



The Rational Planning Model in Strategic Management

The Rational Planning Model is one of the approaches in formulating the business strategy to achieve and / or maintain a company's competitive advantage. It provides a clear direction and allows the management to focus their decision making on strategic objectives of the company. In this seminar, the speaker will discuss some of the tools such as PESTEL and Porters 5 Forces to analyse the external environment for corporate appraisal, the S.F.A. framework for strategic evaluation and making choice.

This seminar is taken from [Accounting for Performance and Decision Making \("APDM"\) Module](#) of the [Financial Controllership Programme \("FCP"\)](#).

Date : **5 July 2019 (Friday)**
Time : **7:00pm – 8:15pm**
Venue : HKICPA Training Centre, 27/F Wu Chung House, 213 Queen's Road East, Wanchai
Language : Cantonese
Speaker : **Mr. Jasper Chung**, ACMA, CGMA, Committee Member of CIMA Hong Kong
Head of Corporate Development, The New York Times
Experienced course instructor in Strategic Management Accounting
Fee : HK\$100 (refundable upon successful admission to the July 2019 APDM module of the FCP)
CPD Hour : 1 hour
Enquiry : 2287-7233 or fcp@hkipa.org.hk

Please register online or complete the section below and send it back to the Institute by e-mail: fcp@hkipa.org.hk.

[The seminar will include an information session to introduce the Financial Controllership Programme.](#)

Enrolment Form for the seminar "The Rational Planning Model in Strategic Management"

Full Name (in English): (Mr./Ms.*) _____

HKICPA Membership No.: _____ Organisation: _____

Position: _____ Tel. No.: _____ E-mail: _____

Payment method (Please tick the appropriate box)

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| Fee: HK\$100 | <input type="checkbox"/> Cheque (No. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" | | | | | | | | | | | | | | | | |
| | <input type="checkbox"/> BOC HKICPA Visa | | | | <input type="checkbox"/> BOC HKICPA UnionPay Card | | | | <input type="checkbox"/> Other Visa/MasterCard | | | | | | | | |
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Notes:

- Fees paid are non-refundable and non-transferable. A refund will only be made if the application is not accepted.
- All applications are on a first-come-first-served basis. Once an enrolment application is submitted, cancellation is not allowed.
- No admission ticket will be issued. Successful applicants will receive confirmation of registration by email at least 2 working days before the event. Please bring your HKICPA membership card or confirmation email for admission purpose.
- No unauthorized audio or video recording is allowed in the event.
- The event will be postponed to a date to be announced if Typhoon Signal No.8 or above or a Black Rainstorm Warning is hoisted within 2 hours before the commencement time.
- The Institute reserves the right to change the date, time, venue, speaker or to cancel the event due to unforeseen circumstances.
- Your personal data collected from the enrolment process and administration of courses 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 and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, 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.hkipa.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@hkipa.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.hkipa.org.hk/en/service-tools/privacy-policy/>

Enrolment Deadline: 3 July 2019