

# 2009 PROFESSIONAL DEVELOPMENT SERIES

Hong Kong Institute of CPAs  
Training Centre

27th Floor, Wu Chung House,  
213 Queen's Road East, Wanchai,  
Hong Kong

With seminars on:

- Corporate Finance
- Financial Planning, Budgeting & Control
- Financial Statement Analysis
- Mergers & Acquisitions
- Due Diligence
- Risk Management
- Business Valuation
- Hong Kong Profits Tax
- Best Practices in Finance & Accounting
- The Credit Crisis
- Controller's Modern Toolkit
- Valuing an Acquisition
- Accounting for Derivatives

Special Shanghai Conference on

## SEC Reporting & SOX 404 Compliance

What To Do About the Latest Developments

June 8-9, 2009

Pudong Shangri-La, Shanghai, China

*See center page for details*

Led by top instructors, the Professional Development Series will help you grow your knowledge base and earn valuable CPD credits.



[www.cpeonline.com](http://www.cpeonline.com)



Hong Kong Institute of  
Certified Public Accountants  
香港會計師公會

## Corporate Finance

May 21 & November 9, 2009 Course code: **0156**

Corporate finance must constantly evolve to meet changing economic conditions. This seminar is a refresher and update of the corporate finance function, with specific emphasis on long-term financing and investments. You will understand:

- **Key areas of corporate finance and their impact on day-to-day operations**
- **How corporate finance decisions relate to decision-making throughout the organisation**
- **The long-term financing process, including how deals are structured and brought to market**
- **How sound corporate finance practices fuel growth, profitability and increased shareholder value**

### Objective

To provide accountants and other financial professionals with an overview of corporate finance, its scope and operations. You will cover a range of corporate finance functions while focusing on long-term financing and investment and how they help create value for a company.

### Emphasis

- Valuation models
- Working capital management
- Cash and marketable securities
- Accounts receivable management
- Short-term borrowing
- Long-term financing strategies – debt and equity
- Liability management
- Dividend policy and its effects on the firm's value
- Target capital structure
  - Factors affecting the firm's choice
  - Determining level of debt
  - Bond ratings
- Determining cost of capital
- Capital budgeting
- Lease vs. buy decisions
- Increasing shareholder value

### Benefits of Attendance

- Understand how corporate finance affects operations
- Gain a working knowledge of long-term financing

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours

## Corporate Financial Planning, Budgeting & Control

May 22 & November 10, 2009 Course code: **A057**

To assume a leadership role in the strategic planning process, financial managers must be aware of key concepts and approaches. This seminar shows how to work with the entire strategic planning, budgeting and control process. You will learn to:

- **Identify strategies that will provide your company a competitive advantage**
- **Develop an effective strategic plan**
- **Turn strategic ideas into operational plans and budgets**
- **Make your organisation self-controlling via effective feedback processes**

### Objective

To provide a comprehensive understanding of the roles, interrelationships and functioning of strategic planning, budgeting and budgetary control. Focusing on the importance of innovation and creativity, the seminar shows how to plan and budget and provides practical examples. You will also learn how to strategically position your organisation within its competitive environment.

### Emphasis

- Sources of competitive advantage
- Positioning your company for success
- Creating an effective planning environment
- Developing a strategic plan
- The operating budget as an integral part of the planning process
- Structuring financial systems to support responsibility reporting and budgetary control
- Activity-based budgeting techniques
- Differences in budgeting techniques for small- large- and medium-sized organisations
- Capital budgeting
- Using the budget to protect cash flows
- The budget as a control mechanism
- Controlling within an empowered organisation

### Benefits of Attendance

- Learn how corporate finance interacts with strategic planning
- Gain practical tips on planning and budgeting

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	Basic knowledge of accounting and finance
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours

## Budgeting: Achieving Results

May 26 & November 12, 2009 Course code: **A201**

Budgeting is an essential tool for business growth, improving profitability and gaining an edge in our fiercely competitive global economy. This seminar presents new and effective approaches to budgeting and focuses on:

- **The importance of strategic planning in establishing an effective budget**
- **Why the traditional emphasis on earnings doesn't meet long-term goals**
- **How you make budgeting a vital management tool**
- **Today's best practices in budgeting**
- **How to create a world-class budgeting process**

### Objective

To demonstrate to the accountant the value of advanced budgeting techniques, which include integrating the corporate strategy into the business model and budgeting process. You will see how today's best practices in budgeting are being applied in leading corporations and how this process facilitates capital formation, growth and profitability. You will have the knowledge and tools to evaluate your organisation's strategic budgeting practices, strengths and weaknesses. And you will be empowered to assume a leadership role in helping your company meet its corporate objectives.

### Emphasis

- Why traditional budgeting doesn't serve today's corporate needs
- The importance of the business model in the budgeting process
- Performance-based budgeting concepts
- Computerise the budgeting process without spreadsheets
- Budgeting best practices
  - Partaking in a best practice survey evaluating a company's budgeting process
  - Defining the term "meeting or not meeting the budget during the year"
- A checklist to evaluate the effectiveness of your budgeting process
- Websites that offer the latest budgeting software
- New dynamics in financial management and budgeting
- Improving budgeting process efficiency, shortening preparation time and reducing revisions
- Making the budget work throughout the year

### Benefits of Attendance

- Become immersed in budgeting best practices
- Learn how to improve the efficiency of your budgeting process

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	Basic knowledge of financial accounting and budgeting
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Basic/intermediate
<b>CPD Credit</b>	7 Hours

## The Role of Financial Statement Analysis in Management Decision-Making

May 27 & November 13, 2009 Course code: **A021**

Rather than using traditional mechanics, this seminar presents a strategic approach to financial statement analysis. You will work through illustrative case studies to arrive at business decisions in four major areas:

- **Granting credit to customers**
- **Valuing a business**
- **Performance improvement strategies**
- **Development of strategic financial plan**

### Objective

To provide CPAs and management accountants with a strategic approach to financial statement analysis for effective financial management. You will work through a case study and then compare the decisions you've reached. You will learn to select the most effective financial analysis tools for each type of business decision. You will also explore the use of computer financial statement models to sort through options and arrive at the optimum decision.

### Emphasis

- Methods for determining the value of a business
- Industry comparisons
- Determining a company's financial strength
- Cost of capital concepts
- Cash flow-based financial ratios
- Using free cash flow to determine a company's value
- Using financial analysis models
- Integrating financial forecasting in an organisation's business plans
- Financial statement trend and variance analysis
- Using profitability, solvency, activity and liquidity ratios
- Internet sources for financial data comparisons

### Benefits of Attendance

- Study the intersection of financial statement analysis and business valuation
- Enhance your understanding of key financial decision-making metrics

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours
	<i>Please bring a calculator</i>

## Business Combinations & Consolidations

June 16 & November 17, 2009 Course code: **A288**

New IFRS rules will change the face of accounting for business combinations and consolidations. Be up to date on the new IFRS 3R and IAS 27R. You will:

- Review new accounting and reporting for acquisitions, consolidations and noncontrolling interests
- Learn to recognise acquisitions under the new rules
- Understand how to account for in-process R&D and transaction costs

### Objective

To provide accountants with a thorough understanding of the new accounting rules for business combinations and consolidations. This seminar will use real-world examples to show you how to put the new rules into practice.

### Emphasis

- IFRS 3R and its impact on the income statement
  - Fair value
  - Contingent consideration
  - Transaction costs
  - In-process R&D
  - Step acquisitions and the cost-accumulation model
- IAS 27R methodology
  - Noncontrolling interests
  - Disclosures
- Accounting for acquisitions
  - Determining the acquirer
  - Value recognition
  - Allocating costs
- Strategic alliances: LBOs, joint ventures and the equity method
- Negative goodwill
- Restructuring liabilities
- Determining the measurement date for the market prices of acquirer marketable equity securities

### Benefits of Attendance

- Understand how the new rules will impact your organisation's transactions
- Learn how to best structure deals under the new rules

