



## HKICPA/CIMA joint workshop: Strategic Case Study (re-run)

Programme Code: W150418J

HKICPA and CIMA present a three-day workshop, specifically for HKICPA members who intend to excel in financial and management skills and to develop business acumen and commercial awareness. This session is based on Strategic Case Study Exam of the CIMA professional qualification.

**Date & Time**

<b>Session 1:</b>	<b>Saturday, 18 April 2015</b>	<b>9:30 a.m. – 1:00 p.m.; 2:00 p.m. – 5:30 p.m.</b>
<b>Session 2:</b>	<b>Saturday, 25 April 2015</b>	<b>9:30 a.m. – 1:00 p.m.; 2:00 p.m. – 5:30 p.m.</b>
<b>Session 3:</b>	<b>Saturday, 9 May 2015</b>	<b>9:30 a.m. – 1:00 p.m.; 2:00 p.m. – 5:30 p.m.</b>

**Venue** KPMG Training Centre  
28/F., Oxford House, Tai Koo Place, 979 King's Road, Quarry Bay, Hong Kong.

**Format** Workshop

**Language** English

**Fee** HK\$3,000 for HKICPA member or student; IA/ HKIAAT member or student; and CIMA student

**Objectives**

- Analyse and identify the current position of the organisation
- Analyse and identify the relevant problems facing the organisation
- Appraise possible feasible courses of action available
- Evaluate and then choose specific proposals
- Identify and evaluate priorities related to the proposals
- Recommend a course of action
- Prepare and present information in a format suitable for presentation to senior management
- Assist participants to prepare for Strategic Case Study Exam of the CIMA professional qualification

**Speaker** **Mr. Jasper Chung**, ACMA, CGMA, MSc Accounting & Finance

Mr. Chung has 10 years of management accounting experience in multinational companies. He currently holds a Business Analysis Manager role in luxury retail MNC providing strategic analysis, business plans, and recommendations to the management of Greater China Region. Previously he was a Regional Financial Analyst in Richemont Asia Pacific Ltd, a luxury watch & jewelry company. Prior to joining the luxury goods industry, he was an EMEA Financial Analyst in GE Healthcare based in London. He has years of training experience in CIMA syllabus and the application of management accounting skills in real-life work, conducting budgeting & costing seminars for NGO, acting as mentor for CIMA students.

**Participants** Professional Accountants in Business

**Competency** Management accounting

**Rating** Intermediate Level (Please refer to the [Institute's online CPD Learning Resource Centre](#))

**CPD hours** 21

Under the Mutual Examinations Paper Exemptions agreement that the Hong Kong Institute of CPAs signed with CIMA in June 2013, all Hong Kong Institute of CPAs members are exempted from 13 out of 15 papers of CIMA examinations. HKICPA members are only required to sit 2 papers (P3 Risk Management and Strategic Case Study Exam) for the purpose of acquiring the CIMA qualification and becoming a Chartered Management Accountant. More information can be found at [www.cimahongkong.com](http://www.cimahongkong.com).



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

## HKICPA EVENT ENROLMENT FORM (W150418J)

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: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a> Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a>	<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) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status <sup>(1)</sup>						
1								
2								
3								
4								
							Total (HK\$)	

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

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

CIMA Membership No. (if any) : \_\_\_\_\_

Will you take Strategic Case Study Exam?  Yes  No

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

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>												
<input type="checkbox"/> VISA / MasterCard <input type="checkbox"/> BOC HKICPA UnionPay card												
Card Number:										Card Expiry Date (MM/YY):		
Cardholder's Name (block letters):					Cardholder's Signature:					Date:		
<input type="checkbox"/> I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).												

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **CIMA** = CIMA Student, **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 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.
  - Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed.
  - 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.
  - 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 and will be provided to CIMA for the purpose of course administration. 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.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/>.
  - No unauthorized audio or video recording is allowed at CPD events.

For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled. (Remarks: For payment by credit card, refund will be made directly to your credit card.)	
Name:	Name:
Address:	Address: