Careers have a lot in common with sport. The right training is everything. Becoming a CPA Australia member is a real plus for your career.

Your career is like sport in many ways. To succeed you have to analyse the field, develop your skills and train hard to remain competitive. That’s where the coach plays a vital role. CPA Australia provided me with the right skills and training through a professional accounting qualification. The result? For me it’s the perfect combination of sport + business.

To watch Melissa’s story, visit cpaaustralia.com.au/thinkpluscreate
The path to success and fulfillment requires vision, courage and stamina. You may not know where it leads you exactly. However, when in your mind you envisage where you want to be and what you want to achieve, then you can take the first step with confidence and a sense of purpose – even if you are still mapping out the direction.

That is, in essence, what career planning is all about – uncovering your gifts and passions, and linking them to practical needs of the world. At UST, we strive to nurture future leaders of society who endeavor to make an impact on the world in their own unique ways. The journey to that discovery will be full of surprises, and sometimes setbacks. But one thing is certain: great careers do not happen overnight; they are built upon numerous big and small efforts, undertaken dutifully and faithfully, that eventually evolve into a series of positive rewards.

In your hands is the very first step that you can take to enter the world of exciting career possibilities. Allow this guide to help you find ways to build your competencies, realize your potential, and pursue your dreams.

Prof Tony F Chan
President, HKUST
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### Employers and course providers

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[ ] = advertisement  
IFC = inside front cover  
OBC = outside back cover
Recruitment events calendar
As a bridge between HKUST and employers, the Career Center brings recruiters from different industries to our campus so that you can meet them face to face.

On-campus recruitment
Here is the general/tentative timeline of on-campus recruitment events for the year. Mark your calendar and register in advance at the Career Center website (http://career.ust.hk -> “Event Registration”).

### On-campus recruitment events 2010-11

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
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<tbody>
<tr>
<td>Investment banks</td>
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<td>Management consulting</td>
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<td>Accounting firms</td>
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<td>Commercial banks</td>
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<tr>
<td>Career Mosaic – Job Fairs [various industries]</td>
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<td>Property development and real estate</td>
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<td>Conglomerates</td>
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<td>Fast Moving Consumer Goods</td>
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<td>Airlines</td>
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<tr>
<td>Internship program organizers</td>
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<tr>
<td>Government-related organizations</td>
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<td>Telecom/Communication</td>
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<td>Logistics/Construction/Engineering/Manufacturing</td>
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<td>Pharmaceuticals</td>
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<td>Public utilities</td>
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</tbody>
</table>

**Government recruitment**

Government recruitment follows a set timeline each year and requires standardized assessment procedures. If you are interested in working for the government, the following calendar can help you to plan your job search and internship activities for the coming year.

### Government recruitment and assessment schedule 2010-11

**2010**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Jul – 12 Aug 2010</td>
<td>Applications for Common Recruitment Exam (CRE)/Basic Law Test (BLT) in October</td>
</tr>
<tr>
<td>Sep 2010</td>
<td>Administrative Officer (AO)/Executive Officer II (EOII)/Management Services Officer II (MSOII) Recruitment talk on campus</td>
</tr>
<tr>
<td></td>
<td>Applications for AO/EO/MSOII</td>
</tr>
<tr>
<td>2 Oct 2010</td>
<td>CRE and BLT</td>
</tr>
<tr>
<td>7 – 8 Oct 2010</td>
<td>Career Mosaic – Recruitment for graduate posts and career talks by various government departments</td>
</tr>
<tr>
<td>Nov 2010</td>
<td>Applications for Auxiliary Police (Undergraduates) Scheme (AUS) and Police Mentoring Program (PMP)</td>
</tr>
<tr>
<td></td>
<td>Nomination for AUS and PMP by University</td>
</tr>
<tr>
<td></td>
<td>PMP selection interviews on campus</td>
</tr>
<tr>
<td>4 Dec 2010</td>
<td>Standalone BLT (only in cities outside Hong Kong – please see <a href="http://www.csb.gov.hk/english/recruit/cre/949.html">www.csb.gov.hk/english/recruit/cre/949.html</a> for the city list)</td>
</tr>
<tr>
<td></td>
<td>Joint Recruitment Examination (JRE) for AO/EOII/MSOII</td>
</tr>
</tbody>
</table>

**2011**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Jan</td>
<td>Applications for AO Summer Internship</td>
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<tr>
<td></td>
<td>AUS selection interviews at Auxiliary Police Headquarters</td>
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<tr>
<td>Feb</td>
<td>Panel interviews on campus for AO Summer Internships</td>
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<tr>
<td>Apr</td>
<td>Announcement of AO Summer Internship results</td>
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<td></td>
<td>Announcement of AO offers</td>
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<td></td>
<td>PMP Inauguration Ceremony</td>
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<td></td>
<td>Applications for CRE/BLT in June</td>
</tr>
<tr>
<td></td>
<td>Applications for Post-secondary Student Summer Internship Program at various departments</td>
</tr>
<tr>
<td>May</td>
<td>Announcement of AUS appointments</td>
</tr>
<tr>
<td>Jun</td>
<td>CRE and BLT</td>
</tr>
<tr>
<td>Jun – Aug</td>
<td>Post-secondary Student Summer Internship Program</td>
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<tr>
<td></td>
<td>AD Summer Internship</td>
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<tr>
<td></td>
<td>PMP job attachment</td>
</tr>
<tr>
<td></td>
<td>AUS training at Auxiliary Police Headquarters</td>
</tr>
</tbody>
</table>

Note: Only includes dates available at time of publication. Please check with the Career Center for exact dates not included here.
My HKUST experience...

... was the sweetest 'nightmare'. I worked like a dog, but gained a lot.
Oliver LEUNG (BEng 1997, MPhil 2000)

... felt like a buffet – there was such a variety of courses and extra-curricular activities available!
Angelica LEUNG (BBA 1998)

... was absolutely an essential part of my life.
Thomas LEE (BEng 1998, MPhil 2000, PhD 2003)

... was challenging, enjoyable and unforgettable.
Albert WANG (MSc 2008)

... one word – HARD! Work hard, row hard, play hard! It shaped a TOUGH me!
Daisy CHOW (BSc 1997)

... was full of energetic and cross-cultural encounters.
Houston LEUNG (BSc 2007)

... enlightened me.
Vincent LEE (BSc 2007)

... ignited my interest in public affairs, served as a catalyst for my maturity and helped me better understand the community.
Jessie LUD (MSc 2009)

... built and shaped my character.
Terry TSANG (BSc 2004, MPhil 2006)

... transformed me from a piece of white paper into a beautiful picture!
Mark LI (BBA 2007)

... gave me so much that words could not describe or summarize.
Zachary MAU (BEng 2003)

... profoundly changed the way I approach the world and lead my life.
Xiyuan FANG (BSc 2006)

... was painful when I was there, lovely after I left, and memorable as time continues to pass...
Julio CHOW (BEng 2005)

... was the happiest and most enjoyable time in my life.
Terence TSANG (BEng 2006)

... was challenging, enjoyable and unforgettable.
Albert WANG (MSc 2008)

... one word – HARD! Work hard, row hard, play hard! It shaped a TOUGH me!
Daisy CHOW (BSc 1997)

... was full of energetic and cross-cultural encounters.
Houston LEUNG (BSc 2007)

... enlightened me.
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... ignited my interest in public affairs, served as a catalyst for my maturity and helped me better understand the community.
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Xiyuan FANG (BSc 2006)

... was the happiest and most enjoyable time in my life.
Terence TSANG (BEng 2006)
More than a degree

“What did you get out of UST?” How will you answer that question when you graduate?

As three alumni fondly recalled their university years, they believe that what they got far exceeds a bachelor’s degree.

Make an impact

Ken Law (BSc in Computer Science, 1998) dreamed of becoming an academic even before he went to university. But his is not a simple story of pursuing and actualizing one’s dream. He changed his mind along the way and became something that he never thought he would be interested in – founder and CEO of a startup called MotherApp.com. “I realized that there are other ways to change the world,” Ken said, “more direct and efficient ways.”

With his A-level grades, Ken could have got into any university in Hong Kong. He finally picked UST because it offered him what he needed most – a strong academic atmosphere. “The biggest gain for me was my interaction with the professors and their continuous assessment of each student,” he said. “Our professors cared about us and demonstrated by example the right attitude towards learning and research. That was the biggest value added to me as a student.”

A one-year exchange experience at UCLA helped Ken gain an advantage on top of his UST education. Upon graduation, he got into the Master’s program at Stanford University, where he met a lot of young people just like him. “Coming from Hong Kong, I was pleasantly surprised to realize that my classmates and I had a lot in common; and I did not fail by comparison,” he said. “I learned not to underestimate myself.”

A project class in his last semester at Stanford opened the door for a life-changing opportunity. “The class was hosted by Sergey Brin and Larry Page, founders of Google. They developed some tools for Google and wanted students to use them in various projects,” Ken said. “My project stood out as one that struck a fine balance between technological interest and commercial value. As a result, they asked me to join the company.”

Working for Google in its startup phase proved to be an eye-opening experience for Ken. “I basically witnessed how technology could change the world,” he said. “I’ve seen and heard stories about how google.com was able to save people’s lives – providing source of help promptly in an emergency situation because of its powerful search functions, for example. So good technology not only creates a whole new business, it can contribute to the world in ways that never existed before.”

After working for Google for four years, Ken came back to Hong Kong and pursued a PhD in Computer Science. But soon after, he realized that studying for a doctorate degree was not for him anymore. “It’s too slow,” Ken said. “After seeing that there are non-traditional ways to change the world, getting a PhD just didn’t seem efficient enough.” In 2005, he reconnected with his UST classmate, Leo, and the rest was history. “I had a product idea, while he was a business guy. We found a perfect match right there.”
I realized that when you give, you gain. And the more you give, the more you gain.

Daisy Chow, BSc 1997
Chief Operations Officer, Intimex Business Solutions Co Ltd

Ken dropped out of his PhD program, and together with Leo, founded MotherApp.com, a startup that believes “everyone can app”. “App is just a tool like Lego,” Ken said. “Our goal is to lower the barriers so everyone, regardless of skill or background, can create apps and share them with the world.”

So is a PhD still in his plans?
“No. I now believe in the value of entrepreneurship – not for the sake of making money, but making impact. Thanks to my education and experience, I’ve acquired a strong spirit of research that would help sustain my belief.”

Maximize every opportunity
It was also strong beliefs that got Daisy Chow (BSc in Mathematics, 1997) where she is today. She is now Chief Operations Officer at Intimex Business Solutions Co Ltd, and owner of a business in the parenting arena. “I’ve always believed in maximizing every opportunity that comes my way,” Daisy said.

It all started when she was a young student. “After I got an offer from UST, my mother told me that we didn’t have money to pay for my tuition – we were $18,000 short. So I found a summer job that paid $6,000 per month. I worked there for three months and got my $18,000. I lived in Tuen Mun then and had to commute four hours to and from Siu Sai Wan every day. But I was determined to solve the problem. And I did.”

Ever since then, Daisy learned to never take anything for granted. “Studying was a luxury for me,” Daisy said. “I decided I wouldn’t give up any chance to broaden my knowledge and improve myself.”

Back then, UST students were allowed to take courses beyond the credit limit. As a Science major, she took 12 courses in Business Administration, six courses in Humanities and Social Science and four courses in Engineering. “I truly cherished every opportunity to learn,” she said with a smile.

As a university student, Daisy lived up to her motto – work hard, play hard. Not only did she study well, she was also an outstanding sportswoman who competed with the University’s Rowing and Dragon Boat teams. “UST taught me everything about diligence, persistence and perseverance,” she said. “I realized that when you give, you gain. And the more you give, the more you gain.”

She carried this value to the workplace and impressed all her supervisors. “I remember working in an engineering firm one summer as an administrative assistant. My job description was rather vague and I actually didn’t have much to do. One time, my boss asked me to look for a quotation in his room. I found it and did more – I
tidied his desk, reorganized his folders and suggested to program certain procedures to streamline workflow.” As a result, she was asked to single-handedly organize an annual dinner for the company before she went back to school.

Her first job after graduation was working as an administrative officer in a trading firm. “It was a small company and not very structured,” Daisy said, “but because of that, I was able to lay my hands on all kinds of tasks. And whatever I did, I came up with better ways to do it. After three years, the sales turnover increased ten times, and the number of clients went from twenty to over a thousand. I did much more than what was required of me – and it paid off.”

Not exactly in monetary terms though. Daisy was underpaid but what she gained was more than what could be measured. “Because of all the trade shows I had to attend in different countries, I gained international exposure, learned about corporate branding, and established ties with some clients who later lent a hand when I needed help,” she said.

In 2000, Daisy joined Intimex as Assistant Marketing Manager. Two months into her employment, she successfully did a product launch with the advice of her previous clients. She continued to impress her boss with her can-do attitude and after three years or so, Daisy seized the opportunity and made a rather bold request. “I said to him, ‘I would be even more dedicated to the job if I became a partner. I would be able to give business directions to the company.’ In the end, he granted my request. I fought for what I wanted because I knew he could see my value.”