<b>Leader</b>	Claire Purvis, Ph.D.
<b>Prerequisite</b>	Basic knowledge of financial accounting and reporting
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours

## Mergers & Acquisitions: A Current Guide to Deal-Making

June 22 & October 12, 2009 Course code: **O161**

Having a solid understanding of the merger and acquisition process is a must in today's economic environment. Designed to ground financial professionals in the mechanics of corporate deal-making, this timely seminar will show you how to:

- Value a potential target
- Conduct an effective due diligence process
- Understand the regulatory issues that impact M&A activity

### Objective

To give accountants and other financial professionals a comprehensive overview of mergers and acquisitions. From distinguishing among the various types of M&A activity to complying with the relevant rules and regulations, this course will walk you step by step through the M&A process. It also provides an overview of the important legal, accounting and tax considerations.

### Emphasis

- Conducting an effective candidate search process
- Valuation issues
  - Modeling
  - Acquirer's internal approval process to proceed
- Due diligence
  - Drafting a Letter of Intent
  - Requesting information
  - Creating an effective team
  - Planning, conducting and reporting due diligence
- Contract and close
  - Elements of the agreement
  - Supporting documents
- Tax ramifications on cross-border transactions
- Purchase accounting
  - Determining the cost of an acquisition
  - Financial reporting of a purchase acquisition
- Regulatory requirements
  - Solicitation and preparation of proxies
  - Tender offers

### Benefits of Attendance

- Build a firm understanding of the merger and acquisition process
- Gain a working knowledge of the due diligence process

<b>Leader</b>	Michael E. Palmer, MBA, Th.D.
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours
	<i>Please bring a calculator</i>

## Due Diligence: Steps to Securing a Good Deal

June 23 & October 13, 2009 Course code: **A072**

When negotiating an acquisition, purchasing securities, entering a joint venture, participating in a workout and turnaround or dealing with a dominant supplier or customer, the due diligence process is paramount. This seminar:

- Examines the full scope of the process – from an informal review of financial statements and a survey of company operations to a detailed investigation of all target company activities
- Gives you the tools and practice aids to apply due diligence to an array of business dealings and opportunities
- Shows how to obtain valuable information for investors and identify serious problems early on

### Objective

To provide the professional accountant with the knowledge and organisational skills to plan and participate in the due diligence process. The seminar focuses on applying due diligence to the acquisition of closely held companies.

### Emphasis

- Using analytical procedures for evaluation
- Evaluating potential going concern issues
- What to look for in an initial review
- What to look for when reviewing financial statements
- Determining what to buy and the valuation method(s) to use
- How to quickly arrive at an initial valuation
- How to organise and conduct an operational audit
- How to recognise symptoms of failure
- How to assess adequacy of systems, practices and procedures
- How to assess target company management
- Developing and assessing restructuring and refinancing options
- Assessing weaknesses, risks and buyers' initial negotiating positions
- Supporting negotiations with timely re-analyses

### Benefits of Attendance

- Gain a comprehensive view of the due diligence process
- Take away a variety of checklists and practice aids to assist your own due diligence efforts

<b>Leader</b>	Michael E. Palmer, MBA, Th.D.
<b>Prerequisite</b>	Basic knowledge of financial and operational auditing
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate/advanced
<b>CPD Credit</b>	7 Hours

## Risk Management: Internal Controls & Fraud Prevention

June 25 & October 15, 2009 Course code: **A217**

Preventing fraud is a major focus of risk management. And while some risks are insurable, internal controls are a necessary component to an effective risk management programme. Using real-life examples and case studies, this seminar gives you the tools to:

- Identify, analyse and quantify key risk areas in your organisation
- Determine necessary controls
- Ensure that operational risk is a key component in your risk assessment programme
- Understand why some controls fail

### Objective

To provide accountants with an understanding of the financial and operational risks facing their organisation that go beyond insurance and how to manage them. You will learn what internal controls are most effective in reducing or eliminating risk and how to implement them cost-effectively.

