

## Alumni-Student Engagement Session

The Department of Management organized an Alumni-Student Engagement Session for BBA students on 14th September 2024. The session focused on providing insights into the Certified Management Accountant (CMA) program, with Ms. Shreya Lakshmi, Risk & Internal Controls Specialist at ABB and a distinguished alumna, as the key speaker.

Ms. Lakshmi shared her personal journey in pursuing the CMA certification, offering crucial guidance on the path to becoming a CMA. Her talk covered key aspects such as:

- Navigating the CMA certification process
- Tips for successfully clearing CMA exams
- Effective study strategies for the CMA exam

She provided detailed insights into the structure, content, and benefits of the CMA certification, with a special focus on its importance for students aspiring to build careers in finance and accounting. Additionally, Ms. Lakshmi shared practical advice on preparing for each section of the exam, sharing study techniques that proved successful for her.

The session was coordinated by Ms. Greeshma Francis and offered students invaluable guidance from a former student who had successfully navigated the CMA certification. Hearing directly from an industry expert and alumna helped students understand the real-world application of the CMA program, boosting their motivation to pursue the certification.

The session was highly relevant and valuable for the BBA SF students, many of whom aspire to clear the CMA exams and pursue careers in finance. Ms. Lakshmi's experience and advice reinforced the importance of strategic preparation and perseverance, providing students with clear, actionable steps toward their professional goals.

For the Images of **Alumni-Student Engagement Session**, kindly refer to the Photo Gallery: <https://www.sju.edu.in/gallery/107>