Daisy has since branched into other endeavors – developing EdToys, an online company selling educational toys and running Baby Dance, an educational institution offering music and dance playgroups for young children. Looking back, she is grateful for her UST experience. “UST is a demanding institution. But I took the chance to absorb like a sponge and really gained an advantage,” she said. “And I learned to value time – that has really made a difference in my life.”
That little something special

Like Daisy, Mark LI (BBA in Professional Accounting and Operations Management, 2007) believes in putting extra effort, taking a step forward. He even has a name for this – the “Something Special Theory”.

“Every day could just be a normal routine. But the goal is to have something little every day that makes the day less routine. That ‘something special’ – be it good or bad – adds a little spice in life. Then you’ve already earned the day.”

Mark is now Assistant Vice President in a global project team at HSBC, but he was not your typical business school student. He didn’t join any exchange programs because he spent his early childhood in Canada. Neither did he join any case competitions, because he had his own case to plan and execute – that “something special” in his university years.

“The one thing I was most proud of was the ‘Watami Project’ that my classmate and I initiated out of the blue,” he said. “One day during Year 2 winter break, we got really frustrated by the long line in front of the minibus to Choi Hung. We went on to say that there needed to be some effective queue management. So we said, ‘why don’t we start a consultation project?’”

And just like that, Mark and his friend found ten people and two professors to join them. They consulted transportation companies and different retail stores. Finally, the Japanese restaurant Watami (和民) agreed to participate in a marketing and operations research project. In the month that followed, they conducted research, provided feedback and brought the project to completion. “There wasn’t any credit, nor was there any money,” Mark said. “It started purely as a typical UST student complaint, but gradually turned into an exciting endeavor.”

This experience also became Mark’s niche. “This subject is what I talked about most in interviews,” he said. “I think it’s my initiative that has made all the difference.” That could well be one of the reasons why he was admitted to an HSBC internship program in the summer before his final year. After the internship, he and one other intern stood out from among 11 other candidates and received a permanent job offer one year before graduation. “All of us got solid skills, but I think my positive attitude set me apart,” Mark said, “the eagerness to exceed expectations.”

Most business school students at UST may not be happy with just one job offer, but Mark thinks otherwise. “When I applied those skills to myself, I knew I shouldn’t just ‘go with the flow’ and do everything just because everyone else was doing it. I needed to ask myself why I wanted to do it and what I wanted to achieve from it. It has to be your own initiative; then whatever you do will become your competitive edge, your niche, your ‘something special’!”

Mark LI, BBA 2007
Assistant Vice President, HSBC

http://career.ust.hk

THE HKUST CAREER GUIDE 2011
Meet the Career Center advisors

The Career Center is staffed with trained and experienced professionals who are ready to help students with enrichment opportunities, career planning and development.

Cheryl LEE
Assistant Director, Career Center
BSocSc (Social Work)
MSc (Training and Human Resource Management)
Registered Social Worker, Member of HKIHRM

Prior to joining HKUST in 1994, Cheryl was a social worker providing counseling and assistance to secondary school students and families in need. In the past decade, as a student counselor of the Student Affairs Office, she has built up extensive experience in providing career counseling to university students and enhancing students’ employability by organizing a wide range of career development programs. She has also played a significant role in establishing partnerships with employers from various industries including accounting, banking, finance, management consulting, fast moving consumer goods, retail and property development.

Currently, Cheryl is assisting the Director of Student Affairs in overseeing the operation and development of the Career Center.

Ruby CHAN
Senior Manager, Career Center
BBA

Prior to joining HKUST’s student career services, Ruby gained extensive experience in Hong Kong and North America, working in outdoor advertising, quality assessment and service consultancy, financial planning and credit card businesses. Her major responsibilities in the Career Center are graduate placement, career development programs and the Graduate Employment Survey.

Karen CHUA
Senior Manager, Career Center
BA (English)
MBA

Karen’s professional experiences cover profit and non-profit enterprises in a variety of industries. Prior to joining the Career Center in 2008, she was a PR officer, a merchandiser and a veteran administrator serving various offices of HKUST. Her previous posts at HKUST involved staff recruitment and retention strategy. Her primary responsibilities at the Career Center include the Internship Learning Scheme, On-campus Internship Program and providing advice related to ‘Non-local Students Working in Hong Kong’.

Winnie CHOI
Manager, Career Center
BSocSc (Psychology)
MPhil (Psychology)
PgDip (Education)

Before joining the Career Center, Winnie received solid training in a wide range of psychological research areas, including the study of career and personality assessments. She also has more than five years of teaching experience in the secondary and tertiary education sectors, with a significant amount of time devoted to providing counseling and guidance to students. Her current major responsibilities at the Career Center include conducting career assessments and job hunting skills workshops, and organizing other career development programs.
Christina LAI  
Assistant Manager, Career Center  
BA (Economics)  
Prior to joining HKUST, Christina had extensive work experience as a personal assistant to CEO in the private sector in Hong Kong and as a Manager in Academic and Administrative Services at a university in Canada. She brings with her a wealth of experience in office administration as well as academic advising to students in higher education institution. Her main areas of work at the Career Center include career development programs and the Graduate Employment Survey.

Arthur CHUNG  
Manager, Career Center  
BEcon  
Dip (Human Resource Management)  
Prior to joining HKUST, Arthur worked as a Consultant at a US-listed executive recruitment firm, where he had successfully placed mid- to senior-level candidates into multinational companies. He is experienced in advising and coaching candidates on interviews, CV writing and other selection methods. Having worked closely with HR and hiring managers, he has a good understanding of what employers expect from candidates. Currently, his work areas at the Career Center include the Internship Learning Scheme and career development programs, specializing in CV writing and interview skills training.

Ruby LAM  
Instructor, Career Center  
BSc (Industrial Engineering)  
MSc (Operations Research)  
MSc (Supply Chain Management)  
MBA  
Before joining the Career Center, Ruby held a variety of management positions in the aviation and manufacturing industries. Prior to those management positions, Ruby worked as a management consultant, specializing in marketing strategy and operations, and consulted with companies in a variety of industries, such as consumer products, utilities, transportation and pharmaceuticals. Ruby has also worked extensively in the United States. Her major responsibilities at the Career Center include instruction for the Career Building Course, career development programs and publication of the Career Guide.

Fanny YIP  
Manager, Career Center  
BA [Chinese Language & Literature and English Linguistics]  
Having worked previously at another local university for about seven years, Fanny has accumulated a great amount of experience in career services, employer networking and internship programs before joining HKUST in 2008. Her primary work focus now at the Career Center is the Internship Learning Scheme and arranging overseas and mainland internships.

Janice LAU  
Assistant Manager, Career Center  
BBus (HRM)  
MCom  
Janice has accumulated solid experience in administration, human resource management and customer service from her previous jobs at the HKUST College of LifeLong Learning and in the banking industry. Her current major work areas include the Internship Learning Scheme and On-campus Internship Program.

Eva YEUNG  
Assistant Manager, Career Center  
BA [Geography]  
MPhil [Geography]  
Prior to joining HKUST in 2008, Eva worked at an engineering consultancy firm and accumulated solid experience in training and development as well as human resource management. Currently, her main areas of work at the Career Center include organizing on-campus job fairs, conducting the Graduate Employment Survey and user feedback survey and assisting the Internship Learning Scheme.

Fanny YIP  
Manager, Career Center  
BA [Chinese Language & Literature and English Linguistics]  
Having worked previously at another local university for about seven years, Fanny has accumulated a great amount of experience in career services, employer networking and internship programs before joining HKUST in 2008. Her primary work focus now at the Career Center is the Internship Learning Scheme and arranging overseas and mainland internships.

Arthur CHUNG  
Manager, Career Center  
BEcon  
Dip (Human Resource Management)  
Prior to joining HKUST, Arthur worked as a Consultant at a US-listed executive recruitment firm, where he had successfully placed mid- to senior-level candidates into multinational companies. He is experienced in advising and coaching candidates on interviews, CV writing and other selection methods. Having worked closely with HR and hiring managers, he has a good understanding of what employers expect from candidates. Currently, his work areas at the Career Center include the Internship Learning Scheme and career development programs, specializing in CV writing and interview skills training.

Ruby LAM  
Instructor, Career Center  
BSc (Industrial Engineering)  
MSc (Operations Research)  
MSc (Supply Chain Management)  
MBA  
Before joining the Career Center, Ruby held a variety of management positions in the aviation and manufacturing industries. Prior to those management positions, Ruby worked as a management consultant, specializing in marketing strategy and operations, and consulted with companies in a variety of industries, such as consumer products, utilities, transportation and pharmaceuticals. Ruby has also worked extensively in the United States. Her major responsibilities at the Career Center include instruction for the Career Building Course, career development programs and publication of the Career Guide.

Janice LAU  
Assistant Manager, Career Center  
BBus (HRM)  
MCom  
Janice has accumulated solid experience in administration, human resource management and customer service from her previous jobs at the HKUST College of LifeLong Learning and in the banking industry. Her current major work areas include the Internship Learning Scheme and On-campus Internship Program.

Eva YEUNG  
Assistant Manager, Career Center  
BA [Geography]  
MPhil [Geography]  
Prior to joining HKUST in 2008, Eva worked at an engineering consultancy firm and accumulated solid experience in training and development as well as human resource management. Currently, her main areas of work at the Career Center include organizing on-campus job fairs, conducting the Graduate Employment Survey and user feedback survey and assisting the Internship Learning Scheme.

Christina LAI  
Assistant Manager, Career Center  
BA [Economics]  
Prior to joining HKUST, Christina had extensive work experience as a personal assistant to CEO in the private sector in Hong Kong and as a Manager in Academic and Administrative Services at a university in Canada. She brings with her a wealth of experience in office administration as well as academic advising to students in higher education institution. Her main areas of work at the Career Center include career development programs and the Graduate Employment Survey.
Join our programs

The Career Center at HKUST is dedicated to helping you explore, plan and prepare for your career.

Career planning is a lifelong process that should start as early as possible. To help students embark on this important journey, the Career Center organizes a variety of programs to help students understand themselves, explore the working world and develop their career paths.

Career development programs
Students can benefit greatly from our extensive catalog of interesting and interactive programs to gain better self-understanding, industry updates, refined job search skills, useful connections, insights and inspirations, and much more. Here is a list of career development programs available throughout the academic year.

**Personal management**
- Understanding personality types (MBTI) & career planning
- Exploring career interests through Self-Directed Search (SDS)
- Communication skills training
- Professional image & business etiquette workshops
- Seminars on work ethics & workplace relationships

**Exploring the world of work**
- Sharing sessions by alumni and professionals
- Career seminars on different industries/professions
- Info session on Common Recruitment Examination (CRE)
- Company visits
- Info session on “Non-local Students Working in Hong Kong”
- Info session on working in mainland China/abroad
- Seminar on entrepreneurship

**Career building**
- CV writing workshop (Basic & Advanced Level)
- Interview skills training
- Impromptu speech workshop
- Presentation skills workshop
- Police Inspectorate selection training program
- Information session on Career Services
- Mock aptitude test session

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**Skincare and Make-up Workshop**

I believe skincare is equally important to both genders because having a nice and clean look really helps to make a good impression on recruiters. As expected, I gained a lot of useful knowledge from the workshop – from different skin types to basic cleansing, from the importance of exercise for a good physique to the importance of a healthy diet to maintain nutrition and good skin. From now on, I will be more aware of my physical appearance. Overall, it was an interesting and eye-opening experience.

Matthew LEUNG, Year 1 Chemistry

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It was a rewarding and unforgettable experience. The opportunities to take part in the flight attendant mock interviews impressed me most. We learned a lot about the recruitment and training process of flight attendants, and about the culture and structure of a big corporation.

A participant of Cathay City Visit

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Matthew LEUNG, Year 1 Chemistry

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Matthew LEUNG, Year 1 Chemistry
The Internship Learning Scheme (ILS) is a structured internship program where you can receive comprehensive pre-internship training, develop career competencies, acquire solid work experience and build useful network through meaningful internship opportunities. Take this opportunity to have a “rehearsal” of your desired career.

The pre-internship training comprises three areas: personal management, work exploration and career building. After the internship, participants will also get a chance to consolidate their learning experience and build credentials for their future career.

Eligibility
ILS is open to UST undergraduates of all disciplines (except exchange-in students), with priority given to penultimate-year students.

Types of internship
Internship opportunities are available in private or public organizations in Hong Kong, mainland China or overseas countries. ILS participants will be informed of various internship openings (usually between February and May) and have to submit applications according to their backgrounds and preferences. Students may also take up internships solicited from their own sources to fulfill the internship requirement.

Enquiry
Announcements on enrollment will be made on our website (http://career.ust.hk -> “Internships”) in Sept/Oct 2010. You are also welcome to send any enquiries to sails@ust.hk or come to our service counter at Room 5016 (via lift 3) during office hours.

