

HKICPA Financial
Controllershship Programme

Accounting for Performance and Decision Making



Demo Lesson on Live Webinar

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.

Enrol now

Enquiries: 2287-7464

This webinar session is taken from the *Accounting for Performance and Decision Making Module (APDM)* of the *Financial Controllershship Programme (FCP)*.

Speaker: **Dr. William Chen** DBA, CGMA, FCMA, FCPA (Australia & HK), CMC

Dr. Chen is a seasoned CFO with more than 25 years' financial and business management experience in the Greater China and Asia Pacific region. Industries cover food & beverage, e-commerce, retail, and medical devices manufacturing. He is currently CFO of Quasar Engineering.

Topic:	The Rational Planning Model in Strategic Management (Webinar)
Date:	8 December 2020 (Tuesday)
Time:	7:00 pm to 8:00 pm
CPD hours:	1 verifiable CPD hour
Medium of instruction:	Cantonese
Admission requirements:	HKICPA members
Fee:	HK\$100 (refundable upon successful admission to the January / February 2021 APDM module of the FCP)
Enrolment deadline:	7 December 2020
Enrolment procedures:	Enrolment application by ✓ online enrolment ✓ e-mail: fcpc@hkipa.org.hk Successful applicants will be informed of the seminar link & log-in details by email.
Points to note:	<ul style="list-style-type: none">• Cancellation is not allowed once an enrolment application is successfully processed.• Enrolment may be subject to selection criteria. All enrolment applications are subject to the Institute's final approval.• No unauthorized audio or video recording is allowed in the programme. HKICPA will record the programme solely for internal use. Selected images or videos taken from the recording may be used in future promotion of the FCP.• Sessions will be postponed if Typhoon Signal No.8 or above or a Black Rainstorm Warning is hoisted within two hours before the commencement time. Participants will later be notified details of the substitute session.

Enrolment Application

We welcome enrolment application by ✓ online enrolment ✓ E-mail: fcp@hkicpa.org.hk

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(in English) (e.g. name as shown on your HKID/passport) (English Name) (in Chinese)

HKICPA Membership No.: _____ Mobile: _____ E-mail: _____

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* Your contact details, English and Chinese names as registered in the Institute's membership records will be used in the programme and on the certificate (if applicable). Please contact the Institute for any change of particulars.

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<input checked="" type="checkbox"/> HK\$100 The Rational Planning Model in Strategic (Webinar) SCPD20120201															
<input type="checkbox"/> Cheque (No. _____) payable to "HKICPA" or "Hong Kong Institute of Certified Public Accountants"															
<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard															
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1. Cash will not be accepted. Fees paid are non-refundable and non-transferable. A refund will only be made if the application is not accepted.
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Date

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Successful applicants will be informed of the seminar link and log-in details by email before the event.