### Emphasis

- Defining risk and determining acceptable levels of operational and financial risk
- The accounting professional's responsibility for risk management and fraud prevention
- Identifying the different types of risk in your organisation
- Key factors that lead to fraud
- Making sure it's worth it – applying cost benefit analysis to controlling risk and preventing fraud
- The role of Management Information Systems (MIS)
- Hedging and derivatives as a way to reduce financial risk
- Common tools to strengthen controls, limit risk and prevent fraud, including:
  - Financial statement reviews
  - Reconciliations and investigations to identify fraud and control weaknesses
  - Analysing costs to control risk
  - General financial controls
  - Key performance indicators
  - Policies and procedures
  - Staffing issues and how they relate to risk
- Insurance
  - Types of coverage available
  - Kinds of risk covered
  - Cost-effectiveness

### Benefits of Attendance

- Gain an in-depth understanding of the types of risks that face your organisation and how to manage them
- Leave with a set of tools that will help you to control risk and deter fraud

<b>Leader</b>	Michael E. Palmer, MBA, Th.D.
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours

2009 Conference on

# SEC Reporting & SOX 404 Compliance

What To Do About the Latest Developments

Pudong Shangri-La, Shanghai, China

June 8-9, 2009

*(Presentation will be in English with simultaneous translation in Mandarin)*

Course code: **C254FCHA040**

Price	
Standard rate	<b>HK\$13,000</b>
Hong Kong Institute of CPAs special rate	<b>HK\$10,400</b>

*Traveling & accommodation cost excluded*

**SEC and PCAOB staff, thought leaders from the Big 4 and industry panelists update you on the key compliance and reporting issues facing US-listed companies.**

### Key Issues

- SEC hot buttons
- Fair value accounting
- IASB/FASB update
- SEC enforcement issues
- Auditing standards update
- Business combinations
- FIRE rules
- Latest on SOX 404 implementation
- External auditor's perspective

Partners from PwC will lead the half-day discussion on SOX, which will feature US regulators and industry panelists.

### Conference Co-Chairs

Ian Parker, Partner, Capital Markets Group (China), KPMG LLP. Mr. Parker leads KPMG's Capital Markets Group in China. Previously, he headed KPMG's London-based US Accounting & Reporting Group. He has extensive experience in US GAAP, SOX and SEC rules.

James Boynton, Partner, PricewaterhouseCoopers LLP. Mr. Boynton currently leads the AsiaPac Internal Control Services of PwC's Capital Markets Group. He has an extensive background in internal controls and financial reporting.

### Speakers Include

Leiming Chen, Partner, Simpson Thacher & Bartlett LLP

Li-Lan Cheng, Chief Financial Officer, E-House (China) Holdings Ltd.

Stephen Ducker, Partner, PricewaterhouseCoopers LLP

Jason Flemmons, Associate Chief Accountant, Division of Enforcement, SEC

Len Jui, Partner, Capital Markets Group (China), KPMG LLP and former Associate Chief Accountant, Office of the Chief Accountant, SEC

Jessie Qian, Partner, KPMG LLP

Guy Richardson, Partner, Professional Practice, Ernst & Young LLP

Mary Sjoquist, Special Counsel, PCAOB

Min Xiao, Partner, PricewaterhouseCoopers LLP

Jasper Xu, Partner, PricewaterhouseCoopers LLP

## Conference Agenda

June 8, 2009

**Deluxe Continental Breakfast & Registration**  
8.00 – 8.45 AM

**Welcome & Opening Remarks**  
8.45 – 9.15 AM

**SEC Hot Buttons I**  
9.15 – 10.45 AM

- What's new at the SEC
- IFRS acceptance
- Fair value: FASB/IASB guidance
- Business combinations
- Changes in derivatives accounting
- XBRL
- Credit crisis
- SEC staff review process

**Break**  
10.45 – 11.00 AM

**SEC Hot Buttons II**  
11.00 AM – 12.15 PM

- Executive compensation
- MD&A
- Non-GAAP financial information

- Statement of Cash Flows
- Materiality
- Restatements
- Revenue recognition
- Current accounting issues

**Luncheon**  
12.15 – 1.15 PM

**IASB/FASB Update**  
1.15 – 3.00 PM

- Implementation challenges and transition costs
- Completed and proposed convergence
- FASB standard project update: earnings per share, income taxes, financial statement presentation, revenue recognition, liabilities and equity, leases
- IASB projects: derecognition, consolidation, revenue recognition, leases, liabilities

**Break**  
3.00 – 3.15 PM

**SEC Comment Letters**  
3.15 – 4.30 PM

- Current trends in SEC comment letters
- “Best practice” footnote disclosures
- Triggers for an SEC comment letter
- Dealing with auditors and SEC counsel
- Crafting a timely and appropriate response

**SEC Enforcement**  
4.30 – 5.30 PM

- Most recent actions brought
- Dealing with the SEC
- Financial reporting and issuer disclosure
- Revenue recognition

**Cocktail Reception**  
5.30 – 7.00 PM

June 9, 2009

**Deluxe Continental Breakfast**  
8.00 – 8.30 AM

**Day One Recap & Discussion**  
8.30 – 8.45 AM

**Auditing Standards Update**  
8.45 – 9.45 AM

- Assessing the risk of management override and evaluating mitigating actions
- Proposed auditing standards
- International inspections
- PCAOB enforcement update

**Business Combinations: FAS 141R**  
9.45 – 10.45 AM

- Changes in acquisition method
- Recording assets and liabilities at fair value rather than historical cost
- Dealing with minority interests in a subsidiary
- Disclosures required

**Break**  
10.45 – 11.00 AM

**FIRE Rules**  
11.00 AM – 12.00 PM

- Filing requirements for foreign companies
- Disclosure rules

**Luncheon**  
12:00 – 1.00 PM

**SOX 404 Update**  
1.00 – 3.00 PM

- Recent developments
- Results update
- Specific technical issues:
  - Key focus areas for 404 in the current economic climate
  - 404 for OTCBB and other smaller companies
  - Controls over M&A and debt issuance
  - Getting further value from the 404 investment in Year 2 and onwards
  - Fraud: how to have robust anti-fraud procedures as part of 404

**Break**  
3.00 – 3.15 PM

**404 from the Audit Committee Perspective**  
3.15 – 4.30 PM

- The role of the audit committee in SOX 404 and best practices in financial statement oversight
- What does a company look for in an audit committee?
- What does a potential audit company member look for in a company?
- Some “Do’s and Don’ts” for the audit committee

**SOX 404 Panel Discussion**  
4.30 – 5.30 PM

**Conference Conclusion**  
5.30 PM

## How to Value a Business

June 26, 2009

Course code: **0023**

The value of a business is its ultimate financial scorecard. But which valuation methods do you use when structuring a sale or purchase or providing litigation support? This seminar explains:

- **Valuation methods for private, public and partnership entities**
- **Issues and techniques for specific industries and situations**
- **How to provide business valuation services**

### Objective

To enable the financial professional to understand and apply alternative methods for estimating the value of a business. You will review case studies to gain hands-on experience in applying different valuation concepts and methods to different sets of circumstances. You will also learn to profit from the professional practice of providing business valuation services.

### Emphasis

- Planning, structuring and performing a valuation engagement
- Analysing the company: due diligence planning and checklist, industry and economic data, ratio analysis and pro forma adjustments
- Approaches to valuation
  - Rules of thumb
  - Asset valuation methods: book value, market value, liquidation value, excess earnings
  - Income approach
  - Comparable company method: comparable acquisitions, using stock prices and total capitalisation
  - DCF: weighted cost of capital approach, equity approach
  - Leveraged buyout method
- Determining applicable valuation methods
- Preparing the valuation report
- Common deficiencies of valuation reports
- Special applications of valuation services
  - Using the valuation to price and structure a purchase or sale
  - Litigation support services
  - Fairness opinions, solvency opinions, insolvency opinions

