

THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(Statutory body under an Act of Parliament)



Invitation to

CAMPUS

PLACEMENT

PROGRAMME

April, 2013

For recently qualified CMAs

- ❖ Chennai : 6-7 April, 2013 ❖ Delhi : 13-14 April, 2013
- ❖ Ahmedabad : 16 March, 2013 ❖ Mumbai : 20-21 April, 2013
- ❖ Hyderabad : 24 March, 2013 ❖ Lucknow : 20-21 April, 2013
- ❖ Bhubaneswar : 20-21 April, 2013 ❖ Kolkata : 27-28 April, 2013

Behind Every Successful Business Decision,

There is always a CMA



CMA Rakesh Singh
President

President Message

Greeting from the Institute!

At a time when India has become a key global player in deciding the future economic directions of the world, Institute has re-committed itself to develop suitable capacity for providing strategic management solutions to the corporate world. The excellent professional track record of Institute's members has been amply demonstrated not only within the country but also globally over a period of 7 decades.

The recently qualified CMAs of the Institute have the exposure to the four knowledge pillars viz., Financial Reporting, Regulatory function, Management and Strategy. They are also exposed to the real life business situations as many of them are either working in various enterprises or have undergone training imparted by various arms of the Institute. They have been imparted knowledge on the specialized domain of cost & management accounting techniques, finance & accounting, auditing, management and information technology and hence are capable of handling real time challenges of your organization.

Over a period of time many Corporates have been visiting our campus to acquire their vital assets i.e. "Human Resources". I am happy in announcing that the Institute has scheduled its next campus placement for the recently qualified CMAs during the months of March & April, 2013 in eight locations - Chennai, Mumbai, Delhi, Kolkata, Ahmedabad, Hyderabad, Lucknow and Bhubaneswar.

I am looking forward to your participation in the campus placement, wherein you can have access to a vast pool of recently qualified CMAs as future managers of your organization and I am sure that CMAs of the Institute will become backbone of your Organization and become drivers of growth in your Organization.

CMA Rakesh Singh
President

Chairman Message



CMA TCA Srinivasa Prasad,
*Chairman, Committee for
Members in Industry*

Dear Corporate Captains,

The Institute of Cost Accountants of India backed by its glorious 7 decades of dedicated service to the profession of Cost & Management Accounting in the country, continues to do its part in contributing to the growth and future strategic management of corporates sector in this country. CMAs, because of their domain expertise have been contributing to the growth story of many organizations.

The Campus Placement Programme of the Institute of late has become a much awaited occasion for both the newly qualified CMAs of the Institute and the Corporates.

It is my pleasure to invite prominent organizations like yours to participate in the next round of Campus Placement Programme for the freshly qualified CMAs which has been planned in the months of March & April 2013.

This Brochure contains relevant information to the industry about the Campus Placement Programme of the Institute. I use this opportunity to thank all the Organizations for visiting our campus in the past and invite all industries/ corporates to visit our campus during the Placement Programme in the months of March & April 2013.

Looking forward to your participation in the Campus Placement Programme of the Institute.

CMA TCA Srinivasa Prasad
Chairman,
Committee for Members in Industry

Behind Every Business Decision there is CMA

In today's dynamic, uncertain and competitive world of business buffeted by persistent possibility of global shocks it has become essential to devise a strategy where in the business gets value for every penny it spends. Here Cost & Management Accountants (CMAs) step in with their skills to make it possible.

The role and importance of CMAs has increased manifold on account of growing competition in the corporate sector. Instead of restricting themselves to conventional accounting and auditing, CMAs are increasingly contributing towards the management of scarce resources and take strategic decisions of corporate with long term implication. Unlike pure accounting professionals, a CMA is required to perform across functions in all organizations. CMAs give regular financial reports to management at all levels regarding financial and non financials terms. This enables the organizations to understand and identify weaknesses in terms of efficiency.

A CMA utilizes his/her training and skills in undertaking responsibility ranging from preparation and analyzing financial statements, Budgetary control, cost management, project planning and implementation, product pricing, valuation, risk management, capital structure, planning resource mobilization, excise and customs, income tax, anti-dumping proceedings, joint venture, collaboration, amalgamation, merger, diversification, restructuring etc. Our students are trying to handle the real life challenges of the industries and corporates.

