



UNIVERSITY OF ALBERTA

CMC-CANADA Student Membership

Preparing for Excellence



A HIGHER LEVEL of
management consulting



Un NIVEAU SUPÉRIEUR
de conseil en management



WHAT IS MANAGEMENT CONSULTING?

Management consulting is a specialized profession aimed at helping organizations improve their performance, solve problems, and achieve sustainable growth. It involves providing expert advice and guidance to clients, typically businesses or government agencies, on various aspects of management, strategy, operations, and organization.



KEY CHARACTERISTICS OF MANAGEMENT CONSULTANTS



Expertise

Management consultants possess in-depth knowledge and expertise in specific industries or functional areas, enabling them to offer valuable insights and solutions.



Problem Solving

Consultants identify and analyze organizational challenges, offering innovative strategies to address issues and enhance overall efficiency.



Client Collaboration

Consulting engagements involve close collaboration with clients, fostering a partnership approach to problem-solving and decision-making.



Data-Driven Insights

Consultants rely on data analysis and research to provide evidence-based recommendations, ensuring informed decision-making.



Common service areas of Management Consultants



Business Development

Support businesses in business development by identifying growth opportunities, building strategic partnerships, and implementing effective sales and marketing strategies, enabling the organization to expand its reach, secure new clients, and increase revenue streams for sustainable growth and success.



Strategic Planning

Assist businesses with strategic development by conducting thorough analyses, offering expert insights, and guiding the formulation and implementation of effective strategies, enabling the organization to align its goals, optimize resources, and adapt to market changes for long-term success and profitability.



Change Management

Support businesses in change management by providing structured approaches, communication strategies, and employee engagement tactics, facilitating a smooth transition during organizational changes, ensuring that employees adapt effectively, and minimizing disruptions to operations.



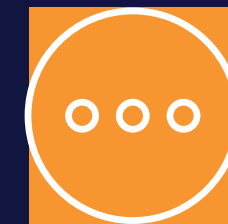
Market analysis

Gathering and analyzing data, evaluating market trends, and identifying customer preferences and behaviors, enabling the organization to make data-driven decisions, refine marketing strategies, and capitalize on opportunities for growth and competitive advantage in the marketplace.



Marketing

Assist businesses with marketing by analyzing market trends, conducting competitor research, and developing tailored strategies, enabling the company to reach its target audience effectively, enhance brand visibility, and optimize marketing resources for maximum impact and revenue generation.



etc.

organizational development, process improvement, financial management, ...,

The Certified Management Consultant (CMC) Designation

As a member of CMC-Canada, you're on your way to getting your Certified Management Consultant (CMC) Designation and joining the ranks of the most distinguished consultants worldwide. As the world's only internationally recognized credential for management consultants, a CMC Designation means more opportunities, a higher level of credibility, and even better service for your clients.



The Certified Management Consultant (CMC) Designation



**Credibility
and
Recognition**



**Continuous
Learning**



**Client
Confidence**



**Competitive
Advantage**



Network of Peers





Certification





CMC Designation

Certification Streams

STREAM	EXPERIENCE	EDUCATION
Entry	Actively consulting with less than 8 years of experience	University degree, approved professional designation (CPA, P.Eng) or degree equivalency
MBA	Graduate of an approved accredited program with less than 8 years of consulting experience	University degree from accredited program
Experienced	Actively consulting for the immediate past year and has at least 8 years of consulting experience	University degree, approved professional designation (CPA, P.Eng) or degree equivalency
Executive	(Executive 1) Actively consulting for the immediate past year, minimum 3 years of consulting and 15 years executive experience (e.g. CEO, COO, CFO); or (Executive 2) Actively consulting for the immediate past year and has 10 years executive experience leading a consulting firm.	—

University of Alberta Course Equivalencies

CMC Educational Requirement	Mapped University of Alberta Courses Bachelor of Commerce and MBA
Essentials of Management Consulting course	
Project Management course	
Interpersonal/Personal Skills courses (two courses required to meet equivalency)	



Membership

Decorative curved lines in the bottom right corner of the slide.

Your Student Membership

1

Events and Professional Development

Events including seminars, workshops, and networking events, connecting students with seasoned professionals in the management consulting field to enhance their skills and knowledge.



2

Exclusive Savings Program:

Special discounts and exclusive deals on various products and services, .



3

Forge Professional Connections:

A vast network of experienced consultants, fostering opportunities for mentorship, collaboration, and business development.



4

CMC Certification:

Begin the journey to pursuing the Certified Management Consultant (CMC) designation early in your career.



Mentorship Programs



Student Mentorship –
Students can be matched with CMC Consultants.



Professional Mentorship–
Associates can be matched with CMC Consultants





Student Council

In January 2025, we are thrilled to launch the CMC–Canada Student Council! This initiative will empower student members to engage with CMC–Canada, contribute their perspectives, and support national initiatives that directly impact student members. The council will provide leadership opportunities and foster collaboration, while shaping the future of the consulting profession. Stay tuned for more details!



Networking & Events



Local In-Person Events–
Meet CMC–Canada
members and network at
local events



Webinars & Virtual Events–
Virtual events that are
available to members, to
network, share and learn.





Affinity Programs

Offerings that provide savings and advantages for CMC Members



BMS INSURANCE



YouExec



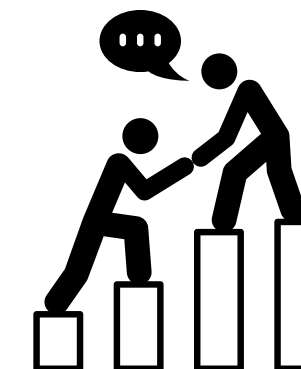
GOODLIFE



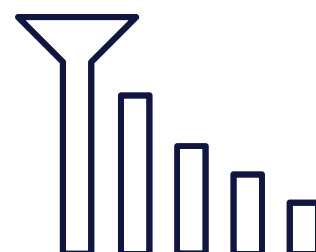
STAPLES



TN VISA



ERICKSON COACHING



BELL



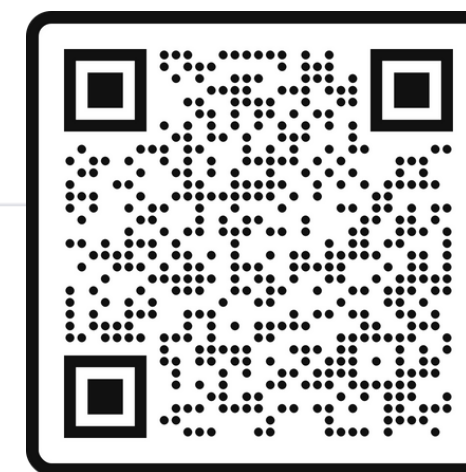
BELAIRDIRECT



TRAVEL



Connect with CMC–Canada



A **HIGHER LEVEL** of
management consulting



Un **NIVEAU SUPÉRIEUR**
de conseil en management

**Join now as a University of Alberta
student, membership is free!**

