

## **Introducing Ivy League online learning and professional development!**

TORONTO, October 1, 2008 – CMA Canada is pleased to announce that it has partnered with Canadian HR Press on a new venture to deliver eCornell Ivy League online learning and professional development to CMA members throughout Canada.

CMA members will have the opportunity to take courses and earn Certificates from Cornell University in the fields of Leadership and Business Management.

“We are very excited to bring eCornell online as our premier learning partner,” says Richard Benn, Executive Vice President of Member Development. “CMA members will be able to benefit from the flexibility of the online courses for their personal career development and ongoing professional development.”

eCornell’s online courses offer CMA members the convenience of a 24/7 learning environment with online industry expert facilitators and interactive worldwide class collaboration. Most courses take approximately six to seven hours to complete over a two-week period.

Participants are not required to be in the course at any specific day or time, but to get the most out of the program they are required to participate in interactive topical discussions with the instructor and classmates. Other key elements of the eCornell learning experience include scenarios, case studies, and application tools and evaluations to validate the learning. eCornell courses are designed to be engaging and practical so participants can readily apply what they’ve learned on the job.

In addition to receiving Ivy League credentials, CMA members will be able to receive Continuous Professional Learning and Development (CPLD) credit hours that can be applied towards the ongoing maintenance of their CMA designation. Please note that each individual course qualifies for 7 CPLD credit hours.

CMA Canada members who are interested in advancing their individual performance will receive a 33 per cent discount on all eCornell courses and business certificates. Sample courses include: Executive Leadership; Leading Management Teams; Change Leadership; Strategic Thinking; and, Managing Communication Challenges. Please note eCornell’s online courses are available to CMA Canada members in English only.

For more information please visit the [eCornell](#) page located on CMA Canada’s National website. You will be required to enter your username and password to access the course descriptions and registration.



**About Canadian HR Press:**

Canadian HR Press is Canada's eCornell affiliate and premier provider of educational products that help individuals and organizations increase their earnings through learning. Canadian HR Press has assisted thousands of business professionals to meet their career goals through our study products and training and professional development programs.



**About CMA Canada:**

CMA Canada grants a professional designation in management accounting and regulates its members under the authorization of provincial legislation. CMA Canada, a self-regulating body, maintains the highest standards, practices and professional conduct in management accounting to protect the public interest.