Selected employers for ILS participants in Summer 2010
- American Council of Engineering Companies (Washington DC, USA)
- Bloomberg L.P.
- The Dairy Farm Company Ltd
- Deloitte Touche Tohmatsu
- Hamilton Madison House (New York, USA)
- Hong Kong Disneyland
- Hong Kong Electric Company Ltd
- Hong Kong Monetary Authority
- HSBC
- Pizza Hut Hong Kong
- Microsoft
- Philips Electronics Ltd
- PricewaterhouseCoopers
- Hong Kong Red Cross
- Royal Bank of Scotland
- Shun Hing Group
- Sing Tao Newspaper (New York, USA)
- Standard Chartered Bank (Hong Kong) Ltd
- Walt Disney World (Florida, USA)
- 中國建築工程總公司 (北京)
- 中國農業銀行 (北京)
- 巴黎春大大酒店 (上海)
- 美馬資會計師行 (北京)
The HKUST experience

Reflections of ILS participants

I am proud to have gained the opportunity to do an internship in Singapore at the International Secretariat of the PECC in August 2009. Working overseas in an unfamiliar environment with colleagues from different cultures made this internship a truly unique and multicultural experience. Throughout the internship, I was able to interact and work closely with colleagues from Singapore, Malaysia, Philippines, Korea, Shanghai and Hong Kong. This element of my internship was one which I most cherish.

Emily LI, Global Business, Year 1
Pacific Economic Cooperation Council

The three-month internship experience was really memorable; it rewarded me with both tangible and intangible gains, providing me with on-the-job experience and allowing me to polish my interpersonal skills. Everything that I gained in those three months will be valuable for my future career as well as my personal growth.

Edith TSO, Management, Year 2
MTR Corporation

I gained valuable experience and had a great time working as an engineering trainee in programming at Altai Technologies Ltd. Having an internship experience related to your field of study is a great way of finding out if you are suitable for that particular field of work. All the skills that I acquired from the real working world will give me an advantage for applying for graduate jobs. I have also gained a clearer understanding of my career goals.

Panisa NG, Computer Science, Year 2
Altai Technologies Limited

Employers’ feedback

The intern from HKUST adapted to the new environment in a short time and demonstrated strong professionalism during the entire internship. By always being punctual, she showed respect towards her job and her work performance was excellent. When faced with a big workload, she never expressed frustration but instead was able to follow her supervisors’ instructions dutifully and complete the task with outstanding quality. All in all, she was a hardworking, responsible and remarkable intern.

LJ Xiangtao, Director, Zoological Laboratory
Beijing Museum of Natural History

該實習生在首博信息中心多媒體組工作，努力實踐，成績顯著。在專業方面，他靈活運用自己的專業知識，為首博網站兒童版考古宣傳網頁的制作，搜集了大量有價值的資料，並提供了可貴的創新思路。

朱鍇 ZHU Kai
信息中心副主任 Deputy Director, Information Centre
首都博物館 Capital Museum, China
The HKUST experience

Career Building Course (GNED151/GNED152/PDEV502)

It is not just about finding the first job. It’s about shifting the paradigm of how our graduates think about their job search, shaping their attitude towards work, and getting them to think critically about building their own lifelong careers and employability.

Ruby LAM, Instructor, Career Center

The Career Building Course is a 1-credit general education free elective course offered since Spring 2009. The course covers the basics of career building, including awareness of career planning, self-discovery, job market and industry analysis, résumé and cover letter preparation, interviewing and presentation skills, business ethics, professionalism, “survival” tips for the professional workplace and preparation for lifelong employability. Students learn through interactive lectures and in-class exercises, such as mock interviews and group discussions, and sharing sessions with professionals from all walks of life. In the course, personalized feedback is given on every assignment and students are encouraged to set up one-on-one meetings with the instructor.

Topics include:
• Goal setting and self exploration
• Fact finding and strategic planning
• Skills development
• Career planning – beyond the first job

Students’ feedback

This is a very valuable course, especially for Science students. I have learned a lot and it helps me better understand myself and my career plan...

School of Science, Year 3

The course has really changed my thinking about my career – now I know that I need to find a career that I am passionate about instead of just finding a job in a prestigious company. Through this course, I have learned about passion – whether in job interviews, the workplace, or in life, passion is the key to success.

School of Science, Year 3

It was great to get help on the CV and cover letter – I got more than six offers! I love the alumni sharing, aptitude tests, personality assessments and mock interviews with REAL recruiters.

School of Engineering, Year 3

Alumni sharing is the most interesting part of the course since the alumni who came were all very candid – unlike some typical recruitment talks where people just give out model or official answers.

School of Engineering, Year 2

I enrolled in this course expecting to gain ONLY job hunting skills initially, but I ended up learning so much more. The way it has shaped my values and perspective on work and life easily makes this course one of the most valuable courses I have taken in college.

School of Science, Year 2

http://career.ust.hk
The HKUST experience

On-campus Internship Program
This program allows undergraduate students to acquire work experience within the University. Internship opportunities are available at both academic and administrative support departments/offices. Undergraduates in any discipline except non-local preparatory year and exchange-in students are eligible to apply.

Internships can be curriculum related or non-curriculum related. They come in two categories:
- Full-time internship during summer or winter break (employment duration no less than 1 month per intern)
- Part-time internship throughout the year (minimum 30 hours per intern)

Internship openings are usually advertised through the following channels:
- Career Center website at http://career.ust.hk -> “Finding a Job”
- Department/School websites or online job banks.

CHAN Chi To, Physics, Year 3

My main duties on the job were to communicate with and assist non-local and exchange students with their computer problems, and to cooperate with my colleagues to work efficiently. As a result, my communication skills have greatly improved. I also found out that I enjoy communicating and working with others rather than working alone.

CHUK Cheuk Man, Electrical and Computer Engineering, Year 3

My on-campus internship experience was helpful because it gave me an opportunity to identify both my strengths and weaknesses. The skills that I acquired on the job would also allow me to have a broader choice of career. For instance, I found out that communicating with others might be something that I’m interested in and want to explore further.

KUNG Hin Hang, Economics, Year 2

The ITSC Office offered me a very good opportunity to meet with other students in need as well as other helpers from different departments. In the past, I was afraid to meet strangers; after the internship, I learned to open up my mind. Now I enjoy meeting people from different backgrounds; it is quite an engaging way to learn.
Other resources

Online Job Vacancy Information

- JIJS (Joint Institutions Job Information System)
- All full-time university students can visit www.jijis.org.hk to look for full-time, part-time, temporary and summer jobs. First-time users need to register before logging in. For enquiries, please email jijis@ust.hk.
- Jobs on the Career Center website
- Some hot jobs are posted on the Career Center website: http://career.ust.hk -> “Finding a Job”

General Career Information

- The Career Center subscribes to the Vault Online Career Library at http://career.ust.hk/vault.html. All UST students and staff have FREE access to these useful and updated resources for job search, career exploration and industry updates.
- Reading materials on career planning, industries, company information, professional qualifications and business strategies etc are available at the Career Center (Rm 5016, Academic Building via Lift 3).
- Additional job-hunting resources can be found at the UST Library website: http://library.ust.hk/guides/jobs/jobs.html.
Some students have the privilege of knowing which career path to take early on in life. However, for most, career development is a continuous and lifelong journey that can lead to unexpected twists and turns. Begin planning your career now to ease some of the bumps that you may encounter along the road to your dream job.

It’s never too early to start planning for your future. By using a systematic approach, you can speed up the discovery process and identify your own values, interest, strengths and weaknesses as well as develop the important skills required to achieve your career aspirations.

A career path is made out of many small decisions, not just one big decision after graduation. Keep your options open and do not limit yourself to narrow career choices. None of us is only good for one profession or career. Starting early allows you to reflect and backtrack and make better career decisions in the long run.

Generally, there are four stages in career development.

**Stage 1:** Career exploration
Finding your passion and abilities and focusing your efforts to achieve the best results.

**Stage 2:** Job hunting
Searching for the right job, the right industry and the right employers.

**Stage 3:** Getting the job
Impressing your future employers and landing that position!

**Stage 4:** Career building
Staying employed and working towards your goals.
Zachary's dream to become a pilot started when he was small. “Our family lived in Lok Fu right next to the famous Kai Tak curve where planes made their final turn right before landing on the runway,” Zachary recalled. “I joked at the time that when I grew up, I wanted to make some noise too!”

As a boy, the young Zachary’s interest in flying deepened through some serious playtime. “I made a lot of aircraft models so I got to know and appreciate different types of aircrafts, from warplanes to commercial jets,” he said. “When the computer age arrived, I started playing a lot of fighter games. This may sound a bit exaggerated, but I would say that I actually acquired my basic flying skills through computer games!”

Taking off
In his final year at HKUST, Zachary attended Cathay Pacific’s recruitment talk on campus. Soon after, he submitted his application. “I went through three rounds of interview and a two-week flight grading program in a flying school in Australia,” said Zachary. “There I got to fly a light training aircraft for the first time.”

He got the offer. “I would say the main reason I got in was my pure love for flying,” he said. “Many candidates applied for the job just for the money and the benefits, while having no idea or passion about flying. There were also candidates who couldn’t figure out why traveling at 100km/hr for 2 hours would cover 200km of ground. All that came rather naturally for me. I guess all those years of imaginary flying equipped me with a pilot’s state of mind.”

After attending a cadet course designed for local students, Zachary flew to Adelaide, Australia to embark on a 60-week training program. One of his most unforgettable moments in the training was his first solo flight. “It was early morning with a crystal-clear sky; the sun was slowly coming up,” he recalled. “My instructor and I were flying together for a regular training sortie. After some usual exercises, we landed back at the airport. I was planning to go back to my room for some more sleep when my instructor got off the plane and asked me to fly on my own. The last sentence from him before shutting the door was ‘remember to come back’! So off I flew on my first solo, and landed safely.”

During the training in Adelaide, Zachary flew four different types of training aircraft. “After I got back to Hong Kong, I was put into a Boeing 747-400 simulator to learn how to fly the real thing,” he said. “It was a bit like once you get your private car driving license, you are asked to drive a double decker bus!”

Six years later, Zachary’s pilot dream is still flying high. “The thing I like most is doing the take-offs and landings,” Zachary said. “After six years in the job, I still find them very challenging and rewarding when you get them right!”

As with every job, there are pros and cons. “The thing I hate most is the fatigue during some long and abnormal hours of flying. But this is all part of the job so I just learn to accept it.”

Zachary’s advice for aspiring pilots is: Start flying early – even if only virtually! “Microsoft Flight Simulator is a very good tool; I ‘flew’ a lot and read a lot from its ‘Help section’ before going to the interviews!”

Besides that, some basic skills or qualities like sense of direction, situation awareness, eye-hand coordination, mental mathematics and leadership are essential for every pilot. “English proficiency is also crucial since English is the medium of communication in the airline industry,” said Zachary.

“I think I want to keep this profession for as long as I can, unless some of my other dreams start to come true!” What are they? “Becoming an automobile designer or an entrepreneur of a giant business,” he said with a laugh. “Meanwhile, I continue to love what I do and enjoy all the perks that come with it.”
Plan your path

Every freshman starts from the same point. What gives you a competitive edge over others? Planning and acting early! Here’s a guide to make the most of your thousand days at HKUST – from your first year to your final year.

Year 0/1

So you’re a freshman – there should still be plenty of time to sit back and have fun, right? Well, doing something worthwhile and having fun is not mutually exclusive.

Know Yourself – Find out about your personal qualities, what you like, what you care about, what you’re good at, what excites you, what you think is important, etc. The Career Center offers workshops that help you understand your personality types through the MBTI assessment and career interests through Self-Directed Search (SDS). Make good use of these workshops and get to really know yourself and what you stand for. Only then will you know what you want to look for.

Get Involved – Once you set foot on campus, you will be presented with a kaleidoscope of extra-curricular activities: interest clubs, student societies, sports teams, enrichment programs etc. Try to strike a balance in what you participate in. If you join three sports teams, it may give people an impression that you’re not well-rounded. Don’t hesitate to step up and run for a position in an executive committee. It will allow you to develop leadership and team skills. Also consider joining a competition to challenge yourself, and find out how your talents and skills compare to those of your peers.

Think Ahead – Use your extra time and summer vacation to give your CV a boost. Find a summer job; get into voluntary work; join an exchange program; or take part in a study tour. Take up a leadership role in these activities if possible. The experience of leading and organizing activities is something that employers look for.

Brush up your language skills. High proficiency in English will always increase your employability. For students who may consider working in the Mainland, improve your Putonghua. For non-local students who may want to stay in Hong Kong after graduation, fluency in Cantonese would be an asset. Expand your social network, practice the language and get to know the culture. The Language Center is a great resource to advance your language abilities.
Year 2
The penultimate year of your university life is a strategic time for career planning. Aim to have a career plan, or at least a draft, ready by the end of this year. A career plan is a blueprint for action. It describes your career goal and the steps you plan to take to reach that goal. Talk to our Career Advisors if you need help.

Explore Your Options – No more time for delay. Get off the couch and look for ways to identify your career interests and gain some real work experience. Big companies may start inviting summer internship applications as early as October. Better yet, join the Internship Learning Scheme offered by the Career Center. Get to know what’s out there for you – attend job fairs, recruitment events, alumni sharing sessions and company visits to know more about different industries. Once you start exploring the world of work, you won’t be apprehensive or scared of what’s to come.

Get Equipped – No one is born with a set of job search skills. These have to be acquired and refined; and we have the resources for you to do so. Visit the Career Center website and sign up for Workshops on CV Writing, Interview Skills, Presentation Skills and Group Discussion Skills, and a Mock Aptitude Test Session. Soft skills such as business etiquette, personal grooming and work ethics are also part of the package.

Take the Career Building Course (GNED151/GNED152/PDEV502), a one-credit general education free elective offered by the Career Center, for more structured job search skills training.

