

Institute of Management Studies Noida has signed an MoU in January 2021 with Wiley (USA), Institute of Management Accountants (USA) and Miles Education for providing the following professional value-added courses:

## US Certified Management Accountant (CMA)

**US CMA (Certified Management Accountant)** is a globally recognized, advanced-level qualification appropriate for accountants and financial professionals in business. Achieving the CMA demonstrates professional expertise in financial planning, analysis, control, decision support, and professional ethics – skills that are in demand by organizations around the world. Basically, CMAs can explain the "why" behind numbers, not just the "what". And that is why the CMA qualification gives you greater credibility, higher earning potential, and ultimately a seat at the leadership table.

In partnership with IMA (Institute of Management Accountants - USA), Wiley and Miles Education, the US CMA has been integrated into the university curriculum such that students will cover all the 12 core competencies covered on US CMA in the first 4 semesters. Thereafter, in Semester 5, students be expected to additionally appear for and pass the 2 CMA exams:

- **Part 1 - Financial Planning, Performance & Analytics**
- **Part 2 - Strategic Financial Management**

Thereafter, when students appear for placements with MNC's in early Semester 6, they will stand apart as a university graduate who's an IMA member and has cleared the globally-recognized CMA exams.

Note: US professional qualifications like CMA mandate a university degree, and given the fact that university education covers a vast majority of the content, the professional exam only focuses on the skill-gaps which are needed for the profession. Therefore, unlike various non-US qualifications, US professional qualifications "complement" university education and have lesser number of exams - for instance, 2 exams on US CMA. For more information on the US CMA program, visit [www.imanet.org](http://www.imanet.org) or [www.mileseducation.com/cma](http://www.mileseducation.com/cma)

**Internship: Miles Education will support student with internship project.**

**Few of the organizations where CMAs are employed in India include:**

Accenture	Flextronics	Max Life Insurance
AIG	Ford Motors	Microsoft
Amazon	Genpact	Morgan Stanley
American Express	Goldman Sachs	Northern Trust
Capgemini	Honeywell	PwC
Caterpillar	HP	TCS
Cognizant	IBM	Tata Power
Cummins	Johnson & Johnson	VMware
Deloitte	JP Morgan Chase	Wipro
EY	KPMG	World Bank

## Wiley Certified Business Analytics (WCBA)

“Every company is a technology company, no matter what product or service it provides...Today, every company is a data company, whether they know it or not. The companies that embrace this fact are the ones that shape our world...No company can make, deliver or market its product efficiently without technology and data.” - Forbes

To be a future-ready business leader, students must understand how technology and data affects businesses. This does not mean just one new technology or product idea or an app or a new website. It means really understanding how technologies such as AI and Analytics organically flow through the business and shape the market and customer demands and supply synergies.

With this background, the course curriculum has been integrated with the industry-recognized **Wiley Certified Business Analytics (WCBA)** certification. Business Analytics is the most important skill-set required to drive business decision-making. And this program intends to build business leaders for a digital economy who can leverage data, technology and domain knowledge to reimagine customer experience, new product innovation or bring in business efficiency.

The WCBA curriculum is designed by industry experts (from the Wiley Innovation Advisory Council) and helps students gain a detailed know-how of business analytics and visualization techniques to explore, analyze and visualize data, and provide business insights. Students also undergo hands-on experience of working with Data Analytics and Visualization tools on real data-sets, including MS Excel, Tableau and R. WCBA core papers include:

- Fundamentals of Business Analytics
- Essential Statistics for Business Analytics
- Business Intelligence and Data Visualization
- Applications of Business Analytics
- Business Transformation using AI & Analytics

In partnership with Wiley and Miles Education, the WCBA integration with university coursework allows students exemptions on the 4 out of 5 exams, and students only need to clear one final WCBA exam in Semester 5. Thereafter, when students appear for placements in Semester 6 (or go for higher studies, entrepreneurship or family business), they will stand apart as a university graduate who has an analytics mind-set and has earned the industry-recognized WCBA credential. For more information, please refer [www.wileynext.com](http://www.wileynext.com) or [www.mileseducation.com/analytics](http://www.mileseducation.com/analytics)

**Projects:** Via its platform CareerGraph, Miles Education will support students with project-based learning which may lead to internships and full-time job opportunities.

### WileyNxt corporate tie-ups and relationships include:

Wells Fargo	Bank of America	Cognizant
Nomura	Tech Mahindra	Tata Consultancy Services
Standard Chartered Bank	Automation Anywhere	eBay
L&T	Capgemini	Aditya Birla Management Corp
Microsoft	AIQRATE	American Express
Citi Bank	Virtusa	Fractal Analytics
Hansa Cequity	Refintiv	Mphasis
Manthan Analytics	Envestnet Yodlee	Gramener
Crayon	Danske IT	Course 5 Intelligence
Techstars	Paraxel	Atos
ANSR Consulting	TVS Motors	Visa
Scienaptic Systems	BRIDGEi2i Analytics	Western Digital