

# Certificate Course



Advancing Management Excellence

## Certificate Course on The Accounting and Finance for Managers

15 October - 17 December 2019

CEF subsidy ceiling  
\$20,000.



# CERTIFICATE COURSE ON THE ACCOUNTING AND FINANCE FOR MANAGERS



## DESIGNED FOR

Business executives and professionals in general management, manufacturing, marketing, personnel, research and development, commerce, industry, public services, education and government.

## INTRODUCTION

Business executives will usually find some and perhaps ALL of the following situations in their work:

1. Having a difficult time answering questions about costs of business.
2. Having trouble on keeping track of business income and expenditure.
3. Having oversight of key points in company financial statements.
4. Having difficulty to explain the full story of company annual reports.
5. Misunderstanding business data, facts and figures.
6. Failing to justify budgets prepared.
7. Failing to justify the validity of business decisions.

Are you familiar with the said situations? Have you ever been frustrated because of insufficient financial and accounting knowledge?

The Association has specifically designed this course to help you. The course covers seven major areas of accounting and finance; you will learn and be familiar with ALL the essentials of the said areas.

## OBJECTIVES

Upon completion of this course, participants will be able to:

- Describe financial matters in proper accounting language.
- Use generally accepted accounting principles when preparing income and expense reports.
- Spot the key points in a financial statement.
- Analyse company annual reports.
- Finance a business using both internal and external sources.
- Prepare business and financial budgets.
- Fit profit planning into the budget.
- Evaluate the value of a business.

## VENUE

HKMA Li Ka-shing College of Professional & Continuing Education  
8 Hoi Wang Road  
Mongkok (West) KOWLOON

## LANGUAGE MEDIUM

Cantonese (supplemented with English terminology)  
Course manuals will be in English

## DATES AND TIME

Tuesday (7:00 pm - 10:00 pm)

15, 22, 29 October;

5, 12, 19, 26 November;

3, 10, 17 December 2019

## FEE \$3,600 - payable by 3 instalments

1st instalment	2nd instalment	3rd instalment
10 October 2019	5 November 2019	3 December 2019
HK\$1,200	HK\$1,200	HK\$1,200

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

## REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

**Institution Code: 300 CEF Course Code: 23C06728-3**

This course has been included in the list of reimbursable courses under the Continuing Education Fund. Participants MUST submit their applications directly to the Office of the CEF. For details, please visit the website: [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) or call the enquiry hotline: 3142 2277.

Applicant must meet the entry requirements of the course. Please refer to [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) for details.

Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework.

**Register Now**

## CONTENTS

- 1. How to speak the right Language to get the financial (accounting) story across**
  - Definitions
  - Terms
  - Numbers, the common language of business
  - The function of accounting
  - Fundamentals of accounting
  - Accounting for business transactions
- 2. How to use the generally accepted accounting principles when preparing income and expense reports**
  - The environment of financial accounting
  - Basic accounting principles
  - Application of accounting principles
  - Structure of financial statements
- 3. How to really understand a company annual report**
  - Role of the shareholders
  - Equity vs debt financing
  - Business plan, management, control, and development
  - Auditors' report
- 4. How to spot the key points in financial statements**
  - Income statement
  - Balance sheet
  - Cash flow statement
  - Changes in owners' equity statement
  - Ratio analysis
- 5. How to finance a business**
  - Cash forecasting
  - Forecasting working capital needs
  - Short term financing
  - Medium and long term financing
  - Equity financing
- 6. How to fit profit planning into your budgeting**
  - The tools of profit planning
  - Break-even analysis
  - Contribution accounting
  - Budgeting as a process
  - The structure of the master budget
- 7. How to evaluate the value of your business**
  - Capital budgeting
  - Principles of capital expenditure evaluation
  - ROI and profit goals
  - Coping with risk and uncertainty

## AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours; and
2. passed the mid-term exercise; and
3. passed the final project

will be awarded a "Certificate in the Accounting and Finance for Managers".