Plan Ahead – Give yourself an honest assessment of what you have done and what still needs to be done. Then do your best to catch up! If all seems like too much to handle, you can always make an appointment with one of the Career Advisors. They will help you prioritize and focus on what’s urgent and important. Then, it’s up to you to do your best to catch up.

Year 3
This is it – the final year! Take advantage of this crucial time to lay some important groundwork for your future career.

Build Your Network – Be creative in your job search. Expand your network through family members, relatives, friends, classmates, ex-colleagues, acquaintances, alumni and other sources. People you meet through different channels may one day become your colleagues, supervisors, customers or business partners. Consider joining a professional organization as a student member and attend events, conferences, competitions and social gatherings. Social networking websites like Facebook, LinkedIn and Plaxo are also effective platforms for building connections, but make sure you only include information that you want recruiters to see. Your online identities on these sites should be presentable and professional.

Get Ready – Early birds always catch the worms. Make yourself available to meet up with employers at recruitment talks and job fairs. Make sure you have a few presentable templates of your CV and cover letter on hand and customize them to individual jobs. Polish your interview skills by getting real interview experience. Keep abreast of current affairs, the economic situation and industry trends by reading newspapers and magazines. It is not too late to take the Career Building Course (GNED151/GNED152/PDEV502) if you have not already done so in Year 2.

Look Ahead – No one can predict how good or bad the economic environment will be when you graduate. The times may be hard. You may or may not be happy about your first job. Remember, this is only the first phase of your entire career path. You will continue to equip yourself and whatever experience you will have gathered in your first job will not be in vain. If you can’t find a job that you love yet, love the job you can get! A positive attitude makes a world of difference. Take charge of your career development journey and build up your credentials along the way.

http://career.ust.hk
Economies around the world continue to suffer from the aftershocks of the 2008 financial crisis that brought Western markets to their knees.

The good news, according to Hong Kong government research, is that the recent crisis was bad – but the country saw worse when the Asian financial crisis of 1997-98 crashed through the region about 10 years ago. Both crises slashed stock indices by 45% from their peaks. However, on many other measures, Hong Kong has come through the latest crisis far better.

The labor market, for one, was more resilient. Employment fell by 0.3% in the second quarter of 2009 compared to the pre-crisis peak in September 2008.

Hong Kong labor trends
Hong Kong employers are optimistic about hiring more people, according to a survey by recruitment firm Hudson done in the second quarter of 2010. The poll of over 500 executives across six business sectors found that 59% of respondents plan to hire more staff in the second quarter of 2010, compared to 14% who reported this sentiment a year ago.

“The job market recovery remains strong: This is the fourth consecutive quarter of rising hiring expectations. Employee morale is up in all sectors,” said James Carrs, general manager of Hudson’s Hong Kong.

The emerging knowledge economy
Fresh university graduates are primed to play an important role in Hong Kong’s push to become a knowledge-based economy. According to government statistics, the share of gross domestic product added by knowledge-based industries has risen nearly 8.5% to 27% since 1998. The labor force has kept pace, with 31% of workers attaining post-secondary education in 2008, compared to 22% 10 years ago.

Indeed, fresh graduates are best equipped to take advantage of Hong Kong’s transition to a knowledge-based economy. Despite the peachy outlook, job hunting will continue to be competitive and challenging. However, competitiveness does not justify bad job searching practices.

January Yuen (not her real name), a manager at a Big 4 firm, has been trying to fill a junior position for more than six months and has reviewed close to 100 applications. She described the hiring
process a nightmare due to badly written applications and worst of all, lies.

Speaking off the record, Yuen said that on too many occasions, she has found junior applicants lying about their skill sets. “One fresh graduate said that she was fluent in French,” Yuen said. “However, when she was spoken to in French, she sheepishly admitted that she had only taken one semester of it.”

Honesty is the best policy when writing your CV. Amplifying your achievements is not the same as lying about them. “I wouldn’t hire her even if she had other suitable qualifications,” Yuen said.

Graduates need to arm themselves with knowledge about how to put in good applications and the ability to speak in an interview in order to take advantage of the upward hiring trends. Without these basic skills, it may be difficult to get a satisfactory job even in good years.

**Areas of growth**

**Banking and financial services**

One of the most promising sectors for new graduates is banking and financial services, a prime example of Hong Kong’s move towards a knowledge-based economy, since it employs only about 6% of the labor force but contributes some 19.5% of GDP.

According to government statistics, the sector added 2,300 more jobs in the third quarter of 2009 compared to the same period in 2008, before subprime problems mutated into a full-blown crisis.

Employers in banking and financial services are the most optimistic about hiring, according to Hudson’s report. Some 73% of employers polled in the sector said they expected to hire in front-, mid- and back-office areas, although the emphasis will be on senior positions.

**IT**

IT sector managers are confident that they will increase staff in 2010, particularly in the financial industry, according to the Hudson’s survey. This finding also aligns with Robert Walters’ annual salary survey, which said the most in-demand skills were database administration, IT security and front office application development.

**Legal**

Hiring managers at law departments and firms were less certain about increasing headcount this year, according to Hudson’s survey. Some 35% of respondents said they would raise hiring in the second quarter of 2010 compared to 44% in the previous quarter. However, a possible reason for the fall in the outlook could be because legal firms expanded their IPO teams aggressively in the first quarter of 2010.

New graduates considering areas of specialisation might be interested to know that specialists in the technology, intellectual property and consumer goods areas are now in demand, according to recruitment agency Robert Walters’ annual salary survey.

HKUST graduates with a bachelor’s degree in any discipline can consider pursuing postgraduate Juris Doctor (JD) studies in order to become a lawyer. The JD can be pursued on a full-time or part-time basis. Currently, the University of Hong Kong, Chinese University of Hong Kong and City University of Hong Kong offer the JD program.

**Media/PR/Advertising**

According to Hudson’s survey, this sector is keen to increase hiring over the second quarter with focus placed on junior positions with the intention of grooming them for senior roles. Leading agencies and consultancies are expanding into the interactive area, with focus on digital media. With Hong Kong being a regional and international hub market for advertising and communications for a long time, recruitment specialists in this area are optimistic about the recovery of the sector.
Grad skills in demand

According to research conducted by Zhaopin.com, one of the largest recruitment agencies in China, the following ten sectors are expected to be the biggest employers this year:

1. customer service
2. software engineering
3. brand marketing
4. project management
5. real estate
6. finance and accounting
7. trade and distribution
8. innovative design
9. education and training
10. senior management

Due to rapid urbanization, mainland China is still short of highly qualified personnel, especially in Tier 2 cities (the provincial capitals, and coastal cities such as Shijiazhuang 石家庄, Changzhou 常州, Wenzhou 温州, Xiamen 厦门 and Zhongshan 中山) and Tier 3 cities (such as Chaozhou 潮州, Luoyang 洛阳, Qinhuangdao 秦皇岛, Dali 大理 and Weifang 潍坊).

Tier 1 cities such as Beijing, Shanghai, Guangzhou and Shenzhen are already experiencing very stiff job competition, with approximately six million Mainland graduates entering the job market every year. Analysts attribute this to the fact that while the Chinese government has raised the levels of education of the Chinese people, the country’s economy is still largely focused around manufacturing, which – combined with the economic downturn – is making it tough for graduates to secure employment at present as the majority of available jobs in manufacturing do not require undergraduate degree qualifications.

However, industry analysts believe that in the next decade, Tier 2 cities will be driving the country’s economy. Although comprising only 6% of the population, Tier 2 cities attracted 48% of total FDI in 2008. This trend is expected to continue as foreign entrants into the China market consider bypassing the Tier 1 cities and start out in Tier 2 and 3 cities, which presently lack qualified local human capital to manage the growth. This will open up new opportunities for local and foreign graduates who are willing to take on challenging new frontiers.

The Hong Kong advantage

Hong Kong graduates must display the ability to interact with their local counterparts. Besides being able to speak Putonghua, Hong Kong graduates need to acquire soft skills such as interpersonal communication skills, which are important to help them adapt to the local environment. Graduates will have to adapt to the local culture and working style in mainland China, in addition to adjusting expectations on salaries and benefits. They will need to have broad insight and vision, and must prove that they can add value to the organization.

For most entry-level graduate jobs in mainland China, a bachelor’s degree is sufficient. However, some areas are in greater demand, such as medical, architecture, legal and accounting. In these areas where technical expertise is required, a postgraduate degree might offer greater advantage.

Although graduates from Hong Kong who have a good command of Putonghua and exposure to Western culture are highly sought after by foreign-owned multinational companies with operations in China, competition is strong on other fronts. Having working experience (like part-time jobs and internships) with Chinese organizations will be very helpful, whether it is with the government, state-owned or private companies, or even non-profit organizations.

Flexibility and adaptability is the key to finding gainful employment in the Mainland.

Due to rapid urbanization, mainland China is still short of highly qualified personnel, especially in Tier 2 cities (the provincial capitals, and coastal cities such as Shijiazhuang 石家庄, Changzhou 常州, Wenzhou 温州, Xiamen 厦门 and Zhongshan 中山) and Tier 3 cities (such as Chaozhou 潮州, Luoyang 洛阳, Qinhuangdao 秦皇岛, Dali 大理 and Weifang 潍坊).

Tier 1 cities such as Beijing, Shanghai, Guangzhou and Shenzhen are already experiencing very stiff job competition, with approximately six million Mainland graduates entering the job market every year. Analysts attribute this to the fact that while the Chinese government has raised the levels of education of the Chinese people, the country’s economy is still largely focused around manufacturing, which – combined with the economic downturn – is making it tough for graduates to secure employment at present as the majority of available jobs in manufacturing do not require undergraduate degree qualifications.

However, industry analysts believe that in the next decade, Tier 2 cities will be driving the country’s economy. Although comprising only 6% of the population, Tier 2 cities attracted 48% of total FDI in 2008. This trend is expected to continue as foreign entrants into the China market consider bypassing the Tier 1 cities and start out in Tier 2 and 3 cities, which presently lack qualified local human capital to manage the growth. This will open up new opportunities for local and foreign graduates who are willing to take on challenging new frontiers.

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People say chemical engineering graduates don’t have that many career options to choose from, especially in Hong Kong. It’s true, but only partially. Since HKUST is the only university in Hong Kong that offers chemistry engineering as a major, the competition decreases significantly. That is one of the reasons why I’ve never worried about not being able to get a job after graduation. However, if we want to find a job that has promising prospects, we as students have the responsibility to equip ourselves as best we can.

When I was in my undergraduate years, I already knew that there weren’t many chemical plants in Hong Kong; the trend would be to work in mainland China. To prepare for that, I took all three available Putonghua courses and a Chinese writing course at the Language Center. I wanted to let my future employer know that I was sincere about working in the Mainland. Furthermore, I made a lot of effort to interact with Mainland students. That was how my conversational Putonghua really improved. Language courses only laid the foundation. Without actual practice, everything that I learned would probably have gone to waste.

It was also then that I attended some lab sessions to learn more about research, and found out that I was interested. But I also knew that I wasn’t the type to go all the way to PhD. Around that time, I found out that there was actually an exchange opportunity in the MPhil program. That encouraged me to enroll in the MPhil program because I knew an exchange experience would broaden my perspective.

In October 2001, I went to University of Zaragoza in Spain for an eight-month exchange. It was an especially rare opportunity because this institution was renowned for the very type of research I was involved in. To prepare myself, I took a Spanish course at the Language Center. During the eight months in Spain, I experienced valuable academic exchange which proved to be an asset when I applied for a job at Yip’s Chemical.

After graduating with my Master’s degree, I got quite a few offers from listed companies; most of the positions were engineering-oriented. But considering my active and outgoing personality, I felt my talents were not strongest on the technical front.

Finally, I got accepted into Yip’s Chemical’s Management Trainee (MT) program. With a combination of business and technology, this position was my best fit.

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Competition for this job was tough since the main recruitment pool for MTs was in Hong Kong. What set me apart, I believe, was my preparedness especially in two areas: language and extra-curricular record. Not only was I prepared in Putonghua, I was also proficient in English because I interacted frequently with international students while at UST. On top of that, my leadership experiences in cross country, orienteering and scouting demonstrated my resilience and proved that I could thrive in unfamiliar and unfavorable settings. That is definitely an asset when it comes to working in factories in different Mainland locations.

Since joining Yip’s in 2004, I’ve been assigned to three subsidiaries, the present one being a factory in Jiangmen, where most workers are locals. Over the past five and a half years, I’ve gone from management trainee to export manager, thanks to the promising prospects that my company provides. I have to say I’m happy with my progress so far and I feel positive about the near future. As much as I would love to be in Hong Kong every day, I will stay put for now, because opportunities available at my present job (with this kind of compensation) are probably impossible to find in Hong Kong.
I had to learn how to deal with delicate work relationships – a very important thing in the Mainland.

Looking back, I have my mother to thank. She always reminded me to have an open mind – don’t get stuck in the “right” way and think everything else is wrong. I was able to accept different things and go with the flow while respecting my job and my colleagues. Now that I have my own business back in Hong Kong, I have faith I can overcome any obstacles. My Mainland experience has definitely made me a stronger person!
1. What kinds of knowledge and skill sets do you look for in fresh graduate applicants?

