MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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STRATEGIC MANAGEMENT ACCOUNTING

"Integrate Financial Insight with Strategic Decision-Making to Drive Business Performance.""

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Strategic Management Accounting (SMA) goes beyond traditional accounting to provide insights that support strategic planning, performance management, and decision-making. This course equips participants with the tools to analyze financial and non-financial data, evaluate performance, and develop strategies that enhance business competitiveness.

Through practical exercises, case studies, and real-world applications, participants will learn to link accounting information with business strategy, measure performance effectively, and make informed managerial decisions.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and frameworks of Strategic Management Accounting.
- Analyze financial and non-financial data to support strategic decisions.
- Apply cost management, budgeting, and performance measurement techniques.
- Evaluate business performance using key financial and strategic indicators.
- Develop strategic plans supported by accounting insights.
- Enhance decision-making and value creation for the organization.

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Why Attend

In today’s competitive business environment, integrating accounting with strategy is essential. This course enables participants to use financial information strategically, improve performance measurement, and contribute to long-term business success.

Target Audience

This course is suitable for:

- Management accountants and finance managers
- Business analysts and planners
- Controllers and senior finance professionals
- Strategic decision-makers and executives
- Professionals responsible for performance measurement and business strategy

Individual Benefits

- Gain practical skills in linking accounting with strategic business decisions.
- Improve analytical, planning, and performance evaluation skills.
- Enhance professional credibility and strategic thinking capabilities.
- Learn to provide insights that influence business outcomes.
- Develop confidence in applying SMA techniques in real-world scenarios.

Organizational Benefits

- Strengthen decision-making and strategic planning using financial insights.
- Improve performance measurement and resource allocation.
- Enhance profitability and competitive advantage.
- Support effective cost management and financial planning.
- Build internal capacity for strategic accounting and management analysis.

Instructional Methodology

- Instructor-led interactive sessions
- Real-world case studies and practical exercises
- Group discussions and scenario-based problem solving
- Performance evaluation workshops
- Continuous feedback, Q&A, and applied learning exercises

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Course Outline

Module 1: Introduction to Strategic Management Accounting

Module 2: Cost Management and Activity-Based Costing

Module 3: Strategic Planning and Decision Support

Module 4: Budgeting and Performance Measurement

Module 5: Variance Analysis and Management Reporting

Module 6: Balanced Scorecards and Key Performance Indicators

Module 7: Strategic Costing and Profitability Analysis

Module 8: Linking Financial and Non-Financial Information to Strategy

Module 9: Case Studies – Strategic Accounting in Action

Module 10: Capstone Exercise – Applying SMA to Strategic Decision-Making

Certification

Upon successful completion, participants will receive a Certificate in Strategic Management Accounting, validating their ability to apply accounting insights for strategic decision-making and business performance enhancement.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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