## LECTURER

### VINCENT NG DBA, PNA, JP(Aust)

Dr Ng is an Australian Professional Accountant and a Justice of the Peace (NSW).

He is a Fellow of Institute of Public Accountants in Australia; was an Associate of Institute of CPAs, Australia, and a Fellow of Taxation Institute of Australia. He has earned his Doctorate in Business Administration, Master of Business Administration, Bachelor of Business Management and Graduate Certificate in Accounting.

He has been a practicing tax accountant, accounting and administration manager and financial controller of different corporations for many years. Dr Ng started his teaching career in 2001 and is currently a visiting Professor and Lecturer of various local and overseas universities/institutions (including Hong Kong Polytechnic University & Baptist University). His expertise includes Accounting, Business English, Financial Management, Marketing, and Taxation.

## ENQUIRIES

For this course details:

Ms Shirley Chan on 2774 8569

Email: details.cdp@hkma.org.hk

Enquiry / Membership / Enrolment : 2774 8501 or 2774 8500

Email : hkma@hkma.org.hk

certificate.hkma.org.hk/pdf/EC2015520194L.pdf.

[Register Now](#)

# APPLICATION FORM

## Certificate Course on the Accounting and Finance for Managers EC-20155-2019-4-L 15 October - 17 December 2019

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23C06728-3

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

- \* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.  
The Association will issue certificates based on the details and name format as given in this form.

Name ( Mr /  Ms) \_\_\_\_\_ 姓名: \_\_\_\_\_  
(Surname) (Other Names) (中文)

HKID Card No. (For verification of the applicant's identity): \_\_\_\_\_ Date of Birth (YY/MM/DD): \_\_\_\_\_

Position: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Job Function (e.g. Accounting), please specify: \_\_\_\_\_

Nature of Business (e.g. Retail), please specify: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Education Level:  Doctoral degree  Master's degree  Bachelor's degree  HKMA Diploma  Other Diploma  
 Matriculation  F.5 / HKDSE  Others (Please specify) \_\_\_\_\_

\* Applicant must meet the entry requirements of the course. Please refer to [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef) for details.

\* Participants are required to submit proof of academic qualifications (Secondary School Graduates (F.5) or equivalent qualification) otherwise the application for enrolment and for reimbursement of fees will not be accepted.

Total Number of Years' Working Experience \_\_\_\_\_ Years of Working Experience in Course-Related Field \_\_\_\_\_

Name & Title of Nominator (if applicable): \_\_\_\_\_

Nominator email/address: \_\_\_\_\_

Sponsorship:  Self-sponsored  Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

*Our company undertakes to pay the course fee for the above applicant*

Name of Contact Person \_\_\_\_\_ Position \_\_\_\_\_

Telephone No.: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Chop and Date: \_\_\_\_\_

### From where did you FIRST learn about this Programme?

HKMA Email  Mail  Newspaper/Magazine (please specify): \_\_\_\_\_

Email Promotion from Other Websites (please specify): \_\_\_\_\_  Online Advertisement (please specify): \_\_\_\_\_

Search Engine (please specify): \_\_\_\_\_  Social Media (please specify): \_\_\_\_\_

HKMA Website (Where did you find this information): \_\_\_\_\_

MTR Station (please specify): \_\_\_\_\_ Exhibitor:  Jobmarket Career & Education (EJEX)  Others (please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:  
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

### Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
- The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

### Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

### Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

### Application for CEF

- I will apply for CEF and aware that I shall submit application directly to CEF Office of the programme. I consent to the disclosure of my personal data, any other information and records in relation to the programme to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for the purposes of fees reimbursement under the CEF and audit inspection.
- I will not apply for fee reimbursement under the CEF for the course and do not consent to the disclosure of my personal data to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Notes for Application

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8500/2774-8501 (Customer Service Department) during normal office hours or fax 2365-1000.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: [WWW.HKMA.ORG.HK](http://WWW.HKMA.ORG.HK)