**Deloitte:** We will not focus on one specific dimension but all areas including academic results, experience and soft skills, which are equally important.

We recruit accounting and non-accounting graduates with multiple competencies, who have strong interest in the profession and the potential to succeed. We believe that colleagues from different backgrounds with different expertise would help us serve our clients from various industries better.

From my experience, students who are active in extra-curricular activities at university can better handle the transition from the classroom to the business world. They are more confident of themselves, more comfortable dealing with different people and generally have better communication skills, which are important traits of successful accountants in today’s complex business world where we are no longer expected to be merely bean-counters but business advisors to our clients.

**Leighton:** We look for well-balanced, all-rounded individuals that not only excel academically and demonstrate sound technical knowledge, but also possess the ability to effectively manage people and resources.

Graduates should achieve a reasonable standard of academic results which can demonstrate a solid foundation of knowledge in the discipline they studied. They should be able to communicate with others effectively in written and verbal form, in English, Putonghua and local Chinese, and be able to present confidently and assertively.

**Meltwater:** At Meltwater, we do not require any specific major or course of study, but we look for individuals with a proven track record of success in sports, arts, academics or business. Meltwater employees are a diverse group, and we have seen law students, dance majors and even chemists succeed in our trainee program in Hong Kong. Students with an excellent academic record and a history of excelling in extra-curricular activities are generally driven to succeed and will find our trainee program a place where their hard work will get the recognition it deserves. The general criteria we grade candidates on are leadership potential, communication skills, drive and motivation, intelligence, ability to work in teams and personality.

We encourage students to get involved outside of academics. Whatever you choose, whether it is sports, volunteer work, theatre or music, we look for the type of people who naturally rise to the top and assume leadership roles or get recognized for outstanding achievements.

**PwC:** Graduates considering a career in the accounting industry should be hardworking, enthusiastic and disciplined. Having a positive mindset and strong work ethic, they should be ready to commit their time and effort to yield satisfying rewards. They need to have a keen awareness of current affairs, not just knowing the facts, but being able to analyze and draw relevance from them. They also have to constantly upgrade themselves in order to meet the demands of the industry. During the interview, we look for individuals who are professional and presentable. They should be prepared to explain what they have learned from the list of activities on their CVs, because we’re not interested in what they have done, but what they have acquired from those experiences.

**Shanda:** We evaluate graduates from two main aspects: self-management skills such as logical thinking, analytical skills and a creative mind; and interpersonal skills such as communication and team skills.

**UBS:** During the hiring process, we target communication and analytical skills, the ability to perform well within a team, an innovative mind-set, drive and commitment, as well as organizational and decision-making skills. Grades are important but are not the only criteria we consider. UBS is looking for well-rounded individuals both on academic and non-academic fronts.
Over the years, we have met many HKUST graduates who are outstanding in different aspects. It’s difficult to find one single attribute or characteristic that conclusively differentiates HKUST graduates from those of other universities. Some of the HKUST graduates I come across are active in extracurricular activities, which help them develop their interpersonal and communication skills which are always essential in the accounting profession.

I think the university has put in a lot of effort to develop their students and prepare them for the real world when they graduate. There are more opportunities for students to join overseas exchange programs, which help them see the world and expand their horizons. The university also works with a lot of business organizations to provide students with internships during summer.

As a result of the extracurricular activities, overseas exchange programme and internship experience, HKUST students have the opportunity to develop the skills and attributes necessary to prepare them for the real world when they graduate.

We are happy to see that many HKUST graduates have well demonstrated career ambition, commitment, creativity, and a drive for excellence.

Derek LAI, National Operation Officer of Financial Advisory Services
Deloitte Touche Tohmatsu

2. Are postgraduate qualifications an advantage or disadvantage, and why do you say so?

Deloitte: I would say postgraduate qualifications (such as an MBA) can allow one to gain stronger technical and professional skills, and a broader range of skills required to succeed in business, which can be a distinct advantage in the job market.

Leighton: These would definitely add value to the graduate’s qualification and personal growth. Graduates can consider to take postgraduate education after a few years of working experience in the industry. This further integrates their professional knowledge into real working situations.

Meltwater: Postgraduates show an added drive and dedication towards academics, which will be beneficial for any employment environment. Although Meltwater gives no special priority to postgraduates versus undergraduates, postgraduates generally tend to excel in our trainee program. Most of our top executives have a Master’s degree or MBA.

UST graduates in general have a good foundation of technical knowledge. Their communication skills are up to standard and they are able to demonstrate good presentation skills.

As an international company, we look for employees who have an international perspective. HKUST graduates are impressive in this area given the diverse background of the university’s population.

Andy JOHNSON, Human Resources Manager
Catherine LEE, Human Resources Development Manager
Leighton Contractors (Asia) Limited

HKUST graduates stand out with their stamina and perseverance – attributes that will make a difference if they want to be in the accounting business for the long haul. Accountants do not just spot errors; their most important value lies in their expertise in giving solid advice on business operations. Therefore, a strong business sense would be critical if they wish to advance in their career.

Raymond CHAN, Partner, Assurance
PricewaterhouseCoopers
HKUST Alumnus – BBA in Finance 1995
3. What advice would you give to a final-year student who plans to seek employment at your firm after graduation?

Deloitte: Understand the industry as well as your strengths and interests. Among the diverse job openings available, choose the stream and position that really fits you and gives you ample opportunities for professional and career development. Be open to new challenges and be willing to learn continuously. Every day accountants need to face new issues and provide practical solutions to management and clients. This requires not only technical know-how but also broad knowledge and problem solving skills.

Be well prepared before the interview; research the firm and the overall industry, and anticipate interview questions and prepare answers. Develop questions which show your knowledge and career aspirations. Show sincerity, self-confidence and a positive attitude during the interview.

Leighton: Graduates should participate actively in extra-curricular activities during school life. Connection with the community, such as volunteer work, would definitely be an advantage.

In their covering letter and CV, apart from academic results and CV, applicants should also mention their academic or personal achievements.

Meltwater: We look for fresh graduates with distinct achievements outside of academics. Whether this comes in the form of work experience, aggressive internships, or international exposure, we look for students that have gone above the base requirements of just getting a degree. When applying for jobs, it is good to refer to specific achievements that you feel describe you as a person and show your drive and motivation.

4. If two fresh graduates applied for the same job with your company with the same qualifications, grades, and work experience (ie zero), and you could only hire one of them, what factors would determine which one gets the job?

Deloitte: Deloitte considers every graduate application from an array of job-related criteria, eg academic performance and achievements, language competence, extra-curricular activities, and willingness to travel. All graduates, regardless of their majors, will go through the same recruitment and assessment process.

The hiring decision will be subject to the candidates’ overall performance in our graduate assessment center.

Leighton: Personality and attitude. We look for confident, enthusiastic young people with open minds. We appreciate graduates who are keen to learn and willing to try out new challenges.

Meltwater: We would look at the soft skills that can determine a person’s overall potential. We evaluate fresh graduates on their communication skills, the warmth of their personality and ability to engage others in a team atmosphere. Ultimately we want people whom we believe can develop into strong managers in our company.

With no doubt, HKUST graduates are well equipped with outstanding capabilities. Armed with a global outlook, they are eager to process complex information and open to embrace new challenges. Their abundant knowledge and career attitudes have been impressive as they demonstrate positivity, passion and creativity in their work. In fact, we were pleasantly surprised by their maturity and professionalism even during the interviews.

The reason we hire so many HKUST graduates is that they are more active outside of class and they tend to possess a strong motivation to succeed and good communication abilities.

HKUST students generally seem to be more down-to-earth and hardworking than other students in Hong Kong. Maybe it’s the rigorous course requirements or maybe it’s the international nature of the university, but UST students are always very passionate and have a strong drive to succeed.

HKUST offers various programs that encourage international exposure and a more global outlook on the business place. We believe this is why HKUST ranks so highly amongst the world’s top universities, and provides HKUST students a distinct advantage when entering the workplace.

Human Resources Team
Shanda Interactive Entertainment Limited

http://career.ust.hk

THE HKUST CAREER GUIDE 2011
Experience work

Gaining work experience while at university will plump up your CV and impress your future employers. Start early!

Work experience is an excellent way to gain important skills to build a solid foundation for your future career. Whether you’re undergoing industrial training or an internship, it’s crucial to put the time and opportunity to good use.

Options for work experience

**Industrial training**
*Duration: Three months to one year*

Usually a compulsory component of a university engineering course, industrial trainings are structured formal training programs with heavy emphasis on highly technical and practical skills. At UST, the trainings are usually offered to first- and second-year students.

**Internships**
*Duration: One to twelve months*

Internships are designed to allow interns to experience a particular area of work and pick up job-related skills. They can range from highly structured programs, rotating the intern through all departments in the organization for set periods, to more loosely defined, where the intern is assigned to help out at whichever area needs manpower. Internships can be pursued on a full-time or part-time basis and at any point of your university studies, though most employers prefer to hire students in their penultimate or final year as a certain level of technical knowledge will be required.

**Part-time, casual work and vacation jobs**
*Duration: A few hours to a few months*

These forms of work are usually short-term, done between classes or during semester breaks, as a means to earn extra cash or to occupy free time. They provide flexible working hours that can be molded to fit your schedule. The majority of positions are clerical, service and sales-oriented or require manual labor. If you have expertise in a particular area, you can choose to tutor, freelance or provide contract-based services.

**Voluntary work**
*Duration: Few hours to one year (or more)*

Voluntary work involves providing your services for free. You will be expected to take on various duties that may range from feeding animals at a shelter to designing a marketing strategy for a fundraising event. Besides allowing you to exercise your passion and commitment for a cause and to build friendships with like-minded individuals, volunteering is also an excellent way to impress your future employers and add personality to your CV.
Prepare for work

Salary and benefits
Most organizations will pay an hourly rate or a stipend to cover your travel and basic expenses. Most internships include a proper salary.

Besides providing industry exposure, job-related skills and useful contacts, work experience also allows you to apply the skills that you have acquired in your studies and are excellent gateways into industries that rarely advertise their vacancies.

Application and entry
Compulsory industrial trainings are usually arranged by the university, so be sure to check with your department to avoid sending out unnecessary applications.

For other types of work, all you’ll need is a simple application, followed by a short interview. However, some companies may have a longer hiring process so if you have a particular organization in mind, start firing out your applications as soon as you see the job posting. Larger companies have highly structured internship programs with regularly scheduled intern recruitment cycles, so from as early as your first year, take note of when your top choices recruit and plan ahead for when you become eligible to apply.

Students who are interested in taking up internships can participate in the HKUST Internship Learning Scheme, the On-campus Internship Program or recruitment events. Turn to page 13, or visit the Career Center website to find out more.

Learn to be a pro
Just because you’re a student does not mean you’re insignificant. Remember that you have a purpose and that people are counting on you – even if all you have to do is show up, take calls and make photocopies.

Love what you do
Enthusiasm and a positive attitude are valuable traits to have at the workplace. Not only do they create an amicable and productive work environment, they also make people want to work with you. If you can be just as dedicated when you’re making photocopies as you would be when working on a project that you’re interested in, your superiors will certainly notice and have a favorable impression of you. Every job has elements that are less exciting as others. Remind yourself to embrace the whole package and remember that you can shine even in the most trivial assignment.

Don’t just do what you’re told – do more
Ideally, the company that you are working for would have a structured internship program, with tasks already assigned for you. However, in reality, that is often not the case. Instead of sitting around and waiting for assignments to fall in your lap, ask for them. Remind your superiors and colleagues that you are there to help.

If you find yourself with no assigned tasks, offer your help. Some organizations have regular training sessions, meetings and brainstorming sessions in which you can ask your supervisor’s permission to participate. Also look out for workshops, events or conferences that you can attend.

Ask, listen and learn
As a student or fresh graduate, you will not be expected to know everything, so if you have any questions, ask! The act of asking questions shows your employer that you are passionate about the industry and want to learn more.

Since you’re new on the job, you might make a few mistakes along the way. Just remember to accept corrections and criticism constructively and make sure you don’t make the same mistake twice! Listen carefully to your mentors when they are giving you advice or showing you how things are done.

The learning process never ends. Stay interested by researching as much as you can about the company, its stakeholders and the industry. You can also learn by observing your colleagues at work and by mingling with people from other departments.

Work smart, not late
Brownie points are earned from your contributions, not by the number of hours you spend at the office. Stay late only if you have unfinished work, not to impress your superiors. If you stay beyond office hours every day, it could actually imply that you have bad time management skills and are not able to finish your assignments efficiently.

Make friends, not foes
Be friendly to everyone – treat everyone with respect, regardless of their job titles. You don’t need to be the most animated person to make eye contact, smile, say hello or make small talk. Interpersonal and communication skills are central in career success. Each person you meet could potentially influence your career. It pays to have more contacts who can provide you with advice and help you with your job hunt in the future.

At all times, conduct yourself professionally. This includes dressing appropriately, being courteous and respectful, staying out of office politics and being punctual for work and meetings. What better way to learn to be a pro than to act like one?

