

## Promoting Your CMA/CFM Credentials

Here are some key points for you to use when promoting your CMA/CFM credentials to coworkers, your organization, and future managerial finance and accounting professionals.

### Exam Content

In achieving your CMA/CFM credentials, you have mastered a comprehensive body of knowledge by demonstrating six key skill levels – knowledge, comprehension, application, analysis, synthesis, and evaluation – in the following areas:

- ✓ **Business Analysis:** Business economics, global business, internal controls, quantitative methods, financial statement analysis.
- ✓ **Management Accounting and Reporting:** Budget preparation, cost management, information management, performance measurement, external financial reporting.
- ✓ **Strategic Management:** Strategic planning, strategic marketing, corporate finance, decision analysis, investment decision analysis.
- ✓ **Business Applications:** All of the above topics, plus organization management, organization communication, behavioral issues, ethical considerations.

### As a Managerial Finance and Accounting Professional Who Has Earned the CMA/CFM Credentials, You Have:

- ✓ Demonstrated **substantial knowledge** of accounting, finance, and important related fields, as well as the ability to **integrate** accounting and financial information into the **business decision process**.
- ✓ Significant **practical experience** in management accounting and/or financial management.
- ✓ Proven your ability to become a **strategic business partner** committed to a strict code of ethics and a standard of excellence through a **lifelong commitment to learning**.
- ✓ Confirmed **broad business competency** and mastery of **management-level skills** required to build quality business practices and add value to your organization by providing decision support, planning, and control over operations.
- ✓ Joined an **elite group of professionals** inside organizations who are relied upon by businesses around the world not only for accounting, finance, and information management, but for the kind of **strategic planning** necessary to **successfully position their organizations in the changing world of business**.

***IMA's CMA and CFM Credentials:  
No Other Finance or Accounting Credentials Lend Themselves  
More Directly to Today's Complex Business Environment***

## CMA/CFM vs. CPA

The CMA/CFM credentials differ significantly from the CPA designation, and the decision to pursue one over the other depends entirely on one’s career goals. For a career in public accounting, the CPA designation is appropriate – and required by state law. However, more than 80% of accounting professionals in the U.S. work *inside* organizations, building quality financial practices into the organization through decision support, planning, and control over the organization’s value-creating operations. For these managerial finance and accounting professionals – *who represent the majority of the profession* – the appropriate certification is the CMA/CFM.

CMA/CFM	CPA
<b>Credentials:</b>	<b>Designation:</b>
✓ International recognition	✓ Limited to U.S.; a state designation
✓ Targeted to corporate financial professionals	✓ Targeted to public accounting
✓ Broad-based, industry-related content	✓ Content for public practice
<b>Knowledge-Based Professional:</b>	<b>Skills-Based Professional:</b>
✓ Preparer/user of accounting information	✓ Auditor of accounting information
✓ Concept-based	✓ Rule-based
✓ “Inside” corporate professionals	✓ Public practice licensure
✓ Higher-quality, lower-cost “beans”	✓ Attesting to the accuracy of the “beans”
✓ “Player”	✓ “Referee”

## CMA/CFM vs. CPA: Subject Matter Comparison

