuation models Post-COVID-19
- Value investing
- Forward looking valuations
- Two valuation approaches - Numbers vs. Narratives
- Using Du Pont ratios for calculating Shareholder Value
- Steps in a good valuation
- Discounted cash flow valuation approaches
- Valuing young start-up companies
- Distress analysis using Z-Score & Stress testing the finances
- 5 Key Levers to guide your company - post COVID-19
- Emerging winners & losers

3

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



## Regional Director ICMA Australia (Sri Lanka)

MA Economics  
FCMA, CGMA  
Fellow CMA(Australia)  
B Sc Engineering, AMIESL  
MCIM, MSLIM



4

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



Probably the only finance qualification for both  
**FINANCE PROFESSIONALS**  
 and  
**NON-FINANCE PROFESSIONALS**

5

### BANKERS CAN

BECOME CERTIFIED MANAGEMENT ACCOUNTANTS AUSTRALIA IN ONE YEAR.

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)

**THE MOST SOUGHT AFTER FINANCIAL QUALIFICATION for NON-FINANCE PROFESSIONALS**

The banking sector plays an integral part of economic development. As a professional banker, you can enhance the value to your customer by structuring innovative financial products. If you have the cutting edge financial knowledge CMA (Australia) from ICMA (Australia) focuses on creating customer value.

With a banking qualification you can join the Graduate Conversion Programme

CONTACT us for more info: 0772 840 850 [yameera@academy.uk](mailto:yameera@academy.uk)

JOIN THE NEXT INTAKE - JANUARY

### ENGINEERS CAN

BECOME CERTIFIED MANAGEMENT ACCOUNTANTS AUSTRALIA IN ONE YEAR.

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)

**THE MOST SOUGHT AFTER FINANCIAL QUALIFICATION for NON-FINANCE PROFESSIONALS**

An Engineer masters the art of creating technology, in creating systems and structures. But not many engineers have mastered the art of creating finance, to ensure commercial success of innovation. CMA (Australia) from ICMA (Australia) focuses on creating value and innovation.

With an engineering qualification you can join the Graduate Conversion Programme

CONTACT us for more info: [yameera@academy.uk](mailto:yameera@academy.uk)

JOIN THE NEXT INTAKE JANUARY

### GRADUATES CAN

BECOME CERTIFIED MANAGEMENT ACCOUNTANTS AUSTRALIA IN ONE YEAR.

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)

**THE MOST SOUGHT AFTER FINANCIAL QUALIFICATION for NON-FINANCE PROFESSIONALS**

Earning a university degree in the chosen field is always the best starting point. However, if you want to make a difference in the corporate world, you need to master the language of business, finance. CMA (Australia) from ICMA (Australia) will create the cutting edge for you.

With a University Degree you can join the Graduate Conversion Programme

CONTACT us for more info: 0772 840 850 [yameera@academy.uk](mailto:yameera@academy.uk)

JOIN THE NEXT INTAKE JANUARY

### MBAs CAN

BECOME CERTIFIED MANAGEMENT ACCOUNTANTS AUSTRALIA IN SIX MONTHS.

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)

**THE MOST SOUGHT AFTER FINANCIAL QUALIFICATION for NON-FINANCE PROFESSIONALS**

As an MBA holder, you need to climb the corporate ladder faster. However, without a finance qualification you could be missing the important step in your ascent. Perhaps, the missing step is CMA (Australia) from ICMA (Australia).

With a recognized MBA you can join the Graduate Conversion Programme

CONTACT us for more info: 0772 840 850 [yameera@academy.uk](mailto:yameera@academy.uk)

JOIN THE NEXT INTAKE JANUARY

### MARKETERS CAN

BECOME CERTIFIED MANAGEMENT ACCOUNTANTS AUSTRALIA IN ONE YEAR.

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)

**THE MOST SOUGHT AFTER FINANCIAL QUALIFICATION for NON-FINANCE PROFESSIONALS**

Market share and brand positioning are not enough to be a top marketing professional. To be a new generation marketer, you have to speak the language of finance with confidence and authority. Perhaps, CMA (Australia) from ICMA (Australia) will give you that confidence.

With a marketing qualification you can join the Graduate Conversion Programme

CONTACT us for more info: 0772 840 850 [yameera@academy.uk](mailto:yameera@academy.uk)

JOIN THE NEXT INTAKE JANUARY

6



# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



**CONDUCTED BY**  
**PROF. JANEK RATNATUNGA**  
*PhD (Bradford, UK), MBA, DipM (UK)*  
*FCA, CPA, CMA (Aus)*  
*Chief Executive Officer*  
*(ICMA Australia)*

Professor Janek Ratnatunga is CEO of the Institute of Certified Management Accountants. He has held appointments at the University of Melbourne, Monash University and the Australian National University in Australia; and the Universities of Washington, Richmond and Rhode Island in the USA.

7

## Valuation & Distress Analysis – Post Covid -19

You could refer the presentation slides from the video, using the link provided



8

### MODULE 01 STRATEGIC COST MANAGEMENT

**DAY 1**

- Management Control Systems
- Lean Manufacturing and Quality Control
- Cost Accounting and Cost Management in a Lean Environment
- Life Cycle Costing Systems

**DAY 2**

- Benchmarking
- Activity Based Cost Allocation Systems
- Customer Profitability Analysis
- Process Control and Activity Based Management

**DAY 3**

- Implementing Cost Analysis and Control Systems
- Strategic Performance Management Systems
- Environmental and Social Management Accounting
- Strategic Governance and the Strategic Audit

### MODULE 02 STRATEGIC BUSINESS ANALYSIS

**DAY 4**

- Strategic Thinking
- Strategic Marketing Analysis and Budgeting
- Financial Analysis in Product Portfolio Management

**DAY 5**

- Pricing Methods & Strategies
- Financial Dimensions of Pricing in International Business Strategies
- Promotion: Push Strategy and Human Resource Management

**DAY 6**

- Promotion: Pull Strategy and Integrated Communication
- Supply Chain Management and the Place - Distribution Decision
- Performance Valuation and Strategic Financial Structures

**DAY 7**

- Free Cash Flows and Strategic Value Analysis
- Risk Management - Corporate Radar & Early Warning Systems
- Strategic Scorecards and Key Performance Indicators

## JOIN ONE OF THE WORLD'S BEST WORKSHOPS IN FINANCE

**CMA (Australia)**  
The Institute of Certified Management Accountants (Australia)



**FOR WHOM:**

- Graduates in Finance, Accounting and Commerce
- Masters in Finance and Accounting
- Qualified Accountants

**STRATEGIC COST MANAGEMENT**

**STRATEGIC BUSINESS ANALYSIS**

Early Bird Registration by 15<sup>th</sup> of Jan. 2021

The all new programme that qualifies you for the CMA Australia designation

## CERTIFIED MANAGEMENT ACCOUNTANT (CMA) WORKSHOP

- PROGRAMME FACILITATORS



**Professor Brendan O'Connell**  
Head of Accounting - RMIT  
President - ICMA Australia



**Professor Janek Ratnatunga**  
CEO - ICMA Australia



**Dr Chris D'Souza**  
COO - (Int) ICMA Australia

**2021 MARCH**  
6-8 - SCM  
13-14 - SBA PART 1  
20-21 - SBA PART 2

more info:  
077 284 0850  
yameera@academy.lk

9

# CMA (Australia)

The Institute of Certified Management Accountants (Australia)



## Thank You!



10