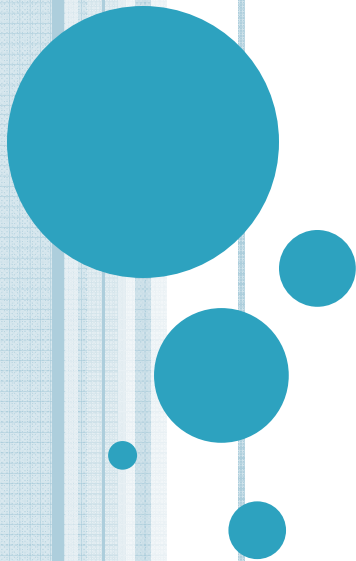


**APPROACHING
BM PAPER**

**Presentation By: Muhammad Ovais
October 23rd 2011
At ICAP Auditorium**



AGENDA

- Students' perspective
- A little test
- ICAP Vision and Mission Statements
- The Institute's commitment
- Examinations
- Reasons for introducing BM
- What about others?
- Pass rates
- The syllabus
- Indicative grid



AGENDA (CONTD.)

- Study material
- BM topics – my classification
- Last five attempts' paper analysis
- Skills for BM
- Some common mistakes
- Exam techniques
- Handling a scenario
- Paper solution
- Contact information
- Questions/Comments



STUDENTS' PERSPECTIVE

- We don't need it
- We know it
- It's boring
- BM is overemphasized
- BM is lengthy
- Book is vague / thick / boring / illogical / disorganized / not understandable / full of repetition
- Weightages not followed
- Weird questions
- Quality of paper
- We get no ideas during paper
- Expression problems
- One more hurdle in qualification



A LITTLE TEST

- Perestroika
- Glasnost




ICAP VISION AND MISSION

- 'The profession of Chartered Accountants in Pakistan should be the benchmark of **professional excellence** upholding the principles of integrity, transparency, and accountability'.
- 'Our mission is to achieve excellence in professional competence, **add value to businesses and economy**, safeguard public interest; ensure ethical practices and good corporate governance while recognizing the needs of globalization.'



THE INSTITUTE'S COMMITMENT

The Institute is committed to regulate the education, training, and examination of its students in order to ensure that a newly qualified Chartered Accountant can continue to be confidently regarded as:

- Having a sound grounding in the major subject of accountancy, business, finance and **management** which can be further developed by continuing education and which can be drawn on for a professional lifetime
 - Being fully equipped with the **professional attitudes** expected of a member of the Institute
 - Being ready to undertake work, demanding qualities, and skills expected of a chartered accountant and being able, with suitable induction, speedily to acquire any additional accountancy skills required for particular task in public practice, industry, commerce, or elsewhere
- 

EXAMINATIONS

- Examination is conducted in a transparent manner whereby all candidates are treated **fairly and objectively**
- The scope of examination includes the technical **knowledge and skills**, which the candidates should have



REASONS FOR INTRODUCING BM

- Bringing the members at the front from the back office
- Realizing the role of the Chartered Accountants in Management
- A sought-after qualification must cater the management needs



WHAT ABOUT OTHERS?

- All major accounting bodies like CIMA, ACCA, ICAEW, ICMAP have BM subject



PASS RATE

- CIMA: Business Strategy – 50%
- ACCA: Strategic Business Planning and Development – 50%
- ICAEW: Business Management – 80%
- ICAP: Business Management – 15 - 20%



THE SYLLABUS

This syllabus aims to:

- Identify the **principles** and **concepts** in the **theories** and **practices** of **strategic business management**;
- Asses the impact of environmental forces such as **global microeconomic forces, international trade and financial system** on organizational strategies and plans;
- Understand the importance of **linking information systems development and management** to business goals and needs;
- Understand the interplay of **marketing** with other vital functional areas in business management and to understand the **accountant's role in servicing the needs of marketing** and other functions of business;



THE SYLLABUS (CONTD.)

- Recognize the role of **global marketing and international business**;
- Assess the importance of **human resources development** to organizations and identify methods of managing people effectively;
- Evaluate ways in which **change** can be managed successfully;
- Appreciation of **social and ethical implication** of strategic policies in business;
- Understand the **aims of corporate codes of conduct** and their role in improved corporate governance; and
- Understand the **manager's role and responsibilities** in relation to the working environment.



