



Be Strategic! Enhance Your Decision-Making Skills with the CSCA

Nov 4, 2024



**Certified in Strategy
and Competitive
Analysis**



The Association of
Accountants and
Financial Professionals
in Business

Today's Presenters



Darren Zwick

Strategic Partnerships Manager
IMA

Darren.Zwick@imanet.org



Mitra Kleinberg

Strategic Partnerships Manager
IMA

Mitra.Kleinberg@imanet.org

Panelists



**Robert Hull, CMA, CSCA, CPA,
CGMA, CTIP
CFO
Panini America**



**Arlene Pottinger Coke, CMA, CSCA
AVP of Finance & Strategic
Relationships
Club Med**



**Paul Coccovillo, CMA, CSCA
CFO
Rhombus Systems, Inc.**

Agenda

1

Why the CSCA?

2

CSCA Exam Details

3

Preparing for the CSCA

4

Let's Hear from our CSCAs!

5

Q & A

Expanded Eligibility

- Offered globally (in English)
- Requirement to take the exam just opened up to those with a Bachelors Degree!



Invest in Your Success!



Expands thinking and analytical skills

Develops skills in strategic management & competitive analysis

Enhances Business Partnering and leadership abilities

Builds capabilities to grow competitive advantage as technology evolves

Differentiates high-potential professionals from peers

CSCA Details



Key Content Areas



Strategic
Analysis



Creating
Competitive
Advantage



Strategy Implementation
& Performance
Evaluation

Exam Content

Strategic Analysis

- The strategic planning process
- Environmental scan
- Internal analysis

Creating Competitive Advantage

- Competitive advantage
- Strategy in a global context
- Business-level strategies
- Corporate-level strategies
- Functional-level strategies
- Sustaining competitive advantage

Strategy Implementation & Performance Evaluation

- Analyzing strategic alternatives
- Risk management
- Strategy implementation
- Strategy measurement and organizational performance
- Governance
- Social responsibility
- Ethics

Exam Overview

Testing Windows

- Exam offered in **March & September**
- Taken at Prometric Testing Centers



Exam structure

- 3 hours
- 60 multiple-choice questions
- 1 case study



Scoring

- Scaled score from 0 to 400
- Passing score = 280 or higher



What Happens After the Exam

- **Exam results**
 - Available 8 weeks after end of testing month
- **If you pass**
 - You will receive e-mail notification and then an official Certificate will be mailed to you
 - You will earn 30 CPE
- **If you don't pass**
 - Performance Report is sent to you ~ 2 weeks after exam results are available
 - Shows topics that need improvement



Preparing for the CSCA



How to Prepare for the CSCA Exam

Learning Resource Materials

- CSCA Candidate Handbook
- Content Specification Outline (CSO)
- Learning Outcome Statements (LOS)
- Reading List
- Resource Guide
- Ratio & Formula Definitions



IMA Strategy and Competitive Analysis Learning Series®

5 Online Self-Study Courses*

Practice Question Bank



* Required book: *HBR's 10 Must Reads On Strategy*.

Let's Try a Few CSCA Questions!

**Let's review some sample
questions taken from the
CSCA Practice Question Bank**



Sample CSCA Question #1

Strategic Analysis

If economies of scale are an industry's primary entry barrier, a new entrant's major risk is

- A. inferior quality of its products.
- B. its inability to produce in a sufficient volume to match the cost advantages of established producers.
- C. its inability to access labor and materials.
- D. its inability to match the innovation of the established firm.

Sample CSCA Question #1

Strategic Analysis

If economies of scale are an industry's primary entry barrier, a new entrant's major risk is

- A. inferior quality of its products.
- B. **its inability to produce in a sufficient volume to match the cost advantages of established producers.**
- C. its inability to access labor and materials.
- D. its inability to match the innovation of the established firm.

Sample CSCA Question #2

Creating Competitive Advantage

A global shipping company applied an advanced information technology system to all its operations to ensure timely delivery. The proprietary information technology system is an example of

- A. vertical integration.
- B. market position.
- C. core competency.
- D. operating leverage.

Sample CSCA Question #2

Creating Competitive Advantage

A global shipping company applied an advanced information technology system to all its operations to ensure timely delivery. The proprietary information technology system is an example of

- A. vertical integration.
- B. market position.
- C. **core competency.**
- D. operating leverage.

Sample CSCA Question #3

Strategy Implementation & Performance Evaluation

The balanced scorecard provides an action plan for achieving competitive success by focusing management attention on critical success factors. Which one of the following is not one of the competitive success factors commonly focused upon in the balanced scorecard?

- A. internal business processes.
- B. financial performance measures.
- C. competitor business strategies.
- D. employee innovation and learning.

Sample CSCA Question #3

Strategy Implementation & Performance Evaluation

The balanced scorecard provides an action plan for achieving competitive success by focusing management attention on critical success factors. Which one of the following is not one of the competitive success factors commonly focused upon in the balanced scorecard?

- A. internal business processes.
- B. financial performance measures.
- C. **competitor business strategies.**
- D. employee innovation and learning.

Make a Commitment



The Association of
Accountants and
Financial Professionals
in Business

Steps to Follow

1. Purchase package online

CSCA exam fees for March 2025 window PLUS IMA Strategy and Competitive Analysis Learning Series®: \$1,295 (price reduced to **\$906.50** with code **CSCAMAR**)

CSCA exam fees for September March 2025 window (does not include learning series): \$600 (price reduced to **\$420** with code **CSCAMAR**)

**The IMA Strategy and Competitive Analysis Learning Series® is \$695 alone*

2. Prepare for the exam

40 to 70 hours of study suggested, depending on your level of expertise.

3. Register for the exam and sit during March 2025

To Enroll visit www.imanet.org/cscs (30% off promo code expires Nov 30, 2024)



“Strategy is about making choices, trade-offs; it's about deliberately choosing to be different.”

-- Michael Porter

CSCA Discussion



Panelists



**Robert Hull, CMA, CSCA, CPA,
CGMA, CTIP
CFO
Panini America**



**Arlene Pottinger Coke, CMA, CSCA
AVP of Finance & Strategic
Relationships
Club Med**



**Paul Coccovillo, CMA, CSCA
CFO
Rhombus Systems, Inc.**

Questions & Answers



Darren Zwick
Strategic Partnerships Manager
IMA



Mitra Kleinberg
Strategic Partnerships Manager
IMA



Robert Hull
CFO
Panini America



Arlene Pottinger Coke
AVP of Finance & Strategic Relationships
Club Med



Paul Coccovillo
CFO
Rhombus Systems, Inc.

Thank you!



The Association of
Accountants and
Financial Professionals
in Business