



# Essential Management Accounting

Programme Code: W120418S

This workshop will lead delegates to a greater awareness of the benefits of how management accounting adds value to the numbers and activities to support strong and sustainable growth.

All too often in the SMEs it is assumed that management accountancy is simply providing management with accounting information: this is very far from the truth and misses all the vital benefits that can be delivered.

During these three hours delegates will gain an understanding of the many practical ways of achieving success through a combination of solid knowledge in management accounting and application of leading edge techniques.

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| <b>Date</b>         | <b>Wednesday, 18 April 2012</b>  |
| <b>Time</b>         | <b>6:30 p.m. – 9:30 p.m.</b>   |
| <b>Venue</b>        | Hong Kong Institute of CPAs,<br>27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.  |
| <b>Format</b>       | Workshop including case studies and real-world examples  |
| <b>Language</b>     | English  |
| <b>Fee</b>          | HK\$750 for HKICPA member or student; and IA/ HKIAAT's member or student<br>HK\$1,500 for non-member   |
| <b>Objectives</b>   | <p>The management accountancy tools and techniques that will be worked through in this workshop will enable the delegates to utilize the data – financial and non-financial – available within the business, to guide the effective use of the resources and strategic direction planning.</p> <p>Specifically, the following elements will be explored.</p> <ul style="list-style-type: none"><li>• Understanding the business objectives and strategies</li><li>• Establishing the primary and secondary information needs</li><li>• Determining the core performance measures</li><li>• Examining the sources of data &amp; selecting requirements</li><li>• Agreeing reporting schedules - timing and frequency</li><li>• Creating the reporting package and confirming presentation style</li></ul> |
| <b>Speaker</b>      | <b>W Francis Rowlands</b> FCMA MCIM AMIMI AAE<br>Executive President, Dragon-IBP Asia LED Training Programmes<br>Immediate Past Chairman, Global Markets Committee, CIMA   |
| <b>Participants</b> | For those who are in financial or management accounting and those involved in business management and control, business investment, analysis or acquisitions   |
| <b>Competency</b>   | Management Accounting, Control and Performance Evaluation;<br>General Management Skills  |
| <b>Rating</b>       | Intermediate to Advanced Level<br>(Please refer to the <a href="#">Institute's online CPD Learning Resource Centre</a> )   |
| <b>CPD hours</b>    | 3  |



**To confirm your CPD booking,  
 just log on to "My CPA" at  
<http://www.hkicpa.org.hk>**

**CPD ENROLMENT FORM (For Support Programme)**

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

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| Payment & Enrolment Status Enquiry: 2287 7381<br>e-mail: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a><br>Fax : 2893 9853 | Course Information Enquiry:<br>2287 7386 / 2287 7253<br>e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a> |
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| <b>FOR OFFICE USE</b> |
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**Deadline: 7 working days before the date of the programme**

| No. | Membership |            | Full Name of Participant(s)<br>(Block Letters) | Company | Email address <sup>*(2)</sup><br>(Block Letters) | Programme Code | Fee (HK\$)   |  |
|-----|------------|------------|--|---------|--|----------------|--------------|--|
|     | No.        | Status (1) |  |         |  |                |              |  |
| 1   |            |            |  |         |  |                |              |  |
| 2   |            |            |  |         |  |                |              |  |
| 3   |            |            |  |         |  |                |              |  |
| 4   |            |            |  |         |  |                |              |  |
| 5   |            |            |  |         |  |                |              |  |
|     |            |            |  |         |  |                | Total (HK\$) |  |

\* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

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

|   |  |                |  |                                 |  |      |  |
|---|--|----------------|--|---------------------------------|--|------|--|
| <input type="checkbox"/> Cheque (payable to "Hong Kong Institute of Certified Public Accountants")  |  |                |  |                                 |  |      |  |
| Cheque No.:   |  |                |  | Bank:                           |  |      |  |
| <input type="checkbox"/> Visa / Master Credit Card  |  |                |  | Card Number :                   |  |      |  |
| Cardholder's Name :<br>(Block Letters)  |  |                |  | Card Expiry Date (month/year) : |  |      |  |
| Date :  |  |                |  | Cardholder's Signature :        |  |      |  |
| <b>FOR OFFICE USE</b>   |  | Auth. Code No. |  | Handled by                      |  | Date |  |
|   |  |                |  |                                 |  |      |  |
| <input type="checkbox"/> Please put a "✓" if you require a receipt and indicate your choice of delivery: <input type="checkbox"/> by email <input type="checkbox"/> by post (to the address as shown below) |  |                |  |                                 |  |      |  |
| Name :  |  |                |  | Name :                          |  |      |  |
| Address :   |  |                |  | Address :                       |  |      |  |
|   |  |                |  |                                 |  |      |  |

- 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.
  - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - 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 Visa/Master credit card. 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.
  - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
  - 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.
  - All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and other uses internally.