

# **Agenda**

- 1. Professional Skills Overview
- 2. Professional Skills what we know so far (AFM/APM/AAA)
- 3. Professional Skills Application and Teaching
- 4. Supporting resources





#### AFM APM AAA

- From September 2022, ACCA introduced a major change to the Strategic Professional Options examinations.
- The exam structure of all Strategic Professional Options stay the same. Section A question worths 50 marks and two Section B questions worth 25 marks each.
- But, ACCA changed the balance of technical and professional skills marks.



**Professional skills marks** 

20

AFM/APM/AAA exam comprise of 80 technical marks and 20 professional skills marks from Sep. 2022

- 80 technical marks and 20 professional skills marks.
- 10 professional skills marks in Section A. All four professional skills will be examined.
- 5 professional skills marks in each of the Section B questions. Will examine a combination of Analysis and evaluation, Scepticism and Commercial acumen.

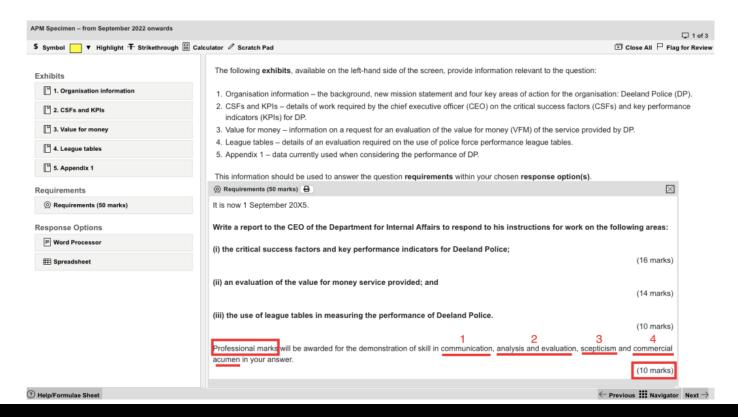
#### Positive messaging

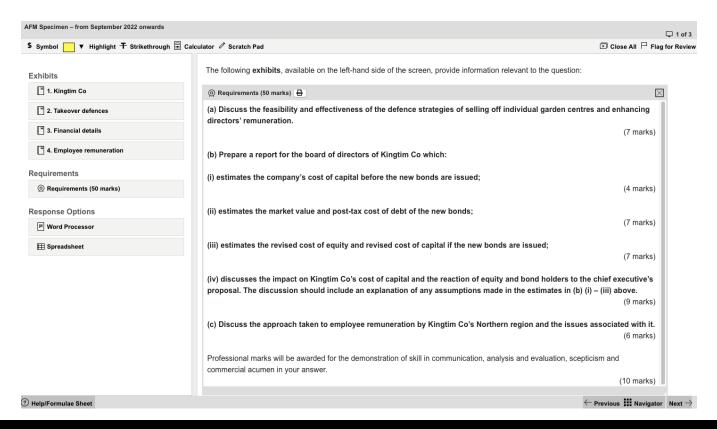
- Double marking
- Only 80 technical marks!
- There's headroom with the professional skills marks
- More time
- Produce answers you would be proud of at work holistic approach
- Its NOT about grammar and spelling

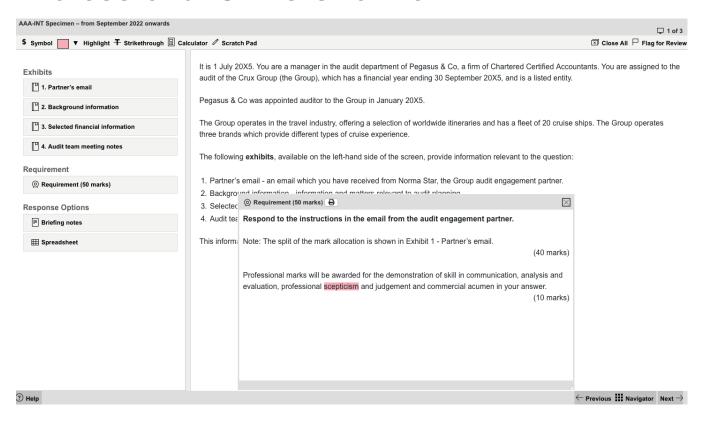
- Purpose: the professional accountants of the future have theright blend of technical and professional skills, coupled with an ethical mindset.
- The professional skills marks in the AFM/APM/AAA exam will be attached to the overall question.
- Different with SBL' exam form, with particular professional skill attached to each individual requirement.

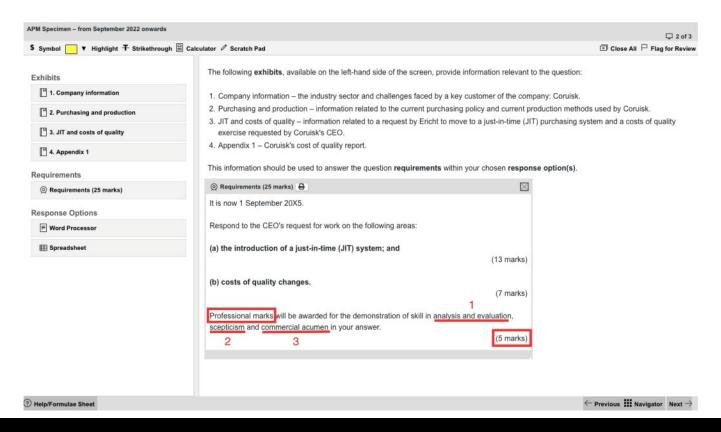
- Communication section A only
- Analysis and evaluation section A&B
- Scepticism (and judgement)\* section A&B
- Commercial acumen- section A&B

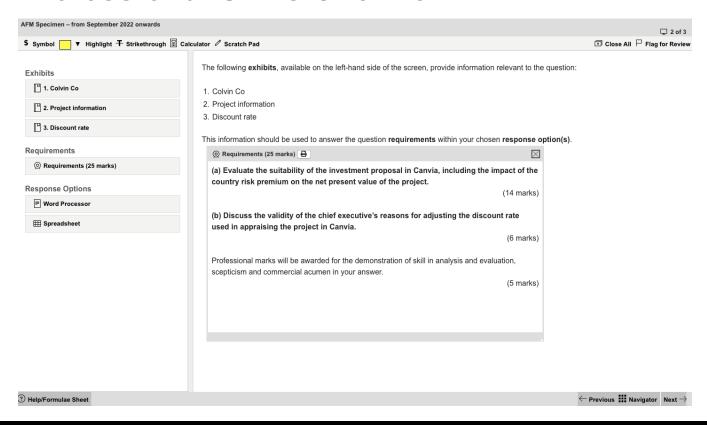
\* Scepticism is being expanded to include judgement for Advanced Audit and Assurance only, as it is a defined requirement for auditors.

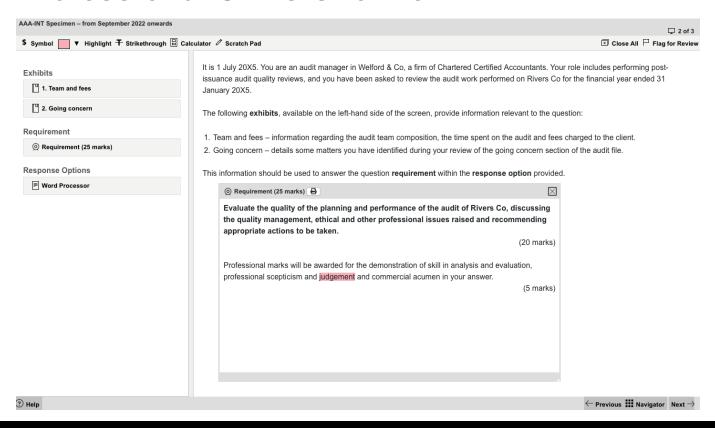












 Total professional marks available are more than the set amount.

A candidate can still score full professional marks even if they don't manage to demonstrate one of the professional skills.

Sample answer 1 for Q1:

Total technical marks	34
Professional:	
Communication	5
Analysis and Evaluation	3
Scepticism	1
Commercial Acumen	3
Total professional marks	12 (Max 10)
Overall total	44

Sample answer 2 for Q1:

Total technical marks	13	
Professional:		
Communication	3	
Analysis and Evaluation	1	
Scepticism	0	
Commercial Acumen	1	
Total professional marks	5	
Overall total	18	



	Average pass rate in the four sessions prior to Sep '22	Average pass rate in the four sessions from Sep '22 onwards
AFM	41	44
APM	32	34
AAA	33	34



improving

#### **AFM**

- Many candidates scored high marks on the communication, analysis and evaluation professional skills
- Scepticism and commercial acumen were done less well
- Many candidates performed well on calculations, but some candidates <u>wasted time</u> repeating the same point or on <u>making generic points</u>

#### **APM**

- Analysis and evaluation generally done better than <u>scepticism</u>
- Many candidates scored well by sticking to relevant points, but some appear to have pre-prepared answers and <u>don't actually answer the requirements</u> of the question

#### AAA

- Commercial acumen among the less well-done professional skills as candidates failed to consider wider implications
- Some candidates <u>repeated</u> content from the question and did <u>not read the question</u> <u>properly</u>
- Gaps in FR knowledge sometimes evident

**AFM:** Candidates were generally good at demonstrating skills in communication and analysis & evaluation but **not so good at** demonstrating <u>scepticism</u> and <u>commercial acumen</u>.

#### **Scepticism:**

- question the rationale for the acquisition and the board's motivation for the offer;
- question the impact of the variables in the calculation of the additional value;
- question the assertions made by the non-executive director concerning the need to reduce risk by diversifying into other unrelated areas and for questioning realism and possible bias in assumptions, i.e. assume that inflation remains constant for 4 years.

#### **AFM** Scepticism - (Suggestions):

- Candidates need to <u>develop confidence</u> in order to question statements made in the scenario which demonstrates the scepticism skill.
- Focus on providing <u>comprehensive answers</u> to requirements as scepticism should naturally follow from this.

#### **AFM Commercial acumen:**

- Candidates could have <u>enhanced their discussion of risk diversification</u> by relating it to institutional shareholders like <u>pension funds</u> who diversify across a wide range of markets;
- Use <u>real world evidence</u> of acquisitions to illustrate points in their discussion;
- Recognise the <u>usefulness of Blackbosca Co's experience in its home</u> <u>market</u> in order to verify the credibility of the cash flow estimates

#### **AFM Commercial acumen - (Suggestions):**

- Demonstrate commercial acumen skills by <u>relating</u> their discussion and information in the scenario <u>to the real world</u>;
- use the information in the scenario to draw on evidence that relates to the organisational context or take any other <u>practical commercial</u> considerations into account

#### **APM**

The professional skills marks relate mostly to candidates fulfilling the question requirements in that an evaluation, for example, does not mean a list, identification or an explanation. If candidates can fulfil the requirement as directed in the question, the professional skills marks will surely improve.

#### AAA

Some candidates continued to produce very vague answers which were not tailored to the specific scenario and, therefore, did not achieve high technical or professional skills marks.

#### COMMUNICATION

- Inform
- Persuade
- Clarify and simplify

In summary, this means candidates have to express themselves clearly and convincingly through the appropriate medium, while being sensitive to the needs of the intended audience. This means responding in a professional manner and adhering to any specific instructions made.

#### **Assessment standard of Communication**

**Maximum 5 marks** 

The 10 professional marks in Question 1 will typically include 3-4 marks for communication skills, usually for a report to the board of directors:

- General report format and structure (use of headings/sub-headings and an introduction); 1
  mark
- The calculations should be separated off into an appendix in the spreadsheet response area and make use of the spreadsheet functionality; 1 mark
- 3. Style, language and clarity (appropriate layout and tone of report response, presentation of calculations, appropriate use of the tools); up to 2 marks
- 4. It is vital that the report content is relevant to the requirements, including adhering to any specific instructions given in the examination question. (Answer the question asked!); There may be an addition 1 mark

#### ANALYSIS AND EVALUATION

- Investigate
- Consider
- Assess and apply
- Appraise

In summary, this means candidates firstly have to thoroughly investigate and research information from a variety of sources and logically process it with a view to prioritising activities and arriving at an appropriate conclusion or recommendation. This analysis should form part of a comprehensive evaluation of a matter where candidates have to carefully assess situations, proposals, and arguments in a balanced and cogent way, using professional and ethical judgement to predict future outcomes and consequences as a basis for sound decision-making.

#### Assessment standard of analysis and evaluation (1/2)

**Maximum 4 marks** 

- It is key to remember that in AFM/APM/AAA any analysis or evaluation is contextual and must take into account the situation in which the organisation in the question operates.
- Analysis can be demonstrated by appropriate use of the data/information to determine suitable calculations to support your evaluation. The ability to draw appropriate conclusions from the data/information analysed should be demonstrated, so that appropriate responses can be designed, and advice given.
- 3. Identifying where data appears to be omitted or where further analysis is needed to make a recommendation is also important, as that means a full evaluation cannot be performed due to the lack of that data. It is key that decision-makers are made aware of this.

#### Assessment standard of analysis and evaluation (2/2)

4. An evaluation is a **balanced appraisal** to determine the impact of a course of action. Part of that is to **demonstrate reasoned judgement** to consider all relevant factors applicable, decide what to **prioritise** and then come to a suitable and justified conclusion.

#### SCEPTICISM

- Explore
- Question
- Challenge and critically assess

In summary, this means candidates have to explore, question and challenge information and views presented to them, identifying if all information is available or whether there may be underlying bias, to fully understand business issues and establish facts objectively, based on ethical and professional values.

## Assessment standard of Scepticism (1/2)

- 1. Having a questioning approach is key for this skill. That questioning needs to lead to effective challenges of information, of evidence provided and assumptions stated. This includes the ability to identify contradictory evidence and remaining sceptical about information that has been provided in the scenario.
- 2. AFM/APM often bases questions on theoretical models which include assumptions and also can include stakeholders in question scenarios making statements about their beliefs and perceptions of a matter and candidates can be required to challenge those statements. These challenges, however, cannot simply be in the abstract. Reasons for issues and problems with any assumptions/statements are needed before challenges can be upheld and deemed appropriate.

#### Assessment standard of Scepticism (1/2)

3. All of this means that candidates need to apply professional judgement to draw conclusions and make properly informed decisions which are appropriate to the organisation.

#### Scepticism and judgement (For AAA)

- Candidates are expected to demonstrate professional scepticism and judgement when assessing the information given in the scenarios. This is key when asked to evaluate the significant risks in a scenario, or challenging information which has been provided.
- Candidates will need to demonstrate their application of professional judgement by prioritising risks (audit risks or risks of material misstatement only) in their answers. Candidates should be prioritising the most significant risks first, and in a brief conclusion, justifying their decision.
- 3. Review the audit work and evidence obtained during the engagement and assess whether it is sufficient to support a decision or information in an auditor's report.

# **Professional Skills Application and Teaching**

#### COMMERCIAL ACUMEN

- Demonstrate awareness
- Recognise key issues and use judgement
- Show insight

In summary, this means candidates have to show awareness of the wider business environment and external factors affecting the business and use commercially sound judgement and insight to resolve issues, exploit opportunities and offer valid advice and realistic recommendations.

# **Professional Skills Application and Teaching**

### Assessment standard of commercial acumen (1/2)

1. All questions are set in commercially realistic scenarios. These can range from private to public sector organisations and also to not-for-profit organisations and regulated industries. This requires candidates to understand what does and does not work in such an organisational context, therefore any advice or recommendations have to be practical and plausible in the given situation.

# **Professional Skills Application and Teaching**

### Assessment standard of commercial acumen (2/2)

- 2. To demonstrate this skill effectively candidates will need to use the question scenario information to draw evidence that relates to the organisational context but also take any other practical commercial considerations into account. Organisations do not operate in a vacuum so candidates need to look at external constraints and opportunities where relevant and also consider the validity/reasonableness of any assumption that the organisation may be working under, given the external environment. Awareness of internal constraints within an organisation should also be accounted for.
- 3. To ensure that candidates take a considered forward-looking approach.

# Earning professional skills marks - General Advice

- 1. Making the most important or crucial points
- Showing a clear understanding of the underlying or causal issues (because)
- 3. Integrate or link information from the scenario or different exhibits (for example)
- Only making relevant points
- 5. Not repeating points
- 6. Addressing the requirements as written
- Showing an ability to priorities and make points in a logical and progressive way
- 8. Structuring and presenting the answer in a professional manner



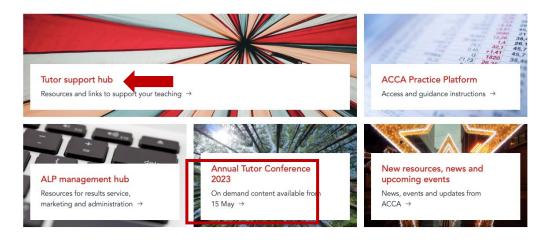


## **Resources** available for tutors

Global	China
Education Hub	ACCA China Website
Practice Platform	MAX (AS+ SP + EPSM)
Global university/learning providers' conference	National educator's forum
Tutor development programme (incl. TtT /	TtM events)

### **Education Hub**

Welcome to the **Education Hub** – An online toolkit for ACCA tutors and learning partners. The hub gives you easy access to resources you need to that support your work in nurturing the next generation of professional accountants. Whether you are a tutor, a course administrator or the owner of your institution, we have an area dedicated to meet your needs.



■ 登录 Education Hub:

https://educationhub.accaglobal.com/login/index.php

### pre-recorded and live sessions in China website



#### 2023年全球讲师大会

2023 ACCA年度讲师大会已于近期举办,来自世界各地的ACCA合作院校以及认可培训机构的老师们报名并参与了本次会议。今年讲师大会的主题为 A community equipped to deliver ,旨在支持合作伙伴提供高质量的教育服务,以及探讨如何有效地利用ACCA官方资源。

#### 本次大会议程如下:

- 回顾ACCA专业资格变化,了解最新教学大纲
- 针对学生学习以及教学支持资源进行深入讨论
- 来自世界各地的讲师和ACCA团队进行讨论交流

温馨提示:点击下方视频名称(标红),即可观看对应内容



### 如何申请Education Hub?

 https://cn.accaglobal.c om/learningprovider/acca-tutorsupport/educationhub.html



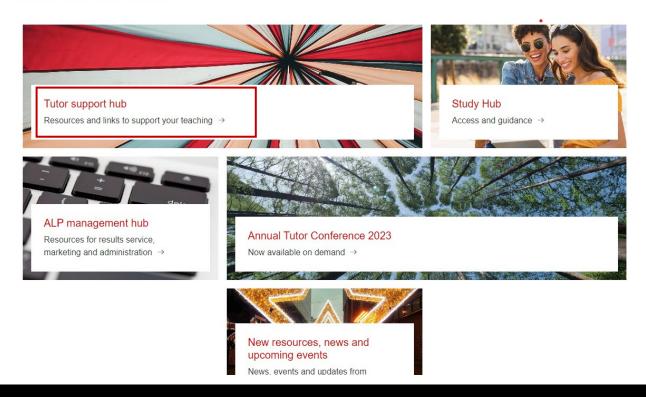
通过填写ACCA Education Hub账户申请问卷,帮助ACCA教育合作机构,ACCA讲师及立志成为ACCA讲师的人群申请Education Hub的账户。