### Benefits of Attendance

- Become familiar with a variety of valuation methods
- Learn how to choose the right valuation method for any situation

<b>Leader</b>	Michael E. Palmer, MBA, Th.D.
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours

*Please bring a calculator*

## Best Practices in Finance & Accounting: Building a World-Class Organisation

September 21, 2009

Course code: **A194**

For every best practice you may already be using, there are probably dozens more you could use to be more competitive. Many are very simple and easy to implement with immediate impact while others are more complex. This unique seminar:

- **Presents finance and accounting as integral business processes executing the organisation's strategy**
- **Explains how to select and prioritise best practices**
- **Shows how to evaluate potential costs and benefits**

### Objective

To equip the accounting professional with a comprehensive array of best practices now being employed by today's leading organisations. You will explore many practices you can implement immediately with little or no expense, as well as practices that require advanced technologies but can pay off quickly. You will be empowered to challenge traditional accounting paradigms and prioritise the practices that will work best for your organisation.

### Emphasis

- Finance and accounting alignment with the organisation
  - Aligning the back and front offices
  - Planning/budgeting with environmental flexibility and nonfinancial metrics
  - Reporting an integrated performance measurement model – a balanced scorecard
  - Providing business process tools and dashboards
  - Applying economic value added
- Efficient and effective processing
  - Web-linking supply chain opportunities
  - Matching and documentation elimination
  - Reducing nonvalue added approvals/steps
  - Maximising the use of procurement and T&E cards
  - Advancing to web-based invoicing/paying
  - Using self-service payroll/HR techniques
  - Accelerating the close
- Roadmap to process improvement
  - Evaluating costs and benefits
  - Reducing both organisation and accounting expenses
  - Consolidating into shared service centers
  - Outsourcing benefits and issues
  - Prioritising for execution
  - Reinvesting savings in increased effectiveness

### Benefits of Attendance

- Leave with a host of best practices to apply at your organisation
- Take home checklists for selected best practices

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Overview
<b>CPD Credit</b>	7 Hours

## The Credit Crisis – What Went Wrong

September 22, 2009

Course code: **A297**

The “credit crisis” has precipitated the worst period of economic turmoil since the Great Depression. But how did we get here? Was it greedy Wall Street banks? Opaque investment products? Or was fair value accounting to blame? This seminar explores the answers to these questions and examines the accounting and reporting implications. You will:

- Trace the evolution of and the FASB’s response to financial engineering
- Review the array of financial products and derivative instruments that played a role in the crisis
- Assess the impact and value of the government rescue plan(s)
- Compare the current crisis to past panics and bear markets

### Objective

To provide financial professionals with a better understanding of the players and the products behind the credit crisis. You will study the root causes of the crisis and examine its ramifications for the US and global economies.

### Emphasis

- The Community Reinvestment Act of 1997 – sub-prime mortgages mushroom
- The role of GSEs (i.e. Fannie Mae, Freddie Mac and Ginnie Mae)
- Where were the regulators?
- Securitisation and sub-prime mortgages: a financier’s delight
- Off-Balance-Sheet mischief: the trouble with SIVs
- The Credit Default Swap (CDS) casino
- Auction Rate Securities (ARS): a ticking time bomb explodes
- Cases for and against short selling
- Collapse of “The Carry Trade”
- The “Death of Diversification”
- Anatomy of the crisis: what happened
- The government response dissected
- Grading the FASB: a review of relevant FASs
  - Fair value accounting under the microscope
  - The most recent guidance

### Benefits of Attendance

- Gain insight into the causes and consequences of the credit crisis
- Learn how the regulatory reaction to the crisis will impact accounting

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours

## A Controller’s Modern Toolkit: Quantitative Techniques for Decision-Making

September 24, 2009

Course code: **A168**

To sustain competitive advantage, you need to be equipped with the latest quantitative techniques empowered by enhanced computer technology. Mixing theory, discussion and hands-on applications, this unique seminar answers questions like:

- How can contribution margin analysis be used with cost-volume-profit breakeven analysis?
- How can learning curve theory help improve contract bidding?
- How can linear programming techniques help contain costs and optimise profitability?
- Which forecasting methods are most appropriate for my business situation?

