



The Association of
Accountants and
Financial Professionals
in Business

IMA French Chapter Newsletter

From the President

Dear IMA French Chapter members and friends,

I would like to wish you a happy, healthy and successful 2016.

As we wrap up 2015 and celebrate our one year anniversary, I would like to share with you how we have performed vs the objectives we set one year ago and our direction for 2016.

Overall, we achieved our objectives set for delivering CPE (4 hours delivered in 2015). In addition, we delivered the chapter web site and regular newsletters as planned. The chapter is now a legally incorporated non-profit in France and after quite a lengthy process, we have a bank account. We show room for improvement in the actions planned to build our membership.

For 2016, we will build on the foundation laid in 2015 by delivering CPEs, newsletters and maintaining the chapter website up to date. We will diagnose why planned actions to grow our membership have not been delivered and put in place countermeasures.

Do not hesitate to contact me if you have any suggestions or feedback.

Bryan Barr
President

"A dream doesn't become reality through magic; it takes sweat, determination and hard work."

~ Colin Powell

Academic Insight

by Helmi Hammami

Faculty Member at ESC Rennes School of Business

Former Head of the Department of Accounting and Inf. Systems – Qatar University

an adaptation of his paper presented for the 9th Annual Forum of the GCCAAO, 2014

"Competency-based Accounting Education: Towards an Innovative Approach to Educate Future Accountants in the Gulf"

The accounting profession is changing across the world due to the change of the business environment and the nature of business activities. Technology and the availability of information for instance made several tasks quicker to achieve and the cost of retrieving and processing the information cheaper. This business environment change has impacted the role of accountants in the organization. Business change certainly requires the emergence of new skills and professional services from accountants and business partners alike (Albrecht and Sack: 2000).

The profession is changing so be it for accounting education.

1. The changing role of accountants: The IMA value-proposition for accounting

Several papers have described how the accounting profession has evolved over the years. However, accounting education is still not evolving at a pace required by the profession. Today's business is becoming more complex and requires different skills that nobody thought of as necessary for accountants, such as the mastering of technology and communication skills to only cite a few.

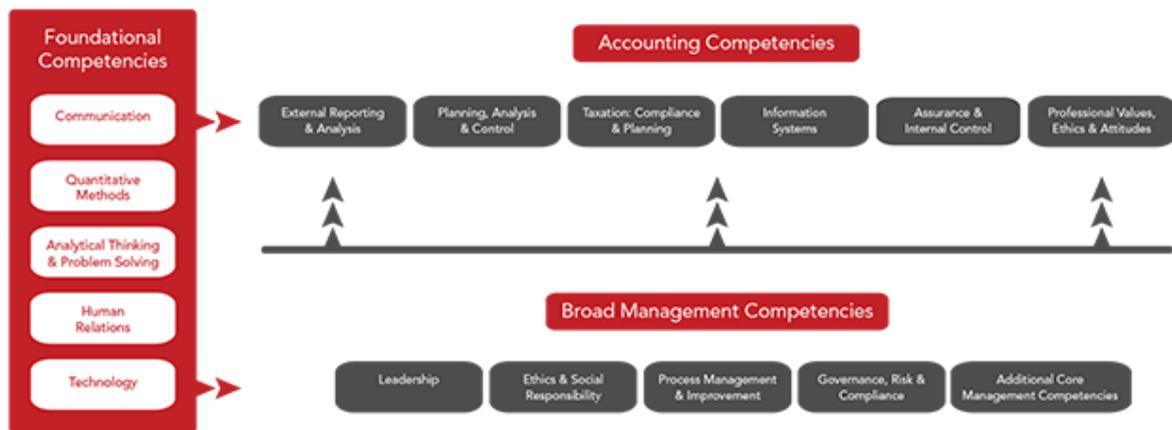
2. The integrated competency based framework for Accounting Education

It is obvious that the focus of the framework is on the development of competencies not courses. The framework focuses on educational needs of accounting students for their long-term career independently of their career specialization such as tax, corporate finance, financial accounting, etc.

The framework encompasses three interconnected tiers: (1) Foundational competencies, (2) Broad management competencies and (3) Accounting competencies.

Competency Integration:

A proposed framework for accounting education by the IMA/AAA MAS Curriculum Task Force



Accounting is becoming more and more integrative (in the US and internationally) (Lawson et al: 2014). According to the new value proposition of accounting, accountants have evolved to become Enterprise Performance Managers (EPM) and fully bare the role of business partner in the top management team more than providing support function.

In order to become an effective and efficient business partner with managers across the organization, adopting a integrative thinking is becoming a must. It certainly goes beyond simply integrating accounting techniques. Accountants must learn to think like business managers and better like CEOs.

Helmi Hammami

VP Academic Relations

Previous CPE Event

On September 29th, the IMA French Chapter organized a free CPE event "Leading Change" with Bryan Barr in Levallois.

Change has become a competitive edge in the modern business world. Thus, everyone at some point has to manage change individually, with a team and as an organization. How to maintain that important competitive edge? How to apply personal transition techniques to support team members in times of organizational change? In this workshop, we explored the nature of change, the factors contributing to resistance, discussed tips for navigating the neutral zone and tips for leading change.

Jing Gong

VP Professional Education



IMA Europe



IMA French Chapter



IMA French Chapter Website

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