



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

November 13, 2023



**Certified in Strategy
and Competitive
Analysis**



The Association of
Accountants and
Financial Professionals
in Business

Today's Presenters



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Panelists



Christoph Stein, CMA, CSCA
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Masco Europe Sarl



Amina Syed, CMA, CSCA
Division Controller
Brannan Companies



Chung-Jen Chen, CMA, CSCA
IPPR Auditor
Costco Wholesale

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Why the CSCA?



Strategy as a Differentiator

Studies show that businesses that successfully execute strategies outperform those that don't by a factor of 2 to 1.

40% of managers believe the greatest challenge is the failure to align their plans with the Corporate Strategy.

Source: Harvard Business Review



The Need for the CSCA

The CFO team is being challenged to combine skills in strategy, operations, technology, and leadership, as well as accounting and finance, in order to become value creators.

The CSCA complements the strong planning and analysis skills developed by certified accounting and finance professionals, adding strategic perspective and building expertise to drive strategic planning.



Expanded Eligibility

- Offered globally (in English)
- Now available to CMA/CFMs and holders of 60 other certifications!



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, and 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 with written responses



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

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- A. vertical integration.
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- C. **core competency.**
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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

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Make a Commitment



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Steps to Follow

1. Purchase package online

CSCA Program Fees

- Entrance into the CSCA program
- One CSCA exam registration
- IMA *Strategy and Competitive Analysis Learning Series*®

IMA Member

\$ 80

320

349

Non-Member

\$ 80

320

499

TOTAL

\$749

\$899

2. Prepare for the exam

- Typical preparation time of 30-50 study hours

3. Register for the exam and sit during March 2024

Find more information and complete purchase at www.imanet.org/cscs



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

-- Michael Porter

CSCA Discussion



Discussion with Three CSCAs



Christoph Stein, CMA, CSCA
Director – Corporate Accounting
Masco Europe Sarl



Amina Syed, CMA, CSCA
Division Controller
Brannan Companies



Chung-Jen Chen, CMA, CSCA
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Questions and Answers



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Thank you!



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