Role of CMAs

- ❖ Corporate Decision Making
- ❖ Resource Management
- ❖ Performance Management
- ❖ Financial Reporting & strategy
- ❖ Optimization of Stakeholder's Value
- ❖ Risk Management
- ❖ Enterprise Governance
- ❖ Audit Assurance and taxation
- ❖ Sustainable Development
- ❖ Corporate Social Responsibility

About the Institute

The Institute of Cost Accountants of India is a premier, dynamic, vibrant professional Institution actively associating itself in the industrial and economic development of the nation. The Institute has been set up by an Act of Parliament (Cost & Works Accountants Act, 1959) to develop and regulate the profession of Cost Accountancy in the country. The Institute, as a national accounting body, is founder member of International Federation of Accountants (IFAC), Confederation of Asian and Pacific Accountants (CAPA) and South Asian Federation of Accountants (SAFA). The Institute has entered into a Memorandum of Understanding (MOU) with The Chartered Institute of Management Accountants (CIMA), UK and The Institute of Management Accountants (IMA), USA to enable our members to acquire global Management Accounting qualification after exemptions as per MOU.

The Institute with its present organizational structure operates through four Regional Councils at Kolkata, Chennai, Delhi & Mumbai and 95 Chapters situated across the country and 8 Overseas Centers. The Institute has about 50,000 members and more than 4,50, 000 students on its rolls.

Objective of the Institute

- ❖ To promote the knowledge of Cost and Management Accountancy and to provide educational facilities for training of young men and women for building careers in management accounting.
- ❖ To improve the decision making skills and administrative competence relevant to management in general.
- ❖ To create knowledge through research both applied and conceptual relevant to management accounting and its underlying disciplines so as to disseminate such knowledge through publications.

Mission Statement

"The Institute professionals would ethically drive enterprises globally by creating value to stakeholders in the socio-economic context through competencies drawn from the integration of strategy, management and accounting."

Vision statement

"The Institute would be the preferred source of resources and professionals for the financial leadership of enterprises globally"

Overview of CMA Course

The Institute of Cost Accountants of India periodically reviews the scheme of studies and training in commensurate with challenging national and international environments. The Institute's syllabus has been framed following the International Educational Guidelines (IEG) of International Federation of Accountants (IFAC).

Different levels of CMA Course			Key elements s in the process	
1.	Entry Level	Foundation	•	Pass plus two or its equivalent
2.	First stage	Intermediate	•	Completed the foundation course of CMA or completed Graduation from recognized University
3.	Final stage	Final	•	Completed Intermediate course of CMA
			•	Qualify the final exam of CMA

Foundation course is an entry level test for CMA course and comprises four subjects papers Organization & Management Fundamentals, Accounting, Economics and Business Fundamentals, Business Mathematics & Statistics Fundamentals. Intermediate course and Final Course comprise of fourteen subject papers. These subjects provide balanced and comprehensive knowledge which is evenly distributed among four knowledge pillars viz. Financial Reporting, Regulatory Function, Management and Strategy.

The Curriculum structure of ICAI based on four knowledge pillar is mapped as follows:

Knowledge Pillar	Financial Reporting	Regulatory Function	Management	Strategy
Intermediate Course				
Group- I	Financial Accounting	Commercial And Industrial Laws And Auditing		
		Applied Direct Taxation		
Group- II		Applied Indirect Taxation	Cost And Management Accounting	
			Operation Management And Information Systems	
Final Course				
Group- III		Corporate Laws	Financial Management & International Finance	Capital Market Analysis
		Indirect & Direct Tax Management		Management Accounting- Strategic Management
Group- IV	Advanced Financial Accounting & Reporting	Cost Audit	Operational Audit	Management Accounting - Enterprise Performance Management
			Business Valuation Management	

Domestic and Global Environment

Macro Level Alignment

- ❖ Alignment with Global Management Accounting bodies
- ❖ Updating current regulatory environment
- ❖ Standardization of Cost and Management Accounting practices through Cost Accounting Standards
- ❖ Revamping research activities including developing White Paper on Cost & Management Accounting practices in the world
- ❖ Issuance of Guidance Notes on Management Accounting practices
- ❖ Developing Benchmark on Performance and Cost for different industries
- ❖ Restructuring of syllabus to attain International Standards
- ❖ Simplification of Cost Accounting Records Rules and Cost Audit Report Rules
- ❖ Overall Continuous Plan and Cost & Risk Management in Global perspective