INDICATIVE GRID

Syllabus Content Area	Weightage
1. Strategic management and planning	30
2. Corporate social responsibility and business ethics	
3. Human resource management	30
4. Management of the working environment	
5. Marketing Management	20
6. International Business	20
Total	100

Note: The weightings given above are for guidance purposes only and deviations in setting of papers may be expected



STUDY MATERIAL

- Strategic Management Concepts and Cases by Fred R. David
- Principles of Marketing by Kotler Armstrong
- Human Resource Management by H. John Bernardin
- Management and Organizational Behaviour by Laurie J. Mullins
- Business Management Study Text and Revision Series by AT Foulks Lynch Pakistan
- Business Management Study Text and Revision Series by Professional Business Publications (PBP)
- My Notes
- **Business magazines and business pages of newspapers**



BM TOPICS – MY CLASSIFICATION

- Strategic Management
- Mission, Goals, and Objectives
- SWOT and Gap Analysis
- Critical Periods and Change Management
- The Evolution of Marketing Concept
- Strategic Marketing, Research And Planning
- 4Ps
- CSR And Business Ethics
- Human Resources Management
- International Business



FIVE ATTEMPTS' PAPER ANALYSIS

- [Paper Analysis up to Jun 11.doc](#)



SKILLS FOR BM

- Reading is a critical strategic skill
- Exercising judgment and technique in strategic business management
- Formulation of business strategy, development of products/services, and the maintenance of quality
- Integrate knowledge effectively and use it creatively in applying concepts and techniques
- Use appropriate models and techniques of analysis
- Relate knowledge and skills effectively to the given scenarios



SOME COMMON MISTAKES

- Misunderstanding the question or answering the wrong question
- Proceeding in a haphazard fashion – not identifying the major issues, jumping from one issue to another
- Force-fitting familiar business frameworks
- Failure to identify alternative approaches
- Overemphasis on model without reference to the scenario
- Failure to relate thinking to the scenario
- Performing an analysis at the expense of other requirements
- Failure to distinguish the requirements of the questions



SOME COMMON MISTAKES (CONTD.)

- Temptation to list/discuss a number of techniques without relating them to the case
- Weak relationship between the technique and its application to the scenario
- Lack of time taken
- Repetition of points made earlier
- Failing to synthesize a point of view



EXAM TECHNIQUES

- Simulation
- Last day revision
- Proper sleep – rest is the best before a test
- Reach on time
- Avoid parking problem
- Light breakfast
- Complete kit
- Do not look at others
- Time allocation
- Filling up data accurately



EXAM TECHNIQUES (CONTD.)

- Do not panic
- Correct question and part number
- Every question from a new page
- Legible writing
- Proper grammar
- Only black and blue pens
- Breakdown questions
- Pick examiner hints
- One mark, one paragraph, one minute
- Review paper
- Reward yourself



HANDLING A SCENARIO

- Feel paid to resolve the issue(s) promptly
- Examine closely the issues with which the company is confronted
- Read it at least twice: once to grasp the overall picture, second to discover more and grasp the specific problems
- Understand the underlying problem and the question
- Try to isolate on the actual problem(s), not the most visible/obvious symptoms
- Think 'resolution/retention' vs. 'dismissal'
- Break the problem down into a logical structure
- Address the issues one at a time



HANDLING A SCENARIO (CONTD.)

- Address important issues, not just ones you feel comfortable with
- Keep coming back to check that you are addressing the question you were asked
- Read again – understand problem completely
- Reach a conclusion – develop a recommendation
- Use complete sentences and paragraphs
- Stay organized – finish one key question and arrive at a point of view before you go on to the next
- Communicate your train of thought clearly – if you have considered some alternatives and rejected them, tell what and why
- Use business judgment and common sense
- Relax and enjoy the process, you are not alone



PAPER SOLUTION

- Apply what we have learnt



CONTACT INFORMATION

- Email – enjoysolutions@yahoo.com
- Cell – 030 0927 1497



THANKS & WISH YOU ALL THE LUCK



Questions or Comments!