### Objective

To enable the controller or accounting manager to make a significant contribution to a decision-making team. You will be equipped with leading-edge tools and methodologies that will enable you to expand your quantitative and decision-making skills. You will be prepared to address a full range of financial questions and issues – from budgeting to cost-driver relationships to pricing analysis.

### Emphasis

- Quantitative applications for cost analysis
  - Statistical analysis and evaluation
  - Linear programming and opportunity cost
  - The learning curve
  - Programme Evaluation and Review Techniques (PERT) and Critical Path Planning
- Optimisation-based costing
- Forecasting techniques and their applicability
- Regression analysis and correlation analysis
- Cost-volume-revenue analysis
- Cost-volume-profit and breakeven analysis
- Contribution margin analysis
- Leverage analysis techniques
- Analysis of cost behavior, cost estimation and allocation
- Inventory analysis tools

### Benefits of Attendance

- Garner a variety of quantitative techniques for cost analysis
- Build the number of decision-making tools at your disposal

<b>Leader</b>	Thomas J. Lieven, MBA, CPA
<b>Prerequisite</b>	None
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours

*Please bring a calculator*

## Valuing an Acquisition – What Would You Do? A Case Study Approach

October 16, 2009

Course code: **0153**

Accountants most commonly face valuation issues in “buy-sell” transactions. Make the wrong choice and the deal can fall through. This seminar, based on actual transactions, puts you in situations where you, as buyer or seller, make the decisions. Get answers to questions like:

- Does price equal value?
- Does value matter?
- How do you move the other side off their value position?
- How do I turn deal breakers into deal makers?

### Objective

To enable accountants to accurately value an acquisition. Actual case studies immerse you in real transactions that generated significant “buy-sell” issues. You will explore the concept of true business value. You will focus on the skills necessary to “make the deal,” such as forecasting, financial analysis, negotiation and due diligence.

### Emphasis

- Valuation methodologies
  - Do you need 20 different methodologies?
  - Which methodology is best?
- Forecasting basics
  - What do you do when you can't forecast?
  - Understanding forecasting limitations
- Financial analysis
  - The value of tax returns
  - Mining information from financial statements
  - Understanding the quality of the financial information
  - DCF – relationship to capitalisation methods
- Focusing due diligence
  - Where is the value?
  - Analysing the company
  - Why rules of thumb are not rules that MUST be followed
- Negotiating tips
  - Understanding and resolving differences in value
  - Creating true “win-win” transactions
- Thinking outside the box
  - Turning unwanted assets into “cash”
  - Making \$1 million look like \$2 million

### Benefits of Attendance

- Gain a working knowledge of the valuation process
- Improve your negotiation skills

<b>Leader</b>	Michael E. Palmer, MBA, Th.D.
<b>Prerequisite</b>	Basic knowledge of financial accounting and reporting
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours
<i>Please bring a calculator</i>	

## Accounting for Derivatives

October 19, 2009

Course code: **A306**

Many companies use derivatives to manage risk exposures. The accounting requirements for derivatives are complex, the rules continue to evolve and improper application has resulted in numerous restatements. This seminar:

- Identifies the basic characteristics of various financial instruments including futures, options, swaps and other derivatives
- Analyses the effects of hedge accounting on financial statements
- Discusses IAS 39, IAS 32 and IFRS 7, their implementation issues and potential pitfalls

### Objective

To provide you with a working knowledge of current accounting standards for derivative financial instruments as well as hedge accounting. You will gain the knowledge to avoid pitfalls and understand the effects on financial statements and risk management strategy. You will learn to identify the characteristics of various types of financial instruments and determine the current accounting and reporting treatment.