There’s no such thing as a bad experience
Enter every job with humility, an open mind and determination, and you’re bound to come away with something. If you feel like you are not learning as much as you’d like, talk to your supervisor and provide suggestions on how you can contribute. Be proactive and remember that it is ultimately your responsibility to take charge of your experience. Last but not least, enjoy your work!
The value of extra-curricular activities

Due to the large number of graduates, participation in extra-curricular activities is now a determining factor in recruitment. Organizations look for non-academic qualities such as adaptability and leadership to separate the good from the great. Extra-curricular activities allow you to showcase aptitude and skills that aren’t identifiable from academic transcripts and also help to substantiate the skills that you claim to possess. For example, participation in debates or Toastmasters displays communication skills and self-confidence, whereas serving as the captain of the basketball team suggests leadership and management abilities. Holding a leadership position in a club or an association is an endorsement of your competence in taking up responsibility that’s better than any letter of reference. Remember to keep a record of all your contributions, the tasks you have been assigned and other evidence of your work such as certificates, marketing materials, program booklets etc.

Breaking the ice
Healthy, non-academic pursuits add a splash of personality to your CV and can potentially set you apart from other candidates. Unique activities, such as a stint with the World Wide Fund for Nature or a passion for extreme sports, are attention grabbers and great for generating conversation during the interview. However, don’t put hobbies or personal interests in your CV unless you have a real passion for them and can talk knowledgeably about them when asked. Otherwise, you look like you’re only trying to pad your CV.

Skills for the real world
When it comes to soft skills, the more you do, the better you get. Getting involved in extra-curricular activities, especially in the coordination and implementation of projects and events, promotes numerous skills from leadership and teamwork to problem solving and time management. These competencies are widely sought after in all industries and are easily transferable to the working environment. Employers will acknowledge your experience in working with individuals from diverse backgrounds even if you’ve never had a real paying job.

Finding your way
Taking part in extra-curricular activities is a good way to step out of your comfort zone without straying too far, and to see which area of work suits you best. Try out as many things that tickle your interest as you can, and see what sticks. For instance, if you’re an aspiring engineer, joining your engineering society lets you interact with other students who have the same interests, and share your experiences. You can also engage external bodies or experienced professionals to conduct talks and workshops to gain insider advice for your career.
Extra-curricular activities are, as the name implies, extras. Though an added advantage, they are meant to complement your existing knowledge and are by no means substitutes for good academic results. Getting the grade is still a student’s first priority. However, by complementing your work experience between semesters with regular participation in extra-curricular activities, you can get the best of both worlds.

I have been participating in different kinds of community service since I was in secondary school. The reason is simple: I want to bring positive changes to people’s lives. Every time I serve, I learn valuable lessons from people’s stories which in turn enrich my life. Moreover, I find doing service to be an effective way to take a break from my busy life and energize myself for my next challenge.

Helping others is also a way to reflect on ourselves. We learn a lesson; we experience something different; then we make changes to our lives and gradually grow to be mature and responsible individuals.

My recent volunteer trip with Habitat for Humanity in Mongolia was a memorable one. For a week, I worked with a team of passionate volunteers to build livable houses for Mongolian families. Originally, I encountered numerous difficulties when raising the $10,000 donation that I needed. Luckily, with the help of some UST staff and friends, I achieved the target within one week. I learned that only people who are not afraid of failure can make a change to this world and mark a milestone in their lives.

Apart from helping others, I also gain a lot from all these experiences. I have learned how to communicate with people from different ethnic and social backgrounds, and also the importance of effective teamwork. The communication and team skills that I acquired have in turn helped me become a more balanced individual. As it turns out, my service experience became a prominent topic during my job interviews. Recruiters are impressed by my extensive service experience and are very interested to know what I have learned.

Winston Churchill said, “We make a living by what we get, but we make a life by what we give.” This is one of my guiding mottos in life. I know life will be very different as I start working, especially in the accounting industry, but I intend to continue to devote myself to the needs of society. It is only when we dedicate ourselves that we can make greater impacts on other people’s lives, while fulfilling our own.

Sarah NG is the recipient of the HKUST Roy To Community Service Award 2010

NAME Sarah NG
DEGREE BBA in Accounting and Management, 2010
JOB Audit Associate
EMPLOYER Deloitte Touche Tohmatsu
Building your network

When done right, networking can open many doors. Begin to widen your connections by forming professional networks while you are in university.

Networking is the forming and maintenance of contacts that can be beneficial in your career and personal life. Whether it’s asking around for a job, recommending your favourite dentist or rubbing shoulders with industry leaders – everyone networks.

Networking requires time, courage and practice but the end results are worth the effort.

Begin with who you know
Your network is much larger than you think! Everyone has friends, relatives, lecturers, former employers, classmates and contacts from various social groups who in turn know hundreds of other individuals. Start with the people that you know and expand your contacts through referrals and mutual friends. You can also meet people with similar interests by becoming a member of various clubs or associations.

Practice makes perfect
If you tend to clam up or stutter when talking to someone new, try practicing in front of a mirror or with a friend. It may help to develop a personal 30-second “elevator pitch” to let people know about your background and future goals. Write down what you want to say and keep practicing.

Do your homework
Before stepping into a networking event, do some research about the company or the people that you will be talking to. Better yet, identify common interests. Preparation makes it easier to strike up a meaningful conversation and reduces anxiety.

Network, not sell
The goal of networking is not to ask for favors or to promote yourself but to forge ties, share information, ask for assistance and learn from others. Instead of asking for a job or launching into your life story, show a genuine interest in the stories of others.

Quick tips

Be seen
Get yourself noticed (in a good way). Dress to impress and take the initiative to start conversations.

Listen
Don’t worry so much about what to say. Maintain good eye contact and pay close attention. When the person has finished talking, you may ask a question or paraphrase what was said for clarification.

Body language
Keep an open and confident posture. Don’t cross your arms or lean against the wall.

Don’t undersell
Just because you are inexperienced does not mean you are of little value or a nuisance. Be honest and inquisitive. Most people are flattered to be asked for advice.

Tackling small talk
Make a list of questions to fall back on (not including “So... how’s the weather?”) when you have nothing to say, and as you ease into the conversation, find other things to ask. Keep abreast of current affairs to expand the scope of conversation — but stay away from political and religious discussions.

There are neither set rules nor any guarantees in networking. What you could get can vary – ranging from a meeting with a human resource manager to an internship, interview or even a job offer.

If someone in your network has been especially helpful, thank them with a letter or an email and update them about your progress. Over the long term, maintain contact with them – drop them a friendly email, send holiday cards, invite them for a casual chat over tea when their schedules permit. This shows that you genuinely appreciate their time and strengthens your network.

Finally, networking is not a one-way process of getting; rather, it’s a two-way, getting and giving process where you will often find yourself paying it forward instead of paying back.
Thanks to relaxed regulations, non-local students pursuing full-time university courses in Hong Kong are now allowed to take up employment during and after their study program, under the conditions stipulated by the Immigration Department of the HKSAR Government.

In order to take up employment, non-local students must be:

- pursuing a full-time locally-accredited program (degree level or above), the duration of which should not be less than one academic year AND
- issued a No Objection Letter.

Exchange students as well as non-local students who are enrolled in preparatory year and other courses of study that are shorter than one academic year are not eligible.

**No objection letter (NOL)**

Eligible non-local students will be issued the NOL together with their student visas. The NOL contains the type(s) and conditions of employment which the student may take up. Students issued with NOL do not need to make separate applications to the Immigration Department for approval to participate in study/curriculum-related internships, part-time on campus employment and/or summer employment.

A new NOL is issued for each extension of stay and if there are changes in the student’s study plans or program. Students are not allowed to take up any form of employment until the new NOL is issued.

**During the study program**

Non-local students are allowed to take up the following forms of employment under the specified conditions.

**Internships**

- arranged and endorsed by the institution
- curriculum-related
- conducted for an aggregated period that is no more than one year in duration, or one-third of the duration of the academic program, whichever is shorter.

**Part-time jobs**

- on campus and with designated operators (please check with the Career Center for the current list of designated operators)
- working hours must not exceed 10 hours per week during term time and 20 hours per week during winter break (remaining unused hours cannot be carried forward to other weeks).

**Summer jobs**

- only to be taken up during the summer months (1 June to 31 August).
- There are no restrictions for the amount of salary, number of jobs or working hours.

**After graduation**

Non-local graduates can apply to stay or return to work through the Immigration Arrangements for Non-local Graduates (IANG) scheme. To qualify, the graduate must have completed a full-time program in Hong Kong – either a locally accredited degree or a higher qualification program.

If you submit your application within six months after you graduate, you will be classified as a non-local fresh graduate. Non-local fresh graduates do not need to secure a job immediately and will be granted up to 12 months of stay provided they meet all the normal immigration requirements.

Those who apply after the first six months upon graduation are labeled as returning non-local graduates. Non-local graduates applying in this category are required to have secured a job offer before application. The offer will be evaluated favorably provided that the position is at graduate level and the remuneration package corresponds with the market level.

**IANG eligibility criteria**

(for non-local students who are graduating from a full-time, degree level or above program at UST)

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<td>submits application <strong>within</strong> six (6) months of graduation</td>
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<td>does not need to have a job offer</td>
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<td>– with a salary at market level</td>
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Bear in mind that failure to comply with immigration conditions and regulations may result in detention, deportation or being barred from re-entry in the future. Visit the Career Center if you have any questions about taking up an offer of employment.

For further information, please visit [http://career.ust.hk/popup_Non-local_Students_Working_in_HK_page_041108.html](http://career.ust.hk/popup_Non-local_Students_Working_in_HK_page_041108.html)
More than a simple decision: Mainland alumni working in Hong Kong

HKUST is seeing more and more Mainland students staying in Hong Kong after graduation. Many of them have embarked on promising careers in a wide range of industries; but it took extra efforts to get there. Ultimately, staying in Hong Kong is more than just a simple decision.

“Hong Kong’s dynamic business environment and cosmopolitan lifestyle have won me over,” said Xiyuan FANG (BSc in Economics and Finance, 2006) who interned at McKinsey & Company in summer of 2005, and upon graduating with a BSc in Economics and Finance in 2006, successfully got an offer from McKinsey. “With excellent cross-border mobility nowadays, staying in Hong Kong provides me with ample flexibility to anchor on Mainland career and business opportunities, while attending to my family.”

The attractiveness of the Hong Kong market also appealed to Christina ZHANG (BBA in Accounting, 2007). “This is the place to be if you want to go into finance, because Hong Kong’s finance market is much broader. It also offers a better platform for me to build a strong network,” she said.

Mainland background not a passport

Christina started working at Deloitte Touche Tohmatsu right after graduation. Now a Senior Auditor at the “Big 4” accounting firm, she remembers how she prepared for the possibility of working in Hong Kong. “In my undergraduate years, I realized that I needed to overcome cultural barriers in order to truly benefit from my experience here. So whenever we had group projects, I made an effort to step out of the ‘Mainland circle’ and form groups with students from different backgrounds. I also joined the Putonghua Debating Team and interacted with many local students there. My UST days helped me understand how local people think and because of that, I adjusted to the work environment pretty well.”

Having Mainland background could be an advantage during job hunting, but that alone is not a passport to success. “I think what really made a difference was my exchange experience in the Wharton School of Business at the University of Pennsylvania, which served as the catalyst for my landing at my job in Hong Kong,” said Xiyuan, now an Engagement Manager at McKinsey. “Without such rich exposure to international business knowledge and community, I would never have considered working as a management consultant.”
“Mainland background and HK experience create a double identity that would serve well in many industries. But you really have to grasp every opportunity early on to maximize your own value,” said Christina. “I believe my interpersonal skills were refined in my years at UST, especially during my exchange in France. Not only did my English capabilities improve significantly, I also got to identify my own skills and strengths as well as those of others. That really prepared me for what was to come after graduation.”

The need for soul searching
Albert WANG (MSc in Information Technology, 2008) took a more circuitous route to working in Hong Kong. After getting his bachelor’s degree at Zhongshan University in Guangzhou, he worked in Shenzhen for two years. Feeling the need to expand his capabilities, he enrolled in the MSc in Information Technology program at UST and graduated in 2008. Albert then went on to study for a PhD for half a year before joining ecVision as a Senior Software Engineer. “I wanted to grasp the opportunity for a different kind of experience,” said Albert.

After some soul searching, he decided not to continue with the PhD program. However, he got a head start thanks to his days at UST. “One of my professors at UST got me connected with another faculty member who was an expert in the field that I was working on. That’s how I got a head start in research, which in turn helped me secure the offer from ecVision.”

Know the place, embrace the culture
Christina recalls that when she first started working in Hong Kong, the biggest challenge she faced was locating client offices. “I learned the hard way,” she said. “So I really encourage Mainland students who are considering staying in Hong Kong to get to know this place. It’s also important to develop your own interests here – nurture some hobbies and lead a balanced life. Only then will you be able to sustain a healthy working life as well.”

The importance of the language is also not to be underestimated. “True, people here speak Putonghua,” said Albert, “but fluency in Cantonese shortens the distance between you and others. To really embrace and immerse in the society and the culture, we should all learn to understand and appreciate the dialect. Because there are a lot of nuances that can only be felt, not translated.”

At the same time, Xiyuan warns about the danger of losing oneself when trying to be something else. “Be yourself. I’ve seen people who have deliberately tried to fit into the ‘Hong Kong mould’, and it hasn’t worked too well for them,” he said. “The truth is, no matter where you are, it is your dreams and what’s inside you that matter the most.”
Take advantage of varied outlets to learn about different industries and explore your options.