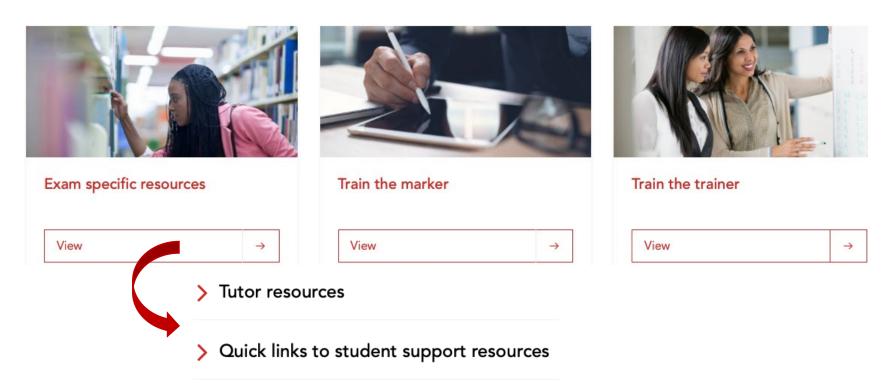


申请流程大致需要2周时间,在开通账户之后,您可以再自行申请Tutor Excellence Programme的账号。

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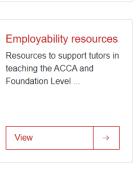
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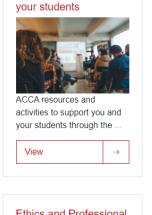












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# My Exam Performance (MEP) Tutor Webinar

This online session provides an update on the launch of My Exam Performance...

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News and resources to support the introduction of CBEs into Strategic ...

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#### **Tutor Exam Review**

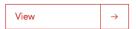


Inform future syllabus content, exam creation and accompanying learning ...

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#### AFM - Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide



#### APM - Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide



#### AAA - Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide



#### AA Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide



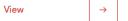
#### ATX - Train the marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### FM Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### FR Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### PM Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### SBL - Train the marker

Video guidance, sample scripts and a marking exercise to help you provide ...



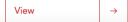
#### SBR - Train the marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### TX Train the Marker

Video guidance, sample scripts and a marking exercise to help you provide ...



#### Advanced Audit and Assurance

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#### **Advanced Taxation**

Series of interactive modules

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#### Advanced Financial Management

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#### Financial Reporting

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#### Performance Management

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In this course, you' ...

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#### Strategic Business Reporting

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#### **Teaching Strategic** Professional CBE

7 x Digital Train the Trainer modules for SP CBE

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### **Basic contents:**

- Study Text Chapters
- Quizzes
- Flashcards
- Practice Questions

### **Tutor resources:**

- Mock Exams
- Additional Questions
- Tuition Slides

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#### Introducing the ultimate study resource:



ACCA Study Hub gives access to ACCA study materials enabling students to streamline their study and revision with study chapters, quizzes, flashcards and practice questions. Approved Learning Partners have free access to the Study Hub via the Education Hub and also have the option to purchase Tutor Resources.

#### Study Hub access

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ACCA Study Hub

Recording Financial Transactions (FA1)

Maintaining Financial Records (FA2)

Management Information (MA1)

Managing Costs and Finance (MA2)

Foundations in Taxation (FTX-UK)

Foundations in Financial Management (FFM)

Foundations in Audit (FAU)

Management Accounting (MA-FMA)

Financial Accounting (FA-FFA)

Business and Technology (BT-FBT)

Corporate and Business Law (LW-ENG) exams to Sep 18 2023

Corporate and Business Law (LW-ENG)

Corporate and Business Law (LW-GLO)

Financial Management (FM)

Taxation-UK (TX-UK)

Performance Management (PM)

Audit and Assurance (AA)

Financial Reporting (FR)

Advanced Audit & Assurance INT (AAA-INT)

Advanced Audit & Assurance UK (AAA-UK)



- > Study Hub: Use with Tutor Resources and Practice Platform
- > How to obtain access to Tutor Resources

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Study Hub - Strategic Business Leader (SBL) - For exams from September 2023 to June 2024

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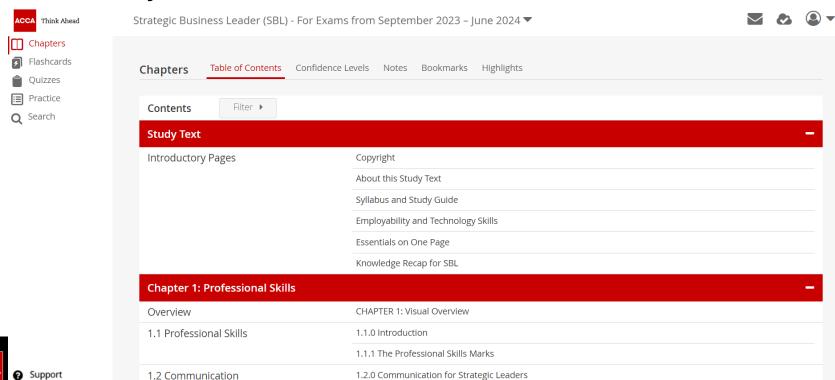