Micro Level Alignment

- ❖ Direct and Indirect Tax Applications with case laws
- ❖ Forex Management and Treasury Management
- ❖ Security Analysis and Portfolio Management
- ❖ Updated industrial laws
- ❖ Cost Management in Micro, Small & Medium Enterprises.
- ❖ Application of ZBB in Public Utility Concerns.
- ❖ Cost Viability Models for Real and Service Sectors
- ❖ Impact of Transfer Pricing Mechanism
- ❖ Value Analysis & Value Engineering
- ❖ Business Process Re-engineering
- ❖ Business Process outsourcing
- ❖ Business Process Reverse Engineering
- ❖ Tear down Analysis
- ❖ Applications of Six Sigma in both real and service sectors
- ❖ Bench Marking

- ❖ Kaizen Costing
- ❖ Life Cycle Costing
- ❖ Back flush Costing
- ❖ Target Costing
- ❖ Activity Based Management /Costing
- ❖ Balanced Score Card
- ❖ Carbon Credit Management/Green House Management
- ❖ JIT/ Vendor Managed Inventory under ERP Environment (VMI)
- ❖ WOW Technology in TPM
- ❖ Supply Chain Management/Logistics Management
- ❖ Quadrable Bottom Line Reporting System (QBLR)
- ❖ International Financial Reporting Standards (IFRS)
- ❖ Segmenting Reports
- ❖ Sustainability Reports
- ❖ Integrated Reports
- ❖ Valuation Procedures
- ❖ Economic Value Added (EVA), MVA, SVA
- ❖ Managing Value Creation earlier in the life cycle /Value Chain Management
- ❖ Customers Expectations (Customer Relationship Management and Customer Experience Management)
- ❖ Customer Interactive Relationship Management
- ❖ Acknowledging the importance of intangible assets: Branding, Image, Knowledge, Human Capital (Mind Share/Market Share)
- ❖ Beyond Corporate Governance (Enterprise Governance and Performance Governance)
- ❖ Beyond Budgeting (Operational Excellence)
- ❖ Business Excellence Model- Internationalization / Outsourcing of manufacturing operations
- ❖ Coopetition Strategy
- ❖ Blue Ocean Strategy
- ❖ Merger and Acquisition, Takeovers, Consolidation and Retention Strategy

Schedule of Campus Placement

Campus Placement Programme for Recently Qualified Cost & Management Accountants will be held during March & April 2013 at Delhi, Mumbai, Chennai, Kolkata, Lucknow, Ahmedabad, Bhubaneswar and Hyderabad. The database with brief details of candidates participating in the Campus interview will be provided to the participating Companies.

S No.	Location	Date for Fresher's	Contact Details
1.	Chennai	6 & 7 th April 2013	Mr. K. Shanmugam (Deputy Director) Southern India Regional Council of the ICAI 4, Montieth Lane, Egmore, Chennai-600008. Ph: + 91 44-28554443/28554326/28528219 Fax : 044- 28554651; Mob: + 91 9444611021 Email: sirc@icmai.in
2.	Mumbai	20 & 21 st April 2013	Mr. K P Unnikrishnan (Jt. Director) Western India Regional Council of the ICAI Rohit Chambers, 4th Floor, Janmabhoomi Marg, Fort, Mumbai-400 001 Ph : + 91 22- 22873476 /22872010/ 22841138/ 22043406/ 22043416 Fax : + 91 022- 22870763; Mob: + 91 9892025045 Email: wirc@icmai.in, admin@icwai-wirc.org
3	Delhi	13 & 14 th April 2013	CMA D. P. Singh Northern India Regional Council of ICAI Institute of Cost Accountants of India 3, Institutional Area, Lodhi Road, New Delhi-0 3. Ph : + 91 11 - 24623792/24623793/ 24626678/24615788; Mob: + 91 9811154931 Email: nirc@icmai.in
4	Kolkata	27 & 28 th April 2013	Mr. Prabir Banerjee Eastern India Regional Council of the ICAI 84, Harish Mukherjee Road, Kolkata-700 025. Ph : + 91 33 -24553418/24555957 033-64563600-03/65331075 Fax : + 91 33-24557920; Mob: + 91 9433030763 Email: eirc@icmai.in
5	Ahmedabad	16 th March 2013	Mr. K P Unnikrishnan (Jt. Director) Western India Regional Council of the ICAI Rohit Chambers, 4th Floor, Janmabhoomi Marg, Fort, Mumbai-400 001 Ph : + 91 22- 22873476 /22872010/ 22841138/ 22043406/ 22043416 Fax : + 91- 022- 22870763; Mob: + 91 9892025045 Email: wirc@icmai.in, admin@icwai-wirc.org