Finding job opportunities
Employers advertise on many platforms. Here are some of the common ones.

Newspapers, magazines and other printed media
Newspapers and magazines remain popular and reliable job hunting tools, due to their accessibility and effectiveness.

For a wide assortment of entry-level positions by local employers in your vicinity, refer to recruitment listings in newspapers such as Classified Post, Career Times and Fuel. Don’t forget to browse through the other sections too, as certain organizations prefer to advertise in other parts of the paper.

Magazines are great sources for industry-specific positions. Specialist companies and professional firms use this outlet to draw serious and qualified candidates. You can also grab a few trade magazines for immediate targeted job hunting and up-to-date industry knowledge.

Online job portals
Online portals provide instant access to thousands of jobs and employers at the click of a button. Although some portals have forms that can create CVs based on your personal information, these are based on a standard format and have limitations. You are therefore advised to prepare your own CV and attach it with your application.

Internships and graduate training programs
These are excellent ways to gain experience. Do well and a permanent job offer might come your way. If you want to get a job in a different field from your area of studies, internships are a good way to test the waters and get a taste of the industry. For more information, see page 13.
Employers’ websites
Most organizations have websites where vacancies are posted along with instructions on how you can submit your application. Posting on a company’s own website is an easy and economical way to advertise vacancies; therefore, most companies prefer doing so before posting the job on other channels.

Career fairs
Career fairs can be like jungles due to the large number of employers. To avoid being overwhelmed, get a copy of the floor plan and the list of exhibitors in advance. Do your research before attending the fair and make a note of the organizations that interest you. Make a point to arrive before the crowd so that you can get more personal time with the exhibitors. Dress well for the occasion and bring plenty of copies of your updated CV. It’s a good idea to bring a soft copy on a portable USB drive as many employers and job fairs now collect CVs electronically.

Professional associations
Besides providing advice, support and guidance to students and graduates, many professional associations also arrange internships and provide opportunities for members to network with industry professionals and alumni who can help forward your CV to the right people or put in a good word for you.

Cold calling
Opportunity might not come knocking on your door but that doesn’t mean that you can’t go knocking on a few yourself. You don’t need to wait until you see a recruitment ad to take action. Submit your CV to any of the employers that interest you. Your eagerness and initiative will leave a good impression, and might even land you an interview.

Recruitment events
Top employers take part in recruitment drives and events especially to reach out to university students and graduates. Some of these events are organized by the organizations themselves, though many are run in collaboration with the university. Use this as an opportunity to network with the employers and find out more about working in the industry.

Visit the Career Center website for the schedule of recruitment events on campus.

Starting out small
Bigger companies tend to have the budget to come on campus to host recruitment events and on-campus interviews. However, those aren’t all the job opportunities out there! Many SMEs (small and medium-size enterprises) do not have the budget to run large-scale recruitment events so you need to reach out to them yourself. Make it easy for them to hire you by sending in your CV and emailing them directly – even if they have no jobs advertised.
Making winning applications

When it comes to impressing potential employers, nothing beats a clean, well-organized CV.

A curriculum vitae or CV (also known as a résumé, pronounced rez-zoo-may) is a summary of your skills, strengths, attributes and achievements that allows potential employers to determine whether you could be right for the job. Here are some key tips to make your CV stand out and increase your chance of getting a face-to-face interview.

Organizing your CV

Your CV comprises your contact information and categorized lists of your experiences, competencies and achievements.

Your CV should include:
- **Your name** – Print your name in bold and a larger font at the top center of your CV.
- **Contact information** – Include the correct and updated address, telephone number and email.
- **Education background and academic achievements** – Begin with your highest qualifications on top, followed by the other qualifications according to the year you attained them.
- **Work experience** – Start with the most recent. State the employment period and list down your roles, responsibilities and the result of your work.
- **Extra-curricular activities** – Highlight those in which you took on a leadership position, mentioning figures or statistics that showcase successes (eg “Led the basketball team and won the silver medal at the 2010 Inter-University Championship”).
- **Language** – List all relevant language skills. Rate each language based on your proficiency (eg conversational, proficient, competent, fluent, native).
- **Skills** – List all relevant skills such as technical, computer and language skills. Rate each skill based on your proficiency (eg beginner, intermediate or advanced).

Here are some tips:

1. Limit your CV to two pages (most American firms may prefer one-page CVs but others are fine with two-page CVs).
2. Use headings, bullet points and tables so that the information is organized and easily digestible.
3. Highlight your strengths, citing specific figures and projects to showcase your achievements.
4. Use action words such as “developed”, “analyzed”, “presented” to explain your achievements and contributions.

Presentation points for paper applications

- Use legible fonts like Arial (11 point) or Times New Roman (12 point) and wide margins (one inch).
- Avoid scented, colored and patterned papers; opt for white, cream or off-white paper and black ink for printing.
- Use a printed address on the envelope. Written addresses are sloppy in comparison no matter how nice your handwriting is.
- When sending applications to multiple companies, make sure that the address on the envelope matches the content.
Composing your cover letter

It is a good idea to include a cover letter (a formal letter that highlights your strengths and relevant background) with your CV as a means of highlighting your particular qualifications, skills and attributes to demonstrate how uniquely suitable you are for the job. Employers may receive a lot of applications at the same time while having little time to process each of them. However, some employers prefer receiving CVs only, so be sure to read all instructions carefully.

You should customize each cover letter to the job you are applying. A canned cover letter can be easily identified. If you care enough about the job, spend time to write a letter that is unique to the company and to the job that you are applying for. A customized, well-written cover letter can easily make you stand out from the crowd.

A good cover letter should include the following components.

Introduction
State your name and intent. If you are applying for a job, mention the position for which you are applying and how you found out about it. If you are writing to inquire about vacancies, state your interest in the company and specify the types of positions that you would consider.

Value proposition
Draw attention to your abilities and interest that are relevant to the job. Provide a short background of your education and experiences that correspond to the position you are aiming for as evidence. Also present the contributions that you can offer to the company.

Call to action
In your closing paragraph, mention your availability for an interview and provide your email address and mobile number for them to contact you.

End by thanking the reader for his or her attention and reiterate that you are looking forward to their reply.

Here are some basic tips for cover letters:

1. Keep it simple and short. The letter should be no longer than one side of an A4-sized sheet of paper.
2. “To whom it may concern” is not an ideal way of addressing the reader. If no contact person is specified in the job posting, call the company to ask for the name and designation of the person in charge of hiring for the position.
3. “Yours sincerely” is the appropriate phrase for signing off. However, if you do not know the name of the person, use “Yours faithfully”.
4. Remember to sign the letter and print your name below it.

Online application

Get your CV Internet-ready with these tips.

- **Attach file**: Prepare a PDF version of your CV to attach with your application. Online CV generators have limitations such as fixed sections and the lack of spell-check and formatting options. That’s why online recruitment portals provide the option of applying via email or attaching a copy of your CV.
- **Use plain text**: For maximum compatibility across all computer platforms, create a no-frills .txt version of your CV. Use uppercase letters for category titles, hyphens [-] to replace bullets and spaces to replace tabs. Plain text CVs can be modified to create an email version through simple editing to fit the space restrictions in the email. It also allows for easy transfer to online forms and to the employer’s database.
- **Print to screen**: If you want to keep the formatting in your CV, you can convert it to an electronic document format such as PDF, which you can create in Microsoft Word using a free software like BullZip.
- **Online forms**: Many organizations as well as online job portals now use online application forms that you have to fill out online. Make sure to read all instructions carefully before filling it in and attach scanned certified copies of all necessary documents as instructed. Don’t forget to check your input for spelling and grammar.
Assessment centers are beginning to take center stage in many large-scale recruitment processes, as they allow employers to identify traits that are not immediately visible in CVs. Candidates are assessed on their ability to demonstrate a variety of work-related skills and personality traits through various individual and group exercises.

The following are some of the components that you should be familiar with.

**Psychometric tests**
Similar to IQ tests, psychometric tests are multiple-choice and taken on paper or via computer. They include aptitude or ability tests that examine your analytical, mathematical, language and job-related skills, and personality tests that evaluate your character and work style.

**Written tests**
Written tests examine the candidate’s ability to articulate and present their opinions in written form. Besides language and communication skills, you will also be tested on your critical thinking, creativity and time management skills.

**In-tray exercise**
You will be given a tray full of documents or a list of tasks that you must arrange by priority, predict the problems that may arise and provide solutions for them. Apart from that, you will also need to elaborate on the chosen course of action, eg why you have prioritized one task over another.

**Case study analysis**
You will be given a short passage of a real or fictional business situation, followed by a few questions to answer. There are usually no correct answers but you must be prepared to justify your answers with logical reasons and be able to identify the lessons and opportunities, make informed predictions and recommend solutions.

**Presentation**
To test your public speaking, communication and language skills, you will be given a topic and a short time to prepare. The presentation can vary from a two-minute self-introduction to a 15-minute campaign strategy presentation including PowerPoint slides.

**Group discussion**
Candidates will be divided into groups. Each group will be given a topic to discuss and to come up with a conclusion or a solution within a limited time. During the discussion, you will be observed by assessors who will rate you in various areas ranging from interpersonal, problem-solving and communication skills to leadership potential to etiquette and body language.

**Role play**
To test your adaptability and how you interact with others in stressful work-related situations, you will be given a scenario and a role to play. Usually, you will be placed in a simulated environment with actors or simply act out a scene with the assessor.

**Preparation advice**
Assessment centers can be nerve-racking and daunting – if you come unprepared. Conquer your fear with these preparation tips.

**Be yourself**
Be aware of your own personality traits; highlight your best qualities without straying too far from your usual self or forcing yourself to become someone that you are not. Remember that these exercises are designed to identify your unique characteristics and the way you think and work.

**Take a test drive**
Trial runs will give you an idea of what to expect, so take advantage of the sample tests that are available on the Career Center website and the Internet. Make sure that you read the questions and directions carefully and check your answers before submitting them.

**Feed your brain**
In addition to doing research on the organization and reading up on current affairs, make sure that you have a good night’s rest and hearty (and healthy!) breakfast before heading off to the assessment center to keep your brain running at tiptop condition.

**Test results**
Every organization has its own idea of what the perfect candidate is like, so don’t beat yourself up if you do not make the final cut. Go for it with an open mind and positive attitude and enjoy the experience.
Thanks to your personal marketing efforts, you have landed yourself an interview. Now it is time to put your best foot forward and clinch the job.

Although it often feels like an interrogation, a job interview is actually an opportunity for the employer to get to know you and for you to get to know more about the employer as well.

Prepare, prepare, prepare
Start preparing for the interview as soon as you get the call. Being prepared will help you address your nerves.

Research the company and the industry
Commit important facts about the company’s profile to memory, so you can speak knowledgeably about how you can fit in. Research the competitors and general trends in the industry as well.

Self-check
Review your CV and cover letter, and select relevant strengths (skills, personality traits, experience etc) to emphasize during the interview. You want to appear knowledgeable when asked about specific items on your CV.

Think ahead
Although you can’t predict the questions, it helps to note the common ones and have some answers on hand. Also prepare some questions to ask the employer as it shows your interest, initiative and desire to learn.

Prepare an interview kit
Have all your necessary documents (CV and photocopies of your degree/diploma, certificates, testimonials and other supporting documents) arranged in a clear folder. Place the folder, along with a few pens, a notebook, copies of your CV and cover letter, and the contact information of the employer, in a document case. A well-stocked interview kit is great for career fairs, recruitment drives and networking events too.

Do a trial run
If there’s time, check out the location where the interview will take place, especially if you are unfamiliar with the area, to avoid the stress of being lost or late. Better yet, do a dress rehearsal so you know how much time you need to get ready before leaving the house.

In the hot seat
There is no formula for the perfect interview but there are some general rules of thumb that apply to all interviews.

Be punctual
Make sure that you are on time – not too early and definitely not late. 15 minutes before the interview is ideal. Call in advance to inform the employer should you be running late or unable to attend the interview – even if you are not interested in the job anymore.

Dress the part
Formal is still the norm when it comes to interviews. General rules:
• Choose business wear (freshly ironed) in solid, muted colors. Avoid shiny, loud and patterned clothing
  – For men: shirt, tie, suit trousers, dark socks and leather or patent leather shoes
  – For woman: skirt suit or pant suit with pantyhose or stockings (nude or black) and pumps
• Comb your hair neatly (use mousse to keep flyaways under control). Long hair should be tied back. Avoid dying your hair with unnatural hair colors when you’re job hunting
• Keep jewellery, makeup and accessories understated and to a minimum. Men should remove pierced earrings even if the holes show
• Use an odorless deodorant or antiperspirant.

Lay out your clothes and iron them if needed the day before the interview so you won’t have to rush.

Be respectful
This includes being courteous and well-mannered to everyone you meet. Greet the interviewer with a warm smile and a firm handshake. Only sit when you are offered a seat.

Watch your body language
Sit upright and clasp your hands loosely on your lap. You may move your hands when speaking but try not to do it excessively. Also maintain good eye contact and lean forward slightly when the interviewer is talking to show that you are interested and paying attention.

Communicate
Listen to your interviewer carefully. Don’t worry about what to say next – the answers should come naturally. Look for common ground and opportunities to match your capabilities with the requirements of the job where possible by giving strong and concise elaborations.

