

CGMA Global Business Challenge 2022

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The CGMA Global Business Challenge 2022 is an international case competition held by the Association of International Certified Professional Accountants (AICPA) and the Chartered Institute of Management Accountants (CIMA). This year, four CityU students cooperated on a business proposal on management accounting and learnt how companies use research to attract young talent. The team had the following remarks to share with their fellow AC students.



Patrick:

This competition was a golden opportunity for us to learn about managerial accounting concepts in practice. By discussing the project with my teammates, I learnt the value of cooperation. Our presentation was commended for our effort. Although we didn't make the top three teams, it was an unforgettable experience.

William:

I was thrilled to join the CGMA Global Business Challenge this year. It was a journey during which I collaborated with teammates and ended up with friends. We learnt a lot about cooperation and what makes a good a business proposal, and were delighted to reach the semi-final. It was a great experience to step out of our comfort zones and explore the breadth of our capabilities.

Jackie:

During the Global Business Challenge, I learnt that the final goal of managerial accounting is not only to understand accountancy theories, but also to be able to present ideas and plans for future business development. The importance of managerial accounting is the transformation of numbers into meaningful and understandable points that are relevant to individual companies. The competition helped us identify our shortcomings and how to improve ourselves.

Kate:

Managerial Accounting is not only about numbers. By participating in the Global Business Challenge, I learnt that there is much more to it. Mathematical computation indicates direction and focus points, but it is the managerial roles and responsibilities that make the accounting information meaningful and useful. Managerial accounting is all about data interpretation for more effective decision making and more efficient business operation.