S No.	Location	Date for Fresher's	Contact Details
6	Hyderabad	24 th March 2013	Mr. K. Shanmugam (Deputy Director) Southern India Regional Council of the ICAI 4, Montieth Lane, Egmore, Chennai-600008. Ph: + 91 44-28554443/28554326/28528219 Fax : 044- 28554651; Mob: + 91 9444611021 Email: sirc@icmai.in
7	Lucknow	20 & 21 st April 2013	CMA D. P. Singh Northern India Regional Council of ICAI Institute of Cost Accountants of India 3, Institutional Area, Lodhi Road, New Delhi-03. Ph : + 91 11 - 24623792/24623793/ 24626678/24615788; Mob: + 91 9811154931 Email: nirc@icmai.in
8	Bhubaneswar	20 & 21 st April 2013	Mr. Prabir Banerjee Eastern India Regional Council of the ICAI 84, Harish Mukherjee Road, Kolkata-700 025. Ph : + 91 33 -24553418/24555957 033-64563600-03/65331075 Fax : + 91 33-24557920; Mob: + 91 9433030763 Email: eirc@icmai.in

Participation Fee:

One Venue	₹ 50,000/- + Service Tax
Two Venues	₹ 80,000/- + Service Tax
Three Venues	₹ 1,00,000/- + Service Tax
Four or More Venues	₹ 1,20,000/- + Service Tax

The payment of the Fee is to be made by Demand Draft drawn in favor of "The Institute of Cost Accountants of India" payable at New Delhi or through ECS mode.

Details for ECS Payment:

State Bank of India, Lodhi Road Branch, New Delhi-110003

Current A/C No.: 30678404793

MICR Code: 110002493

IFSC Code: SBIN0060321

Kindly note that the PAN No of Institute is : AAATT9744L and Service Tax Registration Number is AAATT9744LSD005

Indicative Procedure for Participating in Campus Interview

- ❖ Kindly Contact Training and Placement Directorate at +91 11 24640432 or at Placement@icmai.in or with the respective Regional Council to get the dates and time slot(s) for individual centres.
- ❖ Participating companies have the option to register their requirement online at www.icmai.in also.
- ❖ The participation fee is to be paid in advance for booking the dates and time slot(s) for individual centres. The participation fee is not refundable.
- ❖ Pre Placement Talk (Soft Copy Format) of the Organizations can be mailed to placement@icmai.in. Organization is expected to indicate the following in the PPT:
 - Venue wise indicative figure of recruitments aimed to be made
 - Place of Posting
 - Job profile
 - Age Limit, if any
 - Number of vacancies exist for General/OBC/SC/ST/PH candidates
 - If there is any cut off for percentage of Marks in Inter/Final
 - Pay package offered (**Companies to pay a package in commensuration with the industry standard**)
- ❖ The Organization should also inform the process of recruitment i.e. whether the organization will hold GD/Written Test/ Personal Interviews.
- ❖ Database of candidates will be provided to organization only after the receipt of the Fee. Organization may shortlist the candidates as per their requirements/criteria and communicate the same to the Institute.
- ❖ The Organizations participating in the Campus Placement are expected to offer a package in commensuration with industry standards.
- ❖ The participating organization will be provided One Room each for the conduct of the interview process.
- ❖ Organization should not interact directly with candidates for collecting hard copies of Bio-data etc.
- ❖ Correspondence with organizations and candidates shall be done by the Institute through E-mail or SMS only.
- ❖ A candidate can appear for only Four interviews irrespective of the fact that he/she is shortlisted by several organization but the moment he/she is offered job by any organization and is accepted by him/her then the candidate will not be permitted to attend the rest of the campus interviews.
- ❖ The timings for the interviews on all days shall be from 9AM to 6PM.
- ❖ List of the Selected Candidates to be announced on the same day of interview positively.
- ❖ Organizations may provide their feedback on the scheme to the Institute.

