



## CPD Programme - From CPA to CPA Plus (FCCP)

**Re-run**

**D**ue to the treacherous, complex business environment nowadays, a holistic and macro business mindset is a must in decision making in the domains of finance and investment. In order to serve your clients to their real needs and provide corporations with professional advice and services, in addition to having a deep recognition of your own professions, successful financial professionals also need to comprehend the crucial factors that affect business performance.

This programme is tailored for financial professionals who want to build up their systematic business mindset, from financial investment theory to practical application. Combining with financial and investment decision-making methods and tools, their analytical competence will be strengthened on top of their professions. The teaching method adopts the Business Engineering approach to establish business mindset for financial professionals, which has been adopted by a project funded by the World Bank and National Institute of Accounting in the PRC.





## About the programme

<b>Date &amp; Time</b>	<b>Modules 1 &amp; 2: Sunday, 2 September 2018</b> 9:30 a.m. – 12:30 p.m.; 2:00 p.m. – 5:00 p.m. <b>Modules 3 &amp; 4: Sunday, 9 September 2018</b> 9:30 a.m. – 12:30 p.m.; 2:00 p.m. – 5:00 p.m. <i>*All modules are mandatory for this FCCP programme.</i>
<b>Venue</b>	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
<b>Format</b>	Workshop
<b>Language</b>	Cantonese
<b>Fee (all 4 modules)</b>	<ul style="list-style-type: none"><li>• HK\$1,800 for HKICPA member or student; IA/ HKIAAT member or student;</li><li>• HK\$3,600 for non-member</li></ul>
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Establishing a holistic business mindset for shrewder business and investment decisions</li><li>• Making yourself equipped with the competence of reading economic environment for becoming a real all-round financial experts</li><li>• Mastering the essence of business evaluation system for better providing practical risk assessment advice</li><li>• Integrating financial and investment knowledge to provide customers with more professional financial services</li></ul>
<b>Participants</b>	<p>HKICPA members preferably with at least 5 years of post-CPA qualification work experience, in particular:</p> <ul style="list-style-type: none"><li>• Those who aspire after or are recently appointed the position of financial controller</li><li>• Incumbent financial controllers who wish to integrate their skills</li><li>• Members who are preparing themselves to move from financial professionals into business operators</li></ul> <p>Practical experience is highly desirable for participants to benefit fully from this FCCP programme.</p>
<b>Competency*</b>	Industry knowledge; Management, leadership and soft skills; Risk management
<b>Rating*</b>	Leadership level
<b>CPD hours</b>	12
<b>Programme Code</b>	WSHP18090201

\* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.



## About the programme

This FCCP programme combines face-to-face learning, experience sharing and case studies for interactive participation. There are 4 modules constituting a 2-day programme as follows:

Modules	Details	Date & Time
<b>Module 1</b> <b>Business Mindset Buildup</b>  Synchronization of thoughts for financial professions  Establishing the mindset of business intellect	<b>Synchronization of thoughts – Identifying the problems faced by financial professionals</b> <ul style="list-style-type: none"><li>• How to analyze market and economic environment?</li><li>• How to grasp the future economic trend in time under the treachery and turbulence of environmental change?</li><li>• How to analyze the actual performance and prospects of business in the globalized and complex business environment?</li><li>• How to establish analytical logic thinking and improve self-confidence and professional resourcefulness?</li><li>• How to broaden your horizons for better comprehending the customer needs and bringing your professional services to a more sophisticated level?</li></ul> <b>Understanding the ultimate goal of business – PVC</b> <ul style="list-style-type: none"><li>• What are the objectives of enterprises?</li><li>• The discrepancy on the understanding of the objectives between management and investors</li><li>• The relationship between risk and business objectives</li></ul> <b>Key fundamental mindset</b> <ul style="list-style-type: none"><li>• Basic</li><li>• Integrative</li><li>• Holistic</li><li>• Systematic</li></ul>	Sunday, 2 September 2018 9:30 a.m. – 12:30 p.m.
<b>Module 2</b> <b>Generally Accepted Management Principles (GAMP)</b>  Perspective view on business performance  Establishing macro financial horizons	<b>"Di"(地) – A key component of holistic business mindset</b> <ul style="list-style-type: none"><li>• The principles of business and enterprises' operations</li><li>• Reading the principles of business and enterprises' operations with the key fundamental mindset</li><li>• Interactive games</li></ul> <b>Identifying essence and elevating intellect</b> <ul style="list-style-type: none"><li>• The making of Generally Accepted Management Principles (GAMP)</li><li>• From business principles to business concepts</li><li>• From business principles and logic to business intellect</li><li>• Putting aside the shackles of professional micro-vision and embracing macro thinking to broaden horizons</li></ul>	Sunday, 2 September 2018 2:00 p.m. – 5:00 p.m.



