

## Extending Accounting perspective to Management perspective

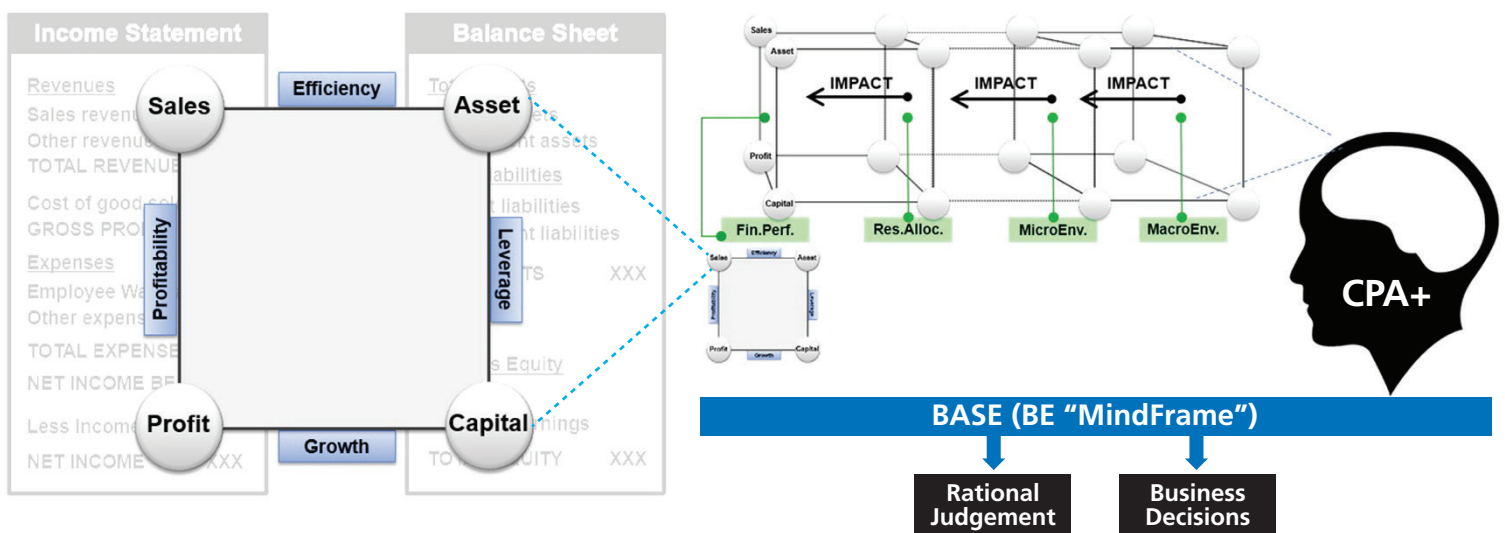
### CPD Programme - From CPA to CPA Plus (FCCP)

Equipping with a  
Structural Business Mindset  
Expanding into an  
Integrative and Holistic View

As accountants, we are clear that the financial statements only reflect the results of the past. However, judgments and decision-makings in business are forward looking and they would affect the financial results of the future. It is not easy to transit from the **past-orientation** to the **future-orientation** because the factors impacting on company performance can be enormous and complicated.

With rapid development in technology, artificial intelligence will replace a large number of routine accounting and financial tasks. In such a macro environmental trend, if CPAs aim at continuing their career in the industry, they must transform themselves from a financial role to a strategic role.

To perform well in a strategic role, CPAs must be capable of dealing with tasks which are of future-orientation. Of course, under the premise of development, difficulties cannot be avoided. Are there any effective means to achieve the goal?



The program **"From CPA to CPA+"** offers a way to comprehend and practically apply a 3D framework with business mindset, starting from financial statements. With this methodology, one can analyze and judge the rationale behind the financial figures of last year, and then develop the rational supports for the budget figures of coming year, as well as to make rational judgments and objective business decisions by incorporating key market environmental factors.

Through the 2-day face-to-face workshop, participants will be able to establish the **"BASE"**, which is the Business Engineering Mindset and Framework (BE "MindFrame"), and give professional management opinions and advices, extending their view from accounting perspective to management perspective.



## About the programme

<b>Date &amp; Time</b>	<b>Modules 1 &amp; 2:</b> Sat., 7 Sep. 2019 9:30 a.m. – 12:30 p.m.; 2:00 p.m. – 5:00 p.m. <b>Modules 3 &amp; 4:</b> Sun., 8 Sep. 2019 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>• Establish an integrative and holistic mindset on business</li><li>• Scrutinise and understand the root of problems consistently</li><li>• Gain the knowledge of how to collect and interpret market data which impacts on company performance</li><li>• Lead discussion of company past performance and future development using integrative and holistic structure</li><li>• Make rational judgements and give strategic advice to the Board</li><li>• Substantiate budget by linking strategy to performance</li></ul>
<b>Participants</b>	HKICPA members preferably with at least 5 years of post-CPA qualification work experience, in particular: <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 management</li><li>• Practical experience is highly desirable for participants to benefit fully from this FCCP programme</li></ul>
<b>Competency*</b>	Risk management; Industry knowledge; Management, leadership and soft skills
<b>Rating*</b>	Leadership level
<b>CPD hours</b>	12
<b>Programme Code</b>	WSHP19051901

\* 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>Build up a Holistic Business Mindset</b>	<ul style="list-style-type: none"><li>• Challenging environment for CPAs: Awareness and overcoming</li><li>• Changing role of CPA - shifting from past orientation to future orientation</li><li>• Building a logical framework</li><li>• The importance of acquiring a holistic mindset</li><li>• From accounting perspective to management perspective</li><li>• Mastering a generally accepted management concept</li></ul>	Saturday, 7 September 2019 9:30 a.m. – 12:30 p.m.
<b>Module 2</b> <b>Structural View on Company Performance</b>	<ul style="list-style-type: none"><li>• Integrating and visualizing financial statements</li><li>• Functional resources allocation</li><li>• Business process logic</li><li>• Key business engineering (BE) performance analysis techniques</li><li>• Measuring business process efficiency and effectiveness</li><li>• Assessing the capacity and capability performance</li></ul>	Saturday, 7 September 2019 2:00 p.m. – 5:00 p.m.
<b>Module 3</b> <b>Structural View on Market Environment</b>	<ul style="list-style-type: none"><li>• Understanding the business environmental dynamics</li><li>• Identifying key environmental factors and their inter relations</li><li>• Making rational business consideration</li><li>• Key business engineering (BE) environmental analysis techniques</li><li>• Market positioning and feasibility</li><li>• Quantifying and accessing opportunities and risks</li></ul>	Sunday, 8 September 2019 9:30 a.m. – 12:30 p.m.
<b>Module 4</b> <b>Application in Company Performance Analysis and Strategic Formulation</b>	<ul style="list-style-type: none"><li>• A holistic consideration for strategic formulation</li><li>• Linking strategy to performance</li><li>• Rationalizing judgement on strategic implementation and control</li><li>• Illustration of holistic company performance analysis</li><li>• The cases of success and failure on company sustainability</li><li>• Further competency enhancement for CPAs</li></ul>	Sunday, 8 September 2019 2:00 p.m. – 5:00 p.m.



Hong Kong Institute of  
**Certified Public Accountants**  
香港會計師公會

## 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 has 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.

### **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 promotion.



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## HKICPA Event Enrolment Form

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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 7253 / 2287 7230  
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\$)
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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>											
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- 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.
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  - 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.

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