



CMA Professional Corporate Program for Leadership Essential

*** Participant is eligible to apply for
an Affiliate Membership after course completion**

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| Duration: | 2.5 days / 15 hours |
| Program Fee: | HK\$50, 000 |
| Group Size: | up to 50 pax |

The aim of this programme is to further develop skills of analysis, evaluation and synthesis in the areas of cost and management accounting for associate members and, in the process, create an awareness of some current developments in the profession.

The programme is not designed as one in which highly structured methods and rules are applied to various topics in order to find one "correct" solution or answer for problems or issues. Rather, it is more a possibilities quest, in which various controversial conceptual and practical issues will be reviewed and analysed, with due recognition to the reality of alternative value judgements. Given the history of recent developments in the profession and business practices, this approach to the study of the subject of management accounting is considered feasible and warranted.

After completion of program, participant will be eligible for a Certificate of Attendance issued by CMA.

Module 1: Strategic Cost Management (one day)

Objectives :

On completion of this subject participants should have developed skills of analysis, evaluation and synthesis in cost and management accounting and, in the process, created an awareness of current developments and issue in the area. The subject covers the complex modern industrial organisations within which the various facets of decision-making and controlling operations take place; the subject includes discussion of costing systems and activity based costing, activity management, and implementation issues in modern costing systems.

Topics Covered :

1. Management Control Systems
2. Lean Manufacturing and Quality Control
3. Cost Accounting and Cost Management in a Lean Environment
4. Life Cycle Costing Systems
5. Benchmarking
6. Activity Based Cost Allocation Systems
7. Customer Profitability Analysis
8. Process Control and Activity Based Management
9. Implementing Cost Analysis and Control Systems
10. Strategic Performance Management Systems
11. Environmental and Social Management Accounting
12. Strategic Governance & the Strategic Audit

Module 2: Strategic Business Analysis (one day)



Objectives :

On successful completion of this subject, a participant should be able to identify the basic conventions and doctrines of managerial and cost accounting and other generally accepted principles which may be strategically applied across the various functions of a business organisation; discuss a number of cost and management accounting issues relating to the design and implementation of strategic, marketing, value analysis and other management models in modern firms; and identify major contemporary issues that have emerged in business accounting. This subject provides an advanced study of the interface between modern managerial accounting and the business functions of strategic planning, marketing, manufacturing and human resource management.

Topics Covered :

1. Strategic Thinking
2. Strategic Marketing Analysis and Budgeting
3. Financial Analysis in Product Portfolio Management
4. Pricing Methods and Strategies
5. Financial Dimensions of Pricing in International Business Strategies
6. Promotion: Push Strategy and Human Resource Management
7. Promotion: Pull Strategy and Integrated Marketing Communication
8. Supply Chain Management and the Place-Distribution Decision
9. Performance Valuation and Strategic Financial Structures
10. Strategic Value Analysis
11. Risk Management - Corporate Radar and Early Warning Systems
12. Strategic Scorecards

Module 3: Solving Problems the Magical Way (half day)

Objectives :

This module uses magic as a creative tool to sparkle out of the box thinking skills about problem solving. Co-facilitated by a working magician, participants will experience moments of astonishment with entertaining performances, then asked to solve the problems in order to achieve the effects. The effects will be explained and taught in context of creative problem solving and how to apply thinking out of the box at work in a similar way.

Topics Covered :

1. Magic performance
2. Mission: Think creatively!
Think out of the box
3. Mission: You are
the Magician!
4. New mindset through
experiential learning