### Emphasis

- Identifying the basic characteristics, risk management strategies and accounting requirements for derivatives and other financial instruments
  - Futures and forwards
  - Interest rate, foreign exchange and stock options
  - Interest rate and other types of swaps
  - Caps, collars and floors
- Developing a conceptual accounting and reporting framework for financial instruments under IAS 39, IAS 32 and IFRS 7
- Understanding embedded derivatives and bifurcation
- Examining the hedge criteria and accounting requirements for:
  - Fair value hedges
  - Cash flow hedges
  - Foreign exchange hedges
- Effectiveness testing approaches
- IAS 39 vs. FAS 133
- Documentation and disclosure requirements
- Case studies for applying concepts

### Benefits of Attendance

- Understand the nature and application of various financial instruments
- Learn how international rules for derivatives accounting compare to FAS 133

<b>Leader</b>	Louis P. Le Guyader
<b>Prerequisite</b>	Basic knowledge of financial accounting and reporting
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours
<i>Please bring a calculator</i>	

# Hong Kong Profits Tax

September 17 & 23, 2009

Course code: **T134**

9.00 AM - 12.30 PM

With the development of recent court cases, the increasingly stringent practice adopted by the Inland Revenue Department and double taxation arrangements/agreements entered into by Hong Kong and other tax jurisdictions, taxpayers are finding it more and more difficult to plan the tax cost with certainty and efficiency. Spread over two half-day sessions, this targeted seminar will allow you to:

- Review the latest taxation developments
- Analyse poor documentation and the lack of understanding within the operating units and other flaws that can lead to taxation disaster
- Examine the winners and losers in the tax cases
- Benefit from lessons learned

## Objective

To provide accountants with a thorough understanding of the latest taxation development for business operations. This seminar will use real examples to show you how you can avoid the mistakes others made.

## Emphasis

- Understanding the nature of income and expenses
- Double taxation arrangements/agreements
- Business structures and case studies

## Benefits of Attendance

- Learn how to plan the tax costs within the business operation

<b>Leader</b>	Lusan Hung, FCPA
<b>Prerequisite</b>	Basic Hong Kong taxation knowledge
<b>Preparation</b>	No advance preparation required
<b>Level of Knowledge</b>	Intermediate
<b>CPD Credit</b>	7 Hours

## Course Leaders



### Lusan Hung

Lusan Hung, FCPA, is a director of Higuma Consulting Limited. She is a Fellow member of the Institute of Chartered Accountants in Australia and the Hong Kong Institute of Certified Public Accountants. She has over 20 years of taxation and business experience and has worked in Australia, Hong Kong and the U.S. She successfully brought together the knowledge and experience gained from the various countries and deals effectively with clients both local and internationally based, in particular those from Hong Kong, around the Asia Pacific region, Australia and the US.



### Thomas J. Lieven

Thomas J. Lieven, MBA, CPA, is an executive with over 30 years of experience in finance, information systems and production. His responsibilities included general accounting, cash management, budgeting and taxation. He is currently President of Applied Management, LLC, a small business consulting company.



### Michael E. Palmer

Michael E. Palmer, MBA, Th.D., has extensive high-level financial and managerial experience. He has held positions as Vice President of FedEx Corporation, Chief Financial Officer of a publicly traded company and Chief Executive Officer of three different corporations.

### Louis P. Le Guyader

Louis P. Le Guyader is a private consultant on restatements and accounting workouts. He is an instructor for CPE INC. and the developer and instructor for continuing education courses for Fannie Mae and PricewaterhouseCoopers. He was also a consultant at PNB Paribas.

### Claire Purvis

Claire Purvis, Ph.D., has worked as an accountant for major accounting firms in London and Hong Kong. She received her Ph.D. from Columbia University and her academic career includes tenure-track positions at the University of Southern California and California State University in San Bernardino. Dr. Purvis has taught undergraduate and graduate level courses in financial accounting and reporting and international accounting.

### George F. X. Rombach

George F. X. Rombach, Ph.D., CPA, has been a practicing accountant and business consultant for nearly 40 years. He has served in many key positions, including as a Chief Financial Officer, Chief Operating Officer and Chief Executive Officer. He is an expert in Sarbanes-Oxley and SEC reporting.