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Strategic Business Leader (SBL) - For Exams from September 2023 – June 2024 ▼







5	Judgement	The ability to make considered decisions or come to sensible conclusions.
6	Show insight	To demonstrate a deep and accurate understanding of a situation.
7	Investigate	To carry out a systematic inquiry to discover the facts of a situation.
8	Enquire	To ask, to seek information, or to investigate.
9	Consider	To reflect deeply before coming to a conclusion, making a decision or giving a recommendation.
10	Professional scepticism	An attitude that includes a questioning mind, being alert to conditions which may indicate possible misstatement due to error or fraud, and a critical assessment of evidence.
11	Probe	To search into or examine something thoroughly.
12	Question	To express doubt about something or somebody.



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**Q** Search

Strategic Business Leader (SBL) - For Exams from September 2023 – June 2024 ▼





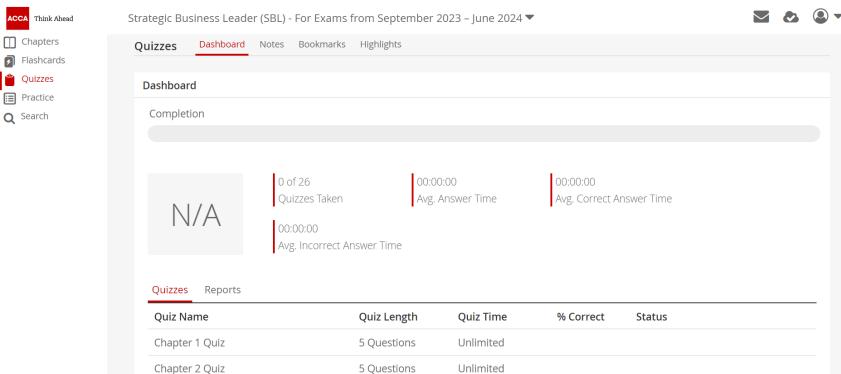


143	Internal control	An internal control is a process intended to assist in the achievement of objectives relating to operations, reporting and compliance.
144	Internal control system	An organisation's internal control system control system includes the policies, processes, tasks and behaviours that, together, facilitate effective and efficient operations, help ensure the quality of internal and external reporting, and help ensure compliance with relevant laws, regulations and organisational policies.
145	Internal management controls	Internal management controls are controls implemented by directors and managers over the actions of employees (including directors) with the aim of increasing the probability that the organisation's objectives and goals will be achieved.
146	Enterprise Risk Management	The culture, capabilities, and practices, integrated with strategy-setting and performance that organizations rely on to manage risk in creating, preserving, and realizing value.  Committee of Sponsoring Organisations of the Treadway Commission (COSO)
147	Connected stakeholders	May have an indirect financial stake in the organisation, and are affected by the organisation's operations.





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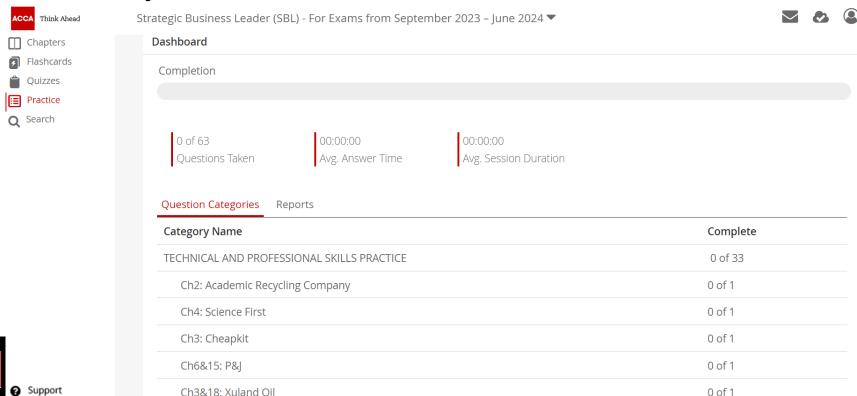






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