

Date : Class A
Tuesday & Thursday, 14 and 16 July 2009

Class B
Tuesday & Thursday, 28 and 30 July 2009

Time : 6:15 pm - 6:45 pm (Registration)
6:45 pm - 9:45 pm (Workshop)

Venue : CPA Australia Hong Kong China Division Office
20/F Tai Yau Building
181 Johnston Road, Wanchai

Medium : Cantonese, supplemented with English

Enrolment Fee : HK\$750 Member for each class
HK\$750 Non-Member for each class
(Original Price HK\$1,000)

Certification : Certificate of Attainment will be issued to participants who have completed each individual session

Course Outline:

Class A: Accounting for Non-financial managers (14 & 16 July)

Session 1 of this series aims to provide non-financial managers with an overview of the accounting industry, and to demonstrate an overall picture on how to read and obtain valuable data from an annual report.

- Regulatory framework of financial reporting and basic accounting concepts
- Structure of financial statements: profit and loss account, balance sheet, statement of changes in equity and cash flow statement
- Importance of annual reports: corporate information, chairman's statement, director's report, auditor's report, financial statements and notes to the accounts

Session 2 aims to provide non-financial managers with tips on how to communicate with accounting personnel, and how to draft and submit budgets in a workplace.

- Break-even analysis
- Planning and budgeting: master, operation, capital and cash budgeting
- Performance evaluation through budgeting and ratio analysis

Class B: Finance for Non-financial managers (28 & 30 July)

Session 1 aims to provide an understanding on how a finance director evaluates an investment project.

- Fundamental corporate finance principle
- Cost of capital and capital structure analysis
- Introduction of CAPM model and Economic Value Added (EVA)
- Risk and profitability analysis of a firm

Session 2 aims to provide participants with an understanding of basic financial products that are commonly found in the banking and finance industry, especially the OTC derivatives.

- Forward, futures, option and the key underlying pricing factors
- Introduction of "Debt Securities"
- Definition of duration and "yield-to-maturity"
- What is equity analysis?
- Security valuation methodology
- Business cycle
- Fundamental analysis vs. technical analysis

Specially designed for non-finance professionals or those who have limited financial knowledge, the two workshop series will give participants a deeper understanding on the basic accounting and financial skills, corporate finance, product knowledge, as well as the essential skills necessary for the interpretation of financial reports. The workshops will also explore the basic financial concepts and methodologies, essential knowledge in understanding the financial statements and their interpretation, investment project evaluation and an overview of "need-to-know" financial products that exist in the finance world.

	Payment (HK\$) x No. of Person(s)	
	Member	Non-member
Class A: 14 and 16 July 2009	\$750 x ()	\$750 x ()
Class B: 28 and 30 July 2009	\$750 x ()	\$750 x ()
Total:		

Enrolment Form (Fax No. 852 2832 9167)

Full Name: (Mr/Miss/Ms/Mrs) (Surname) _____ (Given name) _____

Membership No (if applicable): _____ Member Non-Member

Organisation: _____ Position: _____

Mailing Address: _____

Daytime Tel No: _____ Daytime Fax No: _____ Email: _____

PAYMENT METHOD

I enclose a cheque payable to "**CPA Australia Ltd**". Cheque No: _____ Amount (HK\$): _____

Please charge my credit card.

Cardholders can enjoy DOUBLE BONUS POINTS by using the CPA Australia Platinum/Visa Gold Card to pay for the seminar/workshop fees.

Card Number: ____ | ____ | ____ | ____ Expiry Date (MM/YY): ____ / ____

Cardholder's Name (please print): _____ Amount (HK\$): _____

Cardholder's Signature: _____ Date: _____

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Workshop Series Class A: Accounting for Non-financial managers

Workshop Series Class B: Finance for Non-financial managers

Speakers: Ms E Wong, Mr D Tang & Mr J Wong CPA (Aust.)

About the speakers:

Ms E Wong is a qualified accountant and a master's degree holder. Taking up various senior positions in the finance and accounting discipline, Ms Wong has diversified experience working with a variety of leading multinationals and listed companies, including Jardine group, Swire group, Emperor International Holdings and Mercedes-Benz. She currently assumes a management position in a listed company. She also teaches accounting and costing subjects at several professional bodies and academic institution on a part-time basis.

Mr D Tang has over 15 years of experience in credit analysis and product risk analysis at various major US and European corporates and investment banks. Product coverage ranges from trade finance, syndicated loans, and derivatives to structured special purpose vehicles. Counterparties coverage includes corporates, blue chips, banks, financial institutions and funds in Greater China and SEA region. Mr Tang is also experienced in offering training both internally and externally at various institutes and banks.

Mr J Wong CPA (Aust.) is a certified accountant with over 10 years of experience in reviewing credit, financial and risk assessments for a number of leading international banks, including UBS and Morgan Stanley. With his profound knowledge of accounting and finance, along with practical real life examples, he has ample experience in offering training at various professional accountancy bodies and other institutions, banks and universities.

