



Dear Academics,

I would like to congratulate University of Economics and Business in Wrocław to become **CIMA University Advanced Partner** and opportunity to launch **CGMA Finance Leadership Program (FLP)** from 2020/21 academic year.

The FLP is extremely flexible, efficient, fast track/path for your students to master their critical skills such as **finance and accounting, business, people and leadership skills**. At the heart of it is the **digital skills** that you will prepare for working in the digital economy.

The program builds on each student's unique knowledge and experience, so they can start the program at the entry point that is right for them. As the program is **online**, it constantly adapts to each student to create a truly **personal learning experience**. Real-world scenarios were designed into the program which will help students learn new frameworks and tools they can apply immediately while building a solid foundation of business acumen that will serve them throughout their professional career.

FLP can be **integrated in the classroom** easily because it has all the features to allow students develop in areas that are of interest to them. The program was built to help students take an active role in their education i.e. setting out their own goals and criteria for success with the guidance of their lecturers.

FLP is a one-stop platform for everything needed to earn CGMA and become CIMA qualified. It is a holistic and integrated experience from start to end.

#### **Continuous learning and assessment:**

FLP topic proficiency is constantly assessed throughout the learning experience via multiple choice questions that are embedded into the learning experience and taken virtually online.

FLP seamlessly **blends learning and assessments**, to ensure that students understand key topics and can apply new skills before they move on to more advanced business concepts. Assessments prove to us, as the issuing body of the designation, the employer, and the learners that students have mastery of the content. This isn't just a learning exercise. CIMA guarantees that the learners understand and have grasped the material that is in the CIMA syllabus.

#### **Pre-assessment:**

Some topics have pre-assessments, which are multiple choice questions given at the start of a topic. An algorithm calculates if the students meets the threshold for proficiency for that topic. These are optional, but if a student takes it and is deemed proficient, they then have the option to skip the topic content. They can



choose to still take the topic content if they wish (as a refresher for example) but it is not mandatory. **Personalization** – students are given the chance to prove that they already possess knowledge and maturity in certain topics and thereby skip learning for those topics and focus time on skills they need to develop.

### **Learning content:**

**Real-world scenarios, Business Simulations**, the learning content is based **2019 CIMA Syllabus**, skills that 2,000 companies around the world have identified as being critical for driving actionable insights. Content is organized by **competency area, skill sets, and topics**. Topics are the smallest unit of learning and can be consumed quickly, allowing students to cover learning in bite-sized chunks, and come back and to the next area on their own time. Students have access to all competency areas across all three levels (**Operational, Management, Strategic**), regardless of their entry point.

Additional functionalities & opportunities:

**learning content summaries, how to take a case study exam, analysis of the upcoming case study exam, graded mock exams, progress tracker, setting goals/completion, date check marks to track achievement, Uni dashboard.**

Opportunity **to award scholarships to 100 deserving students** who may or may not come from the Finance and Accounting field.

Opportunity **to award academics** and to upskill through the FLP program and become CIMA qualified (CGMA) for free. 10 Academics can receive free FLP access (out of who 3 can take also CIMA exams for free).

CIMA will provide up to 10 academics with a free “professor account” which will allow them access to view student results and progress on a “read only” platform.

Yours sincerely,

Sylwia Dubiel  
University Partnership Manager, Central and Eastern Europe