

Achieve the recognised Certified
Cost Controller qualification!

Certified Cost Controller

Measuring Company Performance With Reliable,
Effective And Leading-Edge Cost
Accounting Procedures

12 – 16 April 2009 • Crowne Plaza Hotel (Sheikh Zayed Road), Dubai, UAE



By Attending This Highly Intensive Course,
You Will Be Able To:

- **Implement** new strategies to improve your corporate performance measurement
- **Enhance** your cost control and cost management processes
- **Identify** different ways to calculate costs, how best to determine your company's profitability and plan for future investments and expansion
- **Supply** cost information for use in pricing decision making
- **Predict** cost behaviour by estimating costs
- **Become** a Certified Cost Controller awarded by the American Academy of Financial Management

Who should attend?

Those who are responsible for budgeting, financial planning, financial control, credit management and accounting, as well as any finance professional who has an interest in controlling cash flow for their organisation.



Certification

Completion of this course entitles you to receive the '**Certified Cost Controller**' qualification. This core qualification, offered by the **American Academy of Financial Management**, is recognised in more than 150 countries and by 560 business schools worldwide.

www.iirme.com/ccc

Organised By



Official Regional
Recruitment Partner



Dear Finance Professional,

The manager's role in controlling costs is the single most important function in any company – more now than ever before. Managing incoming funds and knowing the primary sources of these funds is very important for the modern-day cost controller. The ability to control, use and manipulate cash flow can have a dramatic effect on a company's fortunes and can turn an organisation from one that is surviving on a day-to-day basis to one that is highly profitable and reputable despite the arduous economic conditions.

IIR's Finance Division is pleased to welcome Dr. Sebastian Bombaci as the leader of this highly informative five-day **Certified Cost Controller** course. Sebastian has extensive hands-on knowledge of accounting and finance and, as an expert trainer, will provide you with the practical tools you require to gain a thorough understanding of the cost accounting process.

This practical, highly interactive programme will provide you with the necessary skills and techniques to successfully analyse and report the cost contribution to your company's performance.

The **American Academy of Financial Management (AAFM)** accredits this course. A formal certification will be provided by AAFM in recognition of successful completion of the course, along with the status as an associate member of the Academy.

Sebastian and I look forward to welcoming you to **Certified Cost Controller** in April 2009.

Yours Sincerely,



Jeremy Butcher
Conference Director
Head of Finance

*P.S. This course offers a recognised qualification
from the reputable institution, AAFM.*

About Your Course Director



Dr. Sebastian Bombaci is a senior business development professional with the last 10 years focusing on the establishment and development of new business channels primarily in the financial services and the IT&T industries (with experience in Hong Kong, China and Singapore and exposure to Indonesia and Malaysia).

He is also the Chairman of the Business Management Committee (BMC) of CPA Australia Hong Kong China Division and a member of the HKICPA Accountancy Accreditation Board. The role of the BMC plays a leading role in Hong Kong in identifying, researching and disseminating information to the community, CPA Australia members and the Hong Kong Special Administration Region Government on key issues, of concern to business and the community.

Currently, Dr. Bombaci is running his own management consultancy where he works with selected clients to develop their business strategies, distribution channels and business operations.

In 1980, he graduated from Monash University with a B.Sc. (Honours) degree. From 1986 to 1989, he received an Australian Public Service Postgraduate Scholarship for study at the University of Melbourne where he completed his Ph.D. In 1997, he completed an MBA from the University of New England.

Hear What Delegates Have Said About Last Year's Course:

"Very good instruction. Hearing about new challenges within the business world definitely enhanced my knowledge."

Beena Alexander, Cost Controller
Maersk Oil Qatar AS., Qatar

"Provided me with in-depth information that added to my professional development."

Rami Shahin, Senior Estimator & Cost Controller
Seidco General Contracting LLC, UAE

"Very useful event!"

Qaiser A.M. Luqman, Group Finance Manager
GIBCA Group, UAE

Forthcoming Relevant Events

BC2868 **Best Practice In Corporate Governance**
18 – 22 January 2009
www.iirme.com/corpgovernance

BC2859 **Certified Risk Analyst**
15 – 19 February 2009
www.iirme.com/cra

BC2894 **Master Financial Controller**
22 – 26 February 2009
www.iirme.com/mfc

For more information on any of the above events please contact us
on Tel: 971-4-3352483 or email: r.devnani@iirme.com

Course Timings: Registration will be at 08:00 on day one. All five days will commence at 08:30 and conclude at 14:30 with lunch. There will be short breaks for refreshments at approximately 10:30 and 12:30.

