

## **Our Lecturers .... to help you FOCUS and PASS the exams!**

### **Gajendra Liyanaarachchi (ACMA, ACIM, CPA Australia) Subject: E3**



Mr Gajendra Liyanaarachchi is an Associate Member of the Chartered Institute of Management Accountants UK, Associate Member of the Chartered Institute of Marketing UK and a Member of the Certified Practising Accountants Australia.

He obtained B.Sc Special Degree in Management with a Second Class Upper Division from the University of Sri Jayewardenepura and also holds an MBA with a Merit form the University of Colombo and is currently reading for the PhD.

Mr. Gajendra has 19 years' experience in the corporate sector which includes Banking, Finance, Research, Information systems & Business Development.

He began his career as a Lecturer for CIMA intermediate level Examination as an undergraduate of the University of Sri Jayewardenepura. Mr. Gajendra Has produced many world and Sri Lankan prize winners in CIMA exam in a lecturing career spanning over 17 years.

He was awarded the prestigious CIMA International TUTOR OF THE YEAR Award in 2006 and was the first Asian Lecturer to win the Award. He is regarded as the main force behind the increase in Pass rates in CIMA Sri Lanka in the last 15 years and was able to create local pass rates above international standard.

Gajendra is the CEO of Virtual Business School which specialises in Corporate Training, Professional Education and Business development. He is a renowned consultant with experience in designing training programs in the areas of Motivation, Leadership, Financial Management, Brand Management and Strategic Planning.

He is a specialised in Personal coaching, Career planning and Personal financial management with experience in coaching more than 25,000 professionals in the last 17 years.

**M.J.M Dilshad**  
**(MBA-PIM Sri.j., CIMA, IAB)**  
**Subject: P3**



Being an MBA (Qualified from Sri Lanka's leading management institute - PIM), and having worked for 10 years for top blue chips in Colombo, Dilshad is a driving force behind employee performance improvements with intense dedication towards improving organizational performances - with a track record in the corporate/private sector from organizations such as Uni Lever Ceylon LTD, Expo Lanka Holdings PLC, Dialog Telekom PLC and Browns Group accumulating his cross cultural experiences

He has over a decade of experience as an instructor for professional exams such as CIMA, ACCA, ISCA, CMA, ICPA (Ireland), ABE, etc... and over the years, has developed a friendly and effective instruction style which has proven quite effective in producing students who are world and local prize winners. He is a visiting consultant / faculty to many foreign country universities and colleges for professional exams coaching. He is also the only Sri Lankan in the ACCA professional level marking team.

Dilshad, focused on effectiveness, is also a trainer specialized in Finance, Strategic Performance Management, Management Accounting, Sales, Marketing, Leadership, Managing employee performance, Change management, Customer service, Motivation and many need based solutions. He builds strong customer and delegate relationships, working with many clients ranging from major multi-national companies to local SMEs, consistently achieving high customer satisfaction.

**Hoang Thi Thai Ha**  
**(ACMA, CGMA, Master of Commerce in Applied Finance)**  
**Subject: F3**



Ms Hoang Thi Thai Ha is the holder of Master of Commerce in Applied Finance of the University of Queensland, Australia. She passed CFA level 1 and level 2 exams at the first attempt. She is also a CIMA member and a Chartered Global Management Accountant (CGMA).

She has more than 15 year intensive experience in management positions in banking and education industries. She is now the Indochina Regional Director who plays a strategic role in FTMS.

She has been lecturing CFA Level 1 for more than 8 years. Students enjoy her classes because of simple approach, diagrams and summaries that she uses in her lecture. These help students easily remember the topic and apply them into solving questions quickly.

She usually explains difficult topics in simple ways. She also shares with students study strategies to prepare well for the exams given the heavy workload.

**Arshad Adam Salehmohamed**  
**(FCCA, Master in International Business Management)**  
**Subject: Strategic Case Study**



Adam hails from Mauritius & completed his ACCA & graduated in Business Administration with a gold medal in 1994. Attained membership status with ACCA in 1996 based on his strong audit, accounting & tax experience in Mauritius. His academic career commenced in 1995 when he joined Emile Woolf College. Since then, he has specialized in teaching management accounting & finance in several countries for both professional exams & academic programmes.

He completed his Masters in International Business Management with first class distinction from University of Nottingham. He also found the time to serve two important committees of the Malaysian Institute of Accountants in 1998 & 1999 as well as participate in the review of the first textbook of Auditing in Malaysia.

Arshad has been producing prize winners for the management accounting modules for over fifteen years. In year 2014, he was the winner of the CIMA-NAFMA<sup>1</sup> Best Lecturer of the year award. Arshad dedicated to Management Accounting for his entire career, this award recognizes his contribution in the field of his expertise and with the award being presented by the pioneer Management Accounting body the award becomes all the more special.

He has been lecturing CIMA Strategic Case Study in Vietnam since 2014. He guides students how to tackle CIMA case study questions from a practical approach. The effectiveness of his approach reflects in his pass rates which are very high in the region.

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*<sup>1</sup> The National Award for Management Accounting (NAFMA) is the prestigious management accounting award that recognizes excellence in business management success. It is jointly organized by the Malaysian Division of the Chartered Institute of Management Accountants (CIMA) and the Malaysian Institute of Accountants (MIA). The inaugural award was officially launched in April 2004 to recognize the excellence of professional such as CEO's, CFO's, entrepreneurs, business managers, lecturers as well as CIMA students for their outstanding contribution towards management accounting in Malaysia.*