

University Management Accounting Day 2019 held in 14 universities across the CEE region

On 21 October 2019, The Chartered Institute of Management Accountants® (CIMA) organised the third edition of its University Management Accounting Day 2019 (UMAD 2019) at the best universities for economics in Poland. This year, for the first time, they were also joined by universities in Central and Eastern Europe (CEE).

UMAD – a celebration of the management accounting profession – takes place every October, just in time for the arrival of new students and the opening of the CIMA and University Program registration process.

It helps to connect academics, students and employers and is a perfect way to educate CIMA’s prospective students about the future of finance, the updated CIMA Professional Qualification and the enhanced CGMA Competency Framework.

This year, Karen Phang, Associate Director at the Association of International Certified Professional Accountants, the unified voice of CIMA and the American Institute of CPAs (AICPA), delivered the event’s keynote speech on the importance of the collaboration between CIMA and universities across the world.

Students had also a chance to learn about cybersecurity and business risk management in the digital age. Experts delivered lectures across the various UMAD CEE 2019 locations, including:

- Cracow University of Economics – Tomasz Klimek, Head of Financial Planning and Analysis at International Airlines Group (IAG GBS)
- Warsaw School of Economics – Marcin Kobylński, Expert, Information Systems Security Association in Poland
- Wroclaw University of Economics and Business – Dr. Paweł Siarka, Managing Partner, PS Risk Solutions
- Łódź University – Anna Stepnicka ACMA, CGMA, Finance and Accounting Senior Solution Design Consultant, Infosys BPM
- Poznan University of Economics and Business – Dr. Milena Strozyna
- University of Economics in Varna – Svetlana Kostadinova ACMA, CGMA, Web Specialist at bTV Media Group EAD.

After the lecture students had the opportunity to test their knowledge through the CIMA cybersecurity quiz (quiz.cgmastore.com).

Later in the day, students participated in the CIMA Business Game. Through this interactive competition, students from Poland, Czechia, Slovakia, Bulgaria, Romania and Hungary worked in teams on a business case study and find solutions to business problems.

Each team leader then presented his team’s work to a jury made of university lecturers and experts. Teams were assessed based on a range of criteria including understanding of the issue, quality of their argument, clarity of their recommendation, time management, team collaboration, confidence and interaction with the audience.

Over 70 teams from 14 universities across 6 countries took part in the competition and CIMA awarded 200 prizes to members of the winning team from each university.

“It is great to see how the integration of the CIMA syllabus into the management accounting course has provided students with the relevant skillset to thoroughly analyse a business case and present different scenarios” commented Bruce Gahir, Associate Head of the School of Business at Prague College, Czechia.

“Connecting live with all Central Eastern Europe Universities and running the CIMA Business Game was a great idea because students saw CIMA’s global reach with their own eyes. They had a chance to realise that their counterparts from Universities of Economics across the CEE region will be competing for the same jobs at the best international companies,” said Dr. Aleksandra Ferens at University of Economics in Katowice, Poland.

At the end of the day, students attended the **Ask the CIMA Ambassador session** where CIMA Ambassadors answered all CIMA-related questions on exams, fees and future career prospects.

Participating universities

- Warsaw School of Economics, Poland
- University of Economics in Katowice, Poland
- Cracow University of Economics, Poland
- Poznan University of Economics and Business, Poland
- Wroclaw University of Economics and Business, Poland
- Kozminski University, Poland
- Łódz University, Poland
- University of Gdansk, Poland
- Maria Curie-Skłodowska University, Poland
- University of Economics in Bratislava, Slovakia
- University of Economics – Varna, Bulgaria
- Budapest Metropolitan University, Hungary
- Bucharest University of Economic Studies, Romania
- Prague College, Czechia