Glimpse of Past *Campus Placement*



Few of The Past Recruiters

Few of the Companies whose search for CMAs ended in the Campus Placement conducted by the Institute in the past.



CMA CAMPUS PLACEMENT FORM



1.

Contact Information:

- a. Name of the Organization:
- b. Contact Person & Designation:
- c. Address: Pin:
- d. Telephone Number (office):
- e. Mobile:
- f. Fax No. :
- g. E-Mail ID:

2.

Details of Vacancies:

Designation	Place(s) of Posting	Number of Vacancies

3. Required Age Limit:as on (Date).....

4. Vacancies exists for General/ OBC/SC/ST/PH/Any Other:

5. Cut of % of marks (if any) :

Graduation

The Institute of Cost Accountants of India Examination

6. Mode of selection of candidates (Tick ✓ in the relevant box):

Test ☐ Group Discussion ☐

Personal Interview ☐ Others ☐

7. Pay Package (CTC): (Rs :P.M./P.A.)

8. Venue and Date opted :	1) Chennai	<input type="text"/>	Venue	5. Hyderabad	<input type="text"/>
	2) Mumbai	<input type="text"/>		6. Ahmedabad	<input type="text"/>
	3) Delhi	<input type="text"/>		7. Lucknow	<input type="text"/>
	4) Kolkata	<input type="text"/>		8. Bhubaneswar	<input type="text"/>

9. Any other details :



SIGNATURE:

Name and Designation with Seal:

Date:

To: - Director (T&P), The Institute of Cost Accountants of India, CMA Bhawan, 3, Institutional Area, Lodhi Road, New Delhi-110003.

LIST OF SOME OF THE RECRUITERS IN RECENT PAST

Previous Placement programme was marked with new recruiters. Diversified organizations (in alphabetical order) who have recruited through our campus placement are:-

- | | |
|---|---------------------------------------|
| • Accenture | • Jindal Drilling and Industries Ltd. |
| • Allahabad Bank | • Jindal steel & Power Ltd. |
| • Assam Brooke Ltd. | • LUCAS TVS Ltd. |
| • Amara Raja Group | • MMTC |
| • Amtek | • Maharashtra Natural Gas Ltd. |
| • Ashok Leyland Ltd. | • Mazagon Dock Ltd. |
| • Apollo Gleneagles Hospitals | • MAHLE IPL Ltd. |
| • Bata India Ltd. | • Mukund |
| • Bengal Chemicals & Pharmaceuticals Ltd. | • Nestle |
| • Bharat Electronics Ltd. | • NHPC |
| • Bharat Heavy Electricals Ltd. | • NMDC |
| • Bharat Sanchar Nigam Ltd. | • NTPC |
| • Castrol India Ltd. | • ONGC Ltd. |
| • Cipla | • Power Grid Corporation |
| • Coal India Ltd. | • Pidilite |
| • Dunlop India Ltd. | • SAIL |
| • Eureka Stock & Share Booking Services Ltd | • Saint Gobain Glass India |
| • Ford India Ltd. | • SEBI |
| • Genpact Ltd. | • Simplex Infrastructure Ltd. |
| • Gujarat Ambuja Cements Ltd. | • State Trading Corporation of India |
| • Haldia Petrochemical Ltd. | • Suzlon |
| • Hindustan Aeronautic Ltd. | • Tata Consultancy Services Ltd. |
| • Hexaware Technologies Ltd | • Tata Steel Ltd. |
| • Hindustan Zinc Ltd. | • Times of India |
| • HUDCO | • TVS Electronics Ltd. |
| • ICICI Bank | • Vedanta Aluminium Ltd. |
| • IDBI Bank | • Voltas India Ltd. |
| • IFS Solutions India (P) Ltd. | • Wipro |
| • ITC Ltd. | • WEBEL Ltd. |
| • IFB Agro Industries Ltd. | • Watson Wyatt |

For further details about campus placement please contact:



CMA L GURUMURTHY
Director (T&P)

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