

Message from the Chair



# An Investment in the Future |

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You might think that the future of the management accounting profession rests in the hands of bodies like the Securities & Exchange Commission (SEC), the Public Company Accounting Oversight Board (PCAOB), or even the Institute of Management Accountants (IMA®). I don't think so. I think it lies with the professors who instruct the next generation of accounting students at colleges and universities around the world.

How so? To begin with, professors can hold considerable sway over their students' career choices since they're typically among the people students look to for advice and direction. Think about your own career: I'm sure there's a teacher in your past who encouraged you to pursue a future in accounting or finance. If we want to spur on more students to consider management accounting as a desirable career option, supporting professors in their teaching of the subject is a smart investment.

IMA provides support to our academic members in a variety of ways. For example, we make available an impressive library of case studies, which professors can use to engage their students with real-world exam-

ples. Recently we've taken this commitment one step further by launching a new publication, the *IMA Educational Case Journal*, which debuts this month. This quarterly peer-reviewed journal will feature four to five "best practices" cases with teaching notes for classroom use.

Professors also enjoy access to our popular *Inside Talk* webinars, which feature industry experts and cover hot industry topics. These provide a great reference for educators in their classroom teaching, as do our Statements on Management Accounting (SMAs), which offer practice-based guidance on management accounting and financial management concepts and policies, and articles in *Strategic Finance* and *Management Accounting*

*Quarterly*. We also support academic research through competitive grants and faculty awards, an academic community exchange forum, and funding through our Foundation for Applied Research (FAR), among other resources.

Through these efforts, both students and professors get to appreciate that IMA is the "go-to" organization for anything related to management accounting.

Professors not only shape the lives of their students, but they also help to create the curricula at their institutions. IMA has been working with the management accounting section of the American Accounting Association (AAA) to stress the importance of increased focus on management accounting content within the curricula. We still have a long way to go, however, to ensure that management accounting receives the visibility—and respect—it deserves.

One school that's taking this curriculum challenge to heart is Johnson & Wales University in Charlotte, N.C. Starting this fall, the school is re-designing its accounting program to offer a B.S. degree in management accounting. It has retooled its

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accounting curriculum to closely align with the content of the Certified Management Accountant (CMA®) exam and is even making CMA prep courses and testing available to students on campus. This new program shows what can happen when a school recognizes the value of a management accounting background and takes seriously its commitment to helping students pursue it.

The next time you meet a university or college professor, consider thanking them for the role they play in the lives of our future leaders. I know that IMA will continue to look for ways to reach out to these academic members as the key link between us and the next generation.

As always, I welcome your thoughts at [jpollara@imanet.org](mailto:jpollara@imanet.org). ■