Modules	Details	Date & Time
<b>Module 3</b> <b>Structural and Systematic Analysis</b> Applying systematic analysis, establishing analytical perception	<b>Inspecting performance with systematic mindset</b> <ul style="list-style-type: none"><li>Analyzing business performance (Profit Volume perspective)</li><li>Preventing the failure of internal control and corporate governance</li><li>How to analyze and judge the efficiency and effectiveness of an enterprise in cases where the financial statements are incomplete?</li><li>Effective diagnosis of the sustainability of enterprises</li></ul>	Sunday, 9 September 2018 9:30 a.m. – 12:30 p.m.
<b>Module 4</b> <b>Holistic Business Appraisal</b> Integration between internal and external; objective appraisal on business value	<b>Judging the value of enterprises from macro to micro view</b> <ul style="list-style-type: none"><li>A perspective view on the essence of enterprises' value through integrating market environment, competition for resources and efficiencies, through the Analyze Forecast Decide Implement (AFDI) process</li><li>Formulate strategy on implementation/ control to enhance company performance</li><li>Advancement from CPA to CPA Plus (from financial perspective to management perspective)</li></ul>	Sunday, 9 September 2018 2:00 p.m. – 5:00 p.m.

## About the speakers

### Professor Baldwin Hui

*Founder of the Business Engineering (BE) Technology  
Chairman of Hong Kong Institute of Business Engineers and President of the PVC Group*

Professor Hui's experience covers a wide spectrum of business practices in forex and bullion, and management consulting in China, Macau and Taiwan. He started his own accounting firm in 1980s. Professor Hui's most notable contributions include the launching of the first ever "foreign-content" MBA in Hong Kong and Macau in 1989 and then into China in 1992. Over 60,000 key individuals in China benefit from such process. He also provides in-house trainings and seminars on topics of investment, decision making and management for multi-national firms and government bodies.

Professor Hui was vice rector of Macau University of Science and Technology, and East Asia Open Institute, Macau. He taught in University of Hong Kong, the Chinese University of Hong Kong, Lingnan University and International Management Centres Association (UK). He has also established cooperation with reputable education institutes including the training bureau of the State Economic and Trade Commission of the PRC, Central University of Finance and Economics, Sun Yat-sen University and China Law Society.

### Dr. Gary Ching

*Founder of the Business Engineering (BE) Technology  
Vice Chairman of Hong Kong Institute of Business Engineers and Vice President of the PVC Group*

Dr. Ching has profound experience both in practice and research in the fields of enterprise strategic management and market development. He has served many enterprises in China and overseas in providing trainings and consultancies. He has been very active in training domestic business management executives, delivered lectures in MBA programs of international universities and led many PhD students since the 1990s. He also conducted market researches for those overseas enterprises that are keen to access to China market and provided strategic consulting services.

At present, Dr. Ching is focusing on the global promotion, business model design and operations of Business Engineering.



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**Certified Public Accountants**  
香港會計師公會

**Mr. Andy Ng, CPA**

*Secretary-general of Hong Kong Institute of Business Engineers*

Mr. Ng is a member of HKICPA and ACCA. He has worked in the area of auditing and accounting for 20 years, responsible for a wide range of audit engagements from SMEs to Hong Kong and PRC listed companies. Before joining the Hong Kong Institute of Business Engineers, he had worked in a Hong Kong listed company for project management.

Mr. Ng joined the Hong Kong Institute of Business Engineers in 2013. With his experience in finance and accounting, he has dedicated his endeavor to the development of book publications, system applications, course design and promotions.



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To confirm your CPD booking,  
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<http://www.hkicpa.org.hk>

## HKICPA Event Enrolment Form

Finance & Operations Department,  
Hong Kong Institute of CPAs,  
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7253  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

**FOR OFFICE USE**

**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
						Total (HK\$)	

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_  
Contact information is used solely for communication of this particular event, without update to your member profile.

**Payment Method** (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(7)</sup>											
<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard											
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Cardholder's Name (block letters): _____						Cardholder's Signature: _____				Date: _____	
Payment receipt will be sent to your email address provided above once the payment is confirmed.											

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified with full refund.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
  - Please issue SEPARATE CHEQUE for each event.
  - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - No unauthorized audio or video recording is allowed at CPD events.

**Personal Data:** Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

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