



CMAM Course Syllabus

Course Title: Certified Mobile Asset Manager

Contact Information: [Email: info@iaitam.org , Phone Number: 330.638.3012, Office Hours: 9am – 5pm ET]

Class Schedule: 9am – 4pm, conducted online via Zoom. The time zone will be determined based on the participant's purchase choices.

Course Description

The IAITAM **Certified Mobile Asset Management (“CMAM”)** course is meticulously designed to equip individuals and their respective organizations with the necessary skills to effectively oversee mobile device management. The number of mobile devices within enterprises, whether they are corporate-owned or part of a BYOD approach, has introduced unprecedented intricacies to IT Asset Management (ITAM) in modern IT environments. This course provides participants with the essential knowledge to navigate through personnel, policies, and processes, which constitute the core pillars of organizational IT management.

Encompassing both company-owned assets and employee-owned devices, this course is grounded in the IAITAM Best Practice Library—a robust foundation that covers financial feasibility, risk mitigation, policy enforcement, and the lifecycle management of mobile assets. Given the profound influence of mobile devices on organizational dynamics, this course ensures readiness to address their management with competence and confidence.

Course Objectives

By completing the **Certified Mobile Asset Management (“CMAM”)** course, participants will be able to:

1. **Establish Effective Inventory Processes for Mobile Assets:** Design and implement inventory processes and controls, including asset tagging, automation tools (e.g., discovery tools), and coordination with help desk operations to ensure proper assignment of mobile assets based on standards, budgets, and customer requirements.
2. **Enhance Visibility and Control of Mobile Assets:** Maintain comprehensive visibility into mobile asset inventories, both in use and in storage, by developing lifecycle controls to maximize value, reduce support and rollout costs, and ensure organizational efficiency and performance.
3. **Develop Mobile Asset Management Programs:** Create, implement, and promote policies, processes, procedures, and measurements for mobile asset acquisition, installation, usage, and disposition.
4. **Ensure Legal Compliance:** Educate and enforce adherence to legal requirements for managing mobile assets.
5. **Optimize Mobile Asset Allocation:** Provide appropriate mobile assets for specified users and applications, refreshing at optimal intervals to maximize value and redeploying assets to reduce unnecessary acquisitions.
6. **Integrate Asset Information Processes:** Establish linkages between informational elements, such as uniquely identifying contracts, to track relationships between mobile assets and contract documentation.
7. **Problem-Solving in Mobile Asset Management:** Leverage available resources to address challenges, recognizing the interconnected impact of Mobile Asset Management (MAM) on broader business objectives.
8. **Ensure Secure and Compliant Disposition:** Meet regulatory requirements for disposal, execute secure disposal practices, maintain proper documentation, safeguard organizational data, monitor disposition choices, harvest software, and audit disposition vendors.
9. **Develop and Maintain Mobility Security Processes:** Implement and sustain comprehensive security measures to protect mobile assets.

10. **Establish Mobility and BYOD Policies:** Develop, maintain, and communicate clear policies regarding mobility and Bring Your Own Device (BYOD) practices.
 11. **Integrate Mobile Asset Management in Help Desk Operations:** Create a focused help desk that includes Mobile Asset Management as a core component.
 12. **Support Mobile Projects:** Plan and participate in mobile asset-related projects that improve organizational efficiency, performance, and goal achievement.
 13. **Lead Vendor Management Efforts:** Provide strategic direction for developing and maintaining an effective Vendor Management program.
 14. **Support Asset Management Teams:** Empower, train, and support personnel responsible for Mobile Asset Management.
 15. **Foster Collaboration Across Business Units:** Build and nurture productive relationships with all business units, including IT functions and customer-facing teams.
 16. **Secure Executive Management Support:** Advocate for and sustain executive management backing for all IT-related initiatives through alignment, measurement, and communication of outcomes.
 17. **Promote Mobile Asset Awareness:** Develop and implement communication plans to increase employee awareness of Mobile Asset Management practices.
 18. **Support CITAM Responsibilities:** Execute responsibilities in alignment with the Certified IT Asset Manager (CITAM™) program goals.
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Required Materials – Access to Materials provided 48 hours prior to course

- Course book: Certified Mobile Asset Management
 - Presentation: Certified Mobile Asset Management (“CMAM”)
 - Student guide to Preparing for Exam Success
 - Software/Technology: Computer, internet connection, Zoom Access
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Who Should Attend

The CMAM course is designed for individuals with little to no experience in Mobile Asset Management. It serves as a foundational learning resource for entry-level IT Asset Managers and other IT professionals engaged in asset management, resource budgeting, finance, software licensing, contract management, and strategic planning.

While there are no formal prerequisites for this course, a basic understanding of contracts and mobile lifecycle management is recommended. Upon completing the course, participants have the opportunity to take the CMAM certification exam to achieve professional certification.

Schedule – Times are approximate depending on Course Discussion

Time	Topics Covered	Assignments/Exams Due
1 hour	Welcome/Course Expectations, IAITAM Mission, Resources, and Services, What is ITAM?	Heavy note taking
1 hour	Mobile Asset Management and ITAM, People & Mobile Assets, Bring Your Own Device (BYOD)	Heavy note taking
1 hour	Tools, Repository Management Assessment, The 12 KPAs and Mobile Asset Management, Program Management & Mobility	Heavy note taking
1 hour	Policy Management & Mobility, Communication & Education, Management & Mobility, Education & Mobility	Heavy note taking
1.5 hour	Acquisition Management & Mobility, Asset Identification Management & Mobility, Legislation & Compliance Management & Mobility	Heavy note taking
1 hour	Software & Application Licensing, Disposal Management & Mobility, Documentation Management & Mobility	Heavy note taking
1 hour	Financial Management & Mobility, Vendor Management & Mobility, Data Protection	Heavy note taking
4 Hours	Read and Review the CITAD Manual	Read full Manual
2 Hours	Exam Prep	Review PowerPoint and Preparing for Exam Success Doc.
3 Hours	Exam	3 hour timed exam

Note: Schedule is subject to change.

Grading and Attendance Policy

- Certification Exams: - 3 hours to complete 100 questions. Multiple choice, Single choice, True and false
- Participation: Must participate for the duration of the course and complete attendance link to gain access to exam.
- Grading Scale:
 - Pass - 85% or higher on Exam
 - Fail - below 85% on Exam