

Continuing Education

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EDUCATION AND TECHNOLOGY: PARTNERS AT IMA

There have been tremendous breakthroughs in educational technology recently, and the IMA has been quick to adopt many of them. It's not enough to provide knowledge and information anymore; that knowledge must be provided rapidly and conveniently. To reach all potential users, it's often necessary to deliver knowledge directly to a participant's computer.

Here's how the IMA is using as many technological channels as possible to reach you, the educational consumer.

The Internet. Visit the Institute of Management Accountants' Web site at <http://www.imanet.org>. The site has changed a lot during the last year and is a terrific source of information about our organization and the chances to develop yourself as a professional. CMA/CFM information, including exam content specification outlines, is available. You can also learn about upcoming education seminars.

A very exciting new development is our emerging capability to deliver courses right on the Web. We are working with a partner to implement this capability this summer. Here's how it will work: From the IMA Web site, you'll be able to press a button that sends you to our partner's Web site, which will give you a choice of more than 20 courses, all of them NASBA-approved for interactive study. Once you've supplied a credit card number, you'll be able to take any of the courses and take the final exam to receive your CPE.

But the IMA Web site isn't limited to education. Browse around our expand-

ed student site (www.imastudents.org). Links to chapters and councils and a description of the McLeod Information Center are available. Check out the Syndicated News online for the latest IMA news. Members of special interest groups can visit a listserv to correspond with colleagues.

CD-ROM courses. This is the latest wave in computer-based education, and the IMA has "caught the wave." We have developed two CD-ROMs of our own: "Performance Measurement" and "Non-financial Performance Measurement: Balancing the Scorecard." Both of these products feature flexibility, convenience, and multimedia excitement.

We're particularly proud of our new "Nonfinancial Performance Measurement" product, which uses a baseball game theme. The opening screen features a colorful baseball stadium complete with fan noise and a stirring rendition of the national anthem. The stadium public address system introduces each unit. By clicking on billboards at the back of the stadium, you can access the objectives, readings, and exercises to reinforce your learning for each unit. Click on the giant scoreboard for videos of leading balanced scorecard experts.

As you complete the readings and exercises, you see the runners on your "team," the Number Crunchers, actually run around the bases. Complete a unit, and you score a "run" (which is posted on the electronic scoreboard); then move on to the next inning or unit. There are review questions to test your knowledge and a final exam that can be sent in for you to receive eight

hours of CPE credit. Who says technology and learning can't be fun?

Through our self-study catalog, we also offer a number of courses that use CD-ROM and online technology. Topics include: "Guide to Navigating Online," "Information Security," "Web Commerce," "Intranets," "EDI," "Using Excel," "Word," and "Windows 95." We call this using technology to learn about technology, and we think it's only fitting.

Management Accounting quiz is going online. Many of you are familiar with our highly successful program of reading articles in MANAGEMENT ACCOUNTING magazine and then taking a quiz on them to receive CPE credit. Now we conduct that program by mail, but soon you will be able to take the quiz online.

CMA/CFM course providers. You can shop for a CMA or CFM review course right on the 'Net and even download sample software from some of the vendors to help you select a course. You can place your order for information brochures and your review courses on the Internet as well. Here's a list of the Web addresses for some providers:

Gleim Publications

<http://www.gleim.com/>

The Lambers CMA and CFM Review

<http://www.lamberscpa.com/cmepage.htm>

The MicroMash CMA/CFM Review

<http://www.micromash.com/>

**Rigos Professional Education Programs
CMA/CFM Review**

<http://www.rigosrev.com/>

The Tutorial Group, Inc.

<http://www.tutorialgroup.com/>

The IMA is pleased to be able to keep you ahead of the wave in education and technology. Happy financial surfing! —Lorin Woolfe

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