

# Certified Cost Controller

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

15 – 19 June 2008 • JW Marriott Hotel, 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 and 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, 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 145 countries and by 560 business schools worldwide.

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Dear Finance Professional,

The manager's role in controlling costs is the single most important function in any company. 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.

IIR's Finance Division is pleased to, once again, invite Brett King to conduct this highly informative five-day **Certified Cost Controller** course. Brett 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.

Brett and I look forward to welcoming you to **Certified Cost Controller** in June 2008.

Yours faithfully,



Deep Marwaha  
Senior Conference Manager

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

## About Your Course Director



**Prof. Brett King**, MFP RBA CDE CEM  
CEO – International, **American Academy of Financial Management**, UAE

Brett King is one of the founders of the American Academy of Financial Management, and is a lead trainer working with Fortune 500 companies around the globe. He sits on the Global Board of Standards for the American Academy of Financial Management (AAFM) and was most recently appointed as the CEO of the AAFM's international operation, responsible for 50,000 members in over 140 countries. His Gulf client network includes the Dubai Financial Market, Dubai Quality Group, National Bank of Kuwait, Commercial Bank of Qatar, Union National Bank, Samba Financial Group, Citigroup, UBS, HSBC, Standard Chartered, Abu Dhabi Commercial Bank, Emirates Bank, Dubai Islamic Bank and many others. He has chaired conferences in more than 20 countries worldwide and writes regularly for magazines such as The Asian Banker and the Economist. Brett previously led Modern Media's (NASDAQ:DTAS) regional business in Asia as Regional Managing Director and prior to that was a practice director for the Financial Services Industry unit of Deloitte Consulting (Asia-Pacific-Africa).

### 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

A0912 **World Accounting Summit**  
25 – 29 May 2008  
[www.accountingsummit.com](http://www.accountingsummit.com)

BC2643 **Essentials of Budgeting and Forecasting**  
1 – 5 June 2008  
[www.iirme.com/essbudget](http://www.iirme.com/essbudget)

BC2642 **Certified Financial Assistant**  
22 – 26 June 2008  
[www.iirme.com/cfa](http://www.iirme.com/cfa)

For more information on any of the above events please contact us  
on Tel: 971-4-3352483 or email: [info@iirme.com](mailto:info@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, Prof. Brett King, a qualified Master Financial Professional™ trainer.

## 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 membership of AAFM are included in the registration fee.



## Course Outline

### Day One – Sunday, 15 June 2008

#### 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, 16 June 2008

#### 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, 17 June 2008

#### 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, 18 June 2008

#### 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, 19 June 2008

#### 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 they read through the situation and identify the problem they 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



ISO 9001:2000

## 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, Muharraa, Kingdom of Bahrain

[www.iirme.com/cc](http://www.iirme.com/cc)

For further information and **Group Discounts** contact  
971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

WEB BC2641

Yes, I want to register for:

Event	Dates	Price before 6 April 2008	Price between 6 April and 4 May 2008	Price after 4 May 2008
<input type="checkbox"/> <b>Certified Cost Controller</b>	15 – 19 June 2008	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](mailto: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
1 <sup>st</sup> Delegate						
2 <sup>nd</sup> Delegate						
3 <sup>rd</sup> Delegate						
4 <sup>th</sup> 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

**JW Marriott Hotel, Dubai, UAE**

Tel: 971-4-2624444

## 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](mailto:hospitality@iirme.com)