Course Methodology

You will analyse case studies individually and in group discussion. Interactive discussions and debate are integral parts of the case study experience. Furthermore, you will benefit from the extensive experience of the expert course director, Dr. Sebastian Bombaci, as a practitioner and a training facilitator.

Certification



All participants will receive a **Certified Cost Controller** certificate awarded by the AAFM. For those wishing to obtain certification, all five days must be completed with active participation in group and individual exercises during the course. The exact qualification will be 'Certified Cost Controller' with the post nominal 'Cert.CC.' Certification and associate membership of AAFM included in the registration fee.

Course Outline

Day One – Sunday, 12 April 2009

Introduction And Objectives Of The Course

- The changing business environment
- The need for cost control and cost management
- The use of cost information in pricing decisions

Cost Concepts

- General cost classifications
- Product costs vs. period costs
- Cost behaviour – fixed, variable and mixed costs
- Direct and indirect costs
- Opportunity cost and sunk cost
- Relevant range

Estimating Costs And Predicting Cost Behaviour

- High-low method, regression analysis

Day Two – Monday, 13 April 2009

Job Costing

- Direct materials and labour
- Manufacturing overhead
- Estimating predetermined overhead rates
- Job cost sheets
- Flow of costs within a job costing environment

Process Costing

- Similarities and differences to job costing
- Flow of costs within a process costing environment
- Preparing a production report
- Processes, activities, resource consumption and the firm value chain

Day Three – Tuesday, 14 April 2009

Cost Volume Profit (CVP) Analysis

- Contribution margin concept
- Contribution margin ratio
- Break-even analysis
- Target profit calculations
- The margin of safety
- Operating leverage and profit performance
- Sales mix considerations

Variable Vs. Absorption Costing

- Income comparisons
- Effect of changes in production on profit

Cost Of Quality (COQ)

Day Four – Wednesday, 15 April 2009

Activity Based Costing (ABC)

- Comparisons with traditional costing
- Designing an ABC system
- The mechanics of ABC

Budgeting

- Purpose and use of budgeting
- Approaches to budgeting: incremental vs. zero-based budgeting
- Preparing a budget – master, sales, production budget
- Direct materials, labour and overhead budget

Standard Costing

- What is it?
- Setting standards
- Types of variances, variance analysis
- Target costing and reverse engineering

Day Five – Thursday, 16 April 2009

The Basic Business Planning Strategy

Leadership Skills For The 'Controller'

The Balanced Scorecard And Performance Measurement

- Strategy and the balanced scorecard
- The four firm dimensions
- Costing human capital

Using E-Business And CRM To Affect Process Re-Engineering

One hour open-book examination will be conducted on the final day.



Case Study Method:

AAFM uses the case study method to develop the Certified Cost Controller programme and to help students absorb key skills and knowledge. When you are presented with a case, you place yourselves in the role of the decision maker as you read through the situation and identify the problem you are faced with. You perform the required analysis – examining the causes and considering appropriate courses of actions to come to a set of recommendations.



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IIR Middle East certified by



FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437 📠 971-4-3352438 ✉ register@iirme.com

✉ **IIR Holdings Ltd.** PO Box 21743, Dubai, UAE
✉ **GCS/IIR Holdings Ltd.** P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 **www.iirme.com/cc**

For further information and **Group Discounts***
contact 971-4-3352483 or email: r.devnani@iirme.com

*Group discounts are only applicable on the full event price

WEB BC3008

Yes, I want to register for:

Event	Dates	Price before 1 February 2009	Price between 1 and 15 February 2009	Price after 15 February 2009
<input type="checkbox"/> Certified Cost Controller	12 – 16 April 2009	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or inhouse@iirme.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email	Mobile
1 st Delegate							
2 nd Delegate							
3 rd Delegate							
4 th Delegate							

To assist us with future correspondence, please supply the following details:

Head of Department							
Training Manager							
Booking Contact							

Company:

Address (if different from label above):

Postcode: Country:

Tel: Fax:

No. of employees on your site:

0-49 50-249 250-499 500-999 1000+

Nature of your company's business:

Yes! I would like to receive information about future events & services via email.

My email address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

Name on Card:

Card Number: Exp. Date:

Signature:

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Crowne Plaza Hotel (Sheikh Zayed Road), Dubai, UAE

Tel: 971-4-3311111

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: hospitality@iirme.com