Cooling down
After the interview, shake each interviewer’s hand and thank them for their time.

Follow up the same day or first thing the next morning with an email reiterating your interest in the company and the position. There is no need to nag the interviewer for the results. What’s important is that you’ve given it your best shot. If they want you, you will be getting a call very soon.
What to do when everybody wants you

Receiving your first job offer can be an exhilarating experience. Nevertheless, before jumping on an offer, make sure you think it through carefully.

The words “Congratulations, you got the job” can make you feel on top of the world. In your gleeful state, you would be tempted to accept immediately. However, hold your horses, the job searching process is not over yet. There are some formalities that you need to follow to ensure that you make the right decision and keep the bridges in tact.

Request details in writing
Regardless of how much you want the position, make sure that you get the job offer in writing – preferably in an offer letter. If the offer is done verbally, ask for the information, then drop the employer an email to reconfirm the details and request for a formal offer letter and employment contract.

The offer should come with the following information:
- Job title
- The department or team you belong to
- Date of commencement
- Designation of the person you will be reporting to
- Salary and benefits
- Leave entitlements
- Probation and notice period, and other terms and conditions.

Making considerations
Don’t be pressured to make a decision on the spot. Even if you are overjoyed by the offer, take time to consider it – there is a chance that you might change your mind or get a better offer. Employers will usually be willing to give you a specific period (usually a week and no more than a month) to respond. If no date is specified, write a letter to acknowledge the job offer and indicate when you will get back to them with your decision – usually a week.

By now, you should have an idea of the level of commitment required so it’s just a matter of deciding whether the remuneration is worth it. Ideally, fresh graduates should take on the job with the best learning and growth opportunities but do keep in mind your short- and long-term goals, as well as personal commitments. Also ask yourself these questions:
- Have I been offered a fair salary? Is it comparable to what other people in the same position are making?
- Do I like the company culture and the working environment?
- Have I met my future boss and colleagues? Will I like working with them?
- Have I received any other job offers? How do they compare to this?
**How to accept**

It’s not as easy as signing your name on a dotted line. When you receive the offer letter and the employment contract, read through it thoroughly to make sure that you are in agreement with the terms and conditions. Remember that a job offer is binding so if you see something that you don’t understand or is different from what you expected, don’t hesitate to ask for clarification. Should there be any changes, make sure they are documented in writing and wait for the revised offer letter before you say “Yes”.

If everything looks good, inform the employer that you would like to accept the job and make arrangements to sign or hand in the signed copy of the employment contract. In the event that you are unable to meet up with the employer in person, write them an acceptance letter. There are plenty of samples that you can refer to online or you can obtain resources from the Career Center.

**How to decline a job offer gracefully**

There is no nice way to say “No” but you can always do it tactfully and professionally. Here’s how to reject a job offer while staying on good terms with the employer.

- As soon as you are sure that you are not interested in the job, let the employer know immediately so they can extend it to other qualified candidates
- Avoid breaking the news through email or voice mail. Notify the employer by phone and make sure that you speak to your interviewer or the person in charge of hiring
- Follow up with a professional letter, declining the offer. There is no need to explain your reasons
- Refrain from saying anything negative even if you had a bad interview experience. Last but not least, thank the employer for the opportunity and wish them well. Do your best to show your gratitude and sincerity. Remember that the employer could be an important client or contact in the future.

Should a “better” offer come after you’ve accepted a job offer, you are obliged to stick to your original commitment. The HR community in Hong Kong is small and close-knit, and word gets around quickly about “flip-flopping” candidates.

You may feel some regret at first, but take this as a learning opportunity and enjoy the small ego boost of being selected for the job you “really” wanted. Once you’ve turned down the offer, start the job you accepted with your full commitment and your loyalty will be recognized in the long run.

More tips can be found at [https://career.ust.hk/career_development_key06.html](https://career.ust.hk/career_development_key06.html). For information on the conditions of employment in Hong Kong, refer to A Concise Guide to the Employment Ordinance at [www.labour.gov.hk/eng/public/ConciseGuide.htm](http://www.labour.gov.hk/eng/public/ConciseGuide.htm).
You might have obtained a taste of real work as an intern but don’t be surprised if a change of title from “intern” to “employee” comes with much more responsibilities and expectations.

From intern to employee

Getting a job is only your first step on a continuous journey of career development.

The difference between studying and working can be like night and day. Hence it is important to be well prepared to ensure quick adaptability and a smooth passage into the work environment. This enables you to establish yourself and make significant contributions to the organization early on in your career.

Gear up for work

For a fresh graduate, the transition from cargo shorts and tank tops to suit and tie can be daunting. If you are used to rolling out of bed just in time for lunch and going to class in the clothes you slept in, a nine to five routine may require some getting used to. Here are some tips to help you feel at home at work.

Play the part

One of the ways to fit in is to do your job well. Get a head start by doing some in-depth research to learn about the nature of your job as well as the company’s products and/or services, corporate culture and management style of the organization. Keep this up at the office and your colleagues may be surprised to find out that you are a newbie.

Dress for success

Although it is shallow to judge people based on appearances, that is all your colleagues and supervisors will have to judge you by – in the beginning, at least. Even if the dress code is casual, you should dress a bit more conservatively for the first two weeks until you are certain of the appropriate dress code.
Be punctual
With so many time management and navigation tools these days, there is little excuse to be late. Explore different routes for travelling to the workplace, using maps, GPS or simply through trial and error to see what is best. You can even ask your colleagues or the HR department for advice—it is a great way to break the ice.

Stay positive
People enjoy working with individuals who have an optimistic and can-do attitude. Be courteous and friendly to everyone at the office, and try to maintain friendships that are based on mutual respect. Find alternative ways to manage stress instead of complaining constantly and stay out of office politics as it will lead to negative consequences.

To infinity and beyond
Once you are settled into your first job, it is important to re-examine your goals and monitor them to ensure that you are on the right track. Here are some strategies to help you take charge of your career.

Update your CV
Keep your CV up-to-date at all times as you gain more experience, skills and responsibilities. Not only does it help you keep track of your progress, it will help you decide on your next career move—whether it is to ask for a raise, to look for new opportunities or a career change.

Self-review
Take time to re-evaluate your goals and to plan your career path. Fill in the gaps in your CV and obtain additional skills by going for courses and seminars, pursuing postgraduate studies or doing freelance or consulting work.

While these activities are beneficial in the long run, they can demand a lot of time and money. Therefore, check if your employer has any allocations to help cover some of the costs or if there are any staff training and education that can be integrated into your work schedule.

Get involved
Share and exchange insights with other professionals by joining professional associations, participating in forums and contributing to trade journals. You can also volunteer to emcee, present and give speeches at meetings, conferences and educational institutions. This will make you a familiar face within your industry and help you sharpen your public speaking skills as well as expand your professional network.

Cultivate your connections
Stay in touch with your classmates, colleagues, friends, clients and former bosses and continue to find opportunities to expand your network. You never know who will be able to lend you a hand or provide you with a much needed contact later in your career.

Looking ahead
Your first job is just the start of a long career. There is no telling if your career path will be a straight highway or a long bumpy road. Nevertheless, keep learning and enjoy each pit stop as you move along your career path. Every experience can work to your advantage if you allow it.

Shortcuts to success?
Money and status are only a part of the success equation. Do not make hasty decisions for short-term gratification. Seek opportunities to learn and develop yourself instead.
Three UST graduates share their journeys to starting and sustaining their own business – how they rise up from pain, learn from setbacks and fulfill their dreams.

Even since he was a young boy, Gabriel CHEUNG (BBA in Marketing, 2003) wanted to own something – something that he could build and control. “Of course, I didn’t have any concrete idea as to what it was going to be,” said Gabriel, “but the thought of creating something was very attractive.”

In Year 2, he approached a small web design and web hosting company called Microweb, which was a joint venture between HKUST and a few graduates, and offered to work there during the winter break. “Even though my responsibilities involved some routine telemarketing tasks,” said Gabriel, “I utilized my creativity and initiative to come up with talk sheets that helped turn cold calls into successful sales calls. In the month that I was there, my superiors were very impressed by my performance.”

After graduating in 2003, Gabriel started working in the HR department at P&G. The more commitment he showed, the more tasks he was given. “For more than a year during my stint at P&G,” he said, “I was performing three full-time jobs: on top of my HR role, I was also doing employee relations as well as a sales job, overseeing over 20 pharmaceutical outlets in Hong Kong. I was assigned the most high-level and challenging tasks, but work pressure was also very high. Working seven days a week was the norm. Suffice it to say, my life was not that balanced.”

A wake-up call
Joining a Neuro-Linguistic Programming (NLP) training course gave Gabriel a chance to reexamine his priorities. “My two sisters were planning their weddings, and I wanted to be involved in that special time of their lives,” he said. “All of a sudden, things became very clear – I could not allow work to consume me. I decided to resign from P&G, even though I had been told I would be promoted in three months.”

The pleasure and pain of entrepreneurship

Learning to deal with the ‘downside’ of the industry actually refined my business sense and nurtured my perseverance.

Gabriel CHEUNG, BBA 2003
Director, Octopus Recruit
Gabriel took a break and visited a friend in Tokyo, where he did a few unusual things. “I brought along my musical instrument, the sanxian, which I hadn’t played for quite a while,” he said, “and did a 30-minute live performance at the Yoyogi Park under the cherry blossoms. I also went to the beach for nine straight days. Apart from swimming and sunbathing, I got to observe and reflect upon life. The revelations I got determined my direction from then on – I want to have a quality life that not only includes a fulfilling job, but also a family with children. Those six months in Tokyo were instrumental in helping me find out who I am and what I really want in life.”

Upon his return, Gabriel thought of starting his own business but he knew he was not ready yet. He finally joined Robert Half, a renowned US recruitment firm which was just starting up a branch in Hong Kong. “There were only three people when I joined,” he said, “so I had the opportunity to be involved in a wide range of tasks, from office hygiene and design to organization and business building. Getting involved in the set-up stage proved to be very helpful when I started my own business later on.”

Start small, think big
Two years later, a voice inside him said: “Gabriel, you’re ready.” In January 2009 – only a few months after the financial tsunami – Octopus Recruit was set up in a home office. It was a tough time to start a business as many people were looking for jobs but companies had stopped recruiting. “We had zero business for the first eight months,” Gabriel said. “If it weren’t for the help and support of friends, I wouldn’t have made it through.”

Gabriel got his first check eight months after starting the business, and learned a few things the hard way. “Starting a business at a low point in the industry may not be a bad thing after all,” said Gabriel. “Learning to deal with the ‘downside’ of the industry actually refined my business sense and nurtured my perseverance. Moreover, when the industry is slow, your competitors will focus on cost-cutting, while you have the highest energy to ‘do the right thing’. The low point is actually where opportunities lie.”

Gabriel said with confidence that he sees no reason why his business cannot be sustained. “But you need to raise it like a baby,” he said. “You have to be 100% fully dedicated because the baby’s survival depends on you. Apart from having the right mentality, you also need passion. Together with experience and skills, you will have what it takes to help the business grow healthily. So start small, but think big. My plan for Octopus Recruit is for it to grow into a company that not only has a good share of the market, but also bears a strong sense of social responsibility.”

Rollercoaster ride
The Tsang brothers were definitely thinking big when they started Pencake Limited in 2008. At one point, they were hoping that the website they developed would be in the Top 100 in the world. Little did they know that their pursuit of their dream would be an intense rollercoaster ride.

“I confess I didn’t have any clear direction after graduation,” said older brother Terry TSANG (BEng in Civil Engineering, 2004; MPhil in Civil Engineering, 2006), who joined a Swiss financial firm as a business consultant after he received his MPhil degree. “I’ve always liked to try different things, and so two years after we

In a fast-paced, ever-changing environment, where there is crisis, there is opportunity.

Terry TSANG, BEng 2004, MPhil 2006
Co-founder & Marketing Director, Pencake Limited
both left UST, I had a talk with my brother on the train and told him ‘I think we should start something on our own.’”

At that time, both of them had decent jobs – one was doing sales in a bank, another doing software outsourcing in an IT company. “My brother and I are quite different,” said younger brother Terence TSANG (BEng in Computer Science, 2006), “but we have one thing in common – once we want to do something, we will do it regardless. I was doing well at my job and I actually liked what I did. But I thought, since I love doing this so much, why don’t I do it for myself instead of someone else?”

**Just do it**

So, even in anticipation of a promotion, Terence resigned on his birthday – just to make it more memorable. “I never had any mottos in my life,” said Terence, “but I kept thinking about this quote at that time: ‘If you wait to do everything until you’re sure it’s right, you will probably never do much of anything’."

When both of them resigned, the company was not set up yet, but they already had an idea of what they should do. “When I was in Form 6, I started my own little e-card business called ‘E-card 小天地’ and I even won first place in an e-card design competition,” said Terence. “So I thought that would be a good business idea to start with. We didn’t think too much, and we didn’t know how hard it would be. We just went ahead and did it.”

Pencake Limited was officially set up in October 2008. It started out as an e-card business, but soon after, Terence started having doubts. “We hadn’t made any progress,” said Terence, “and we didn’t have much money left. I thought, perhaps we should have understood the market more before going in?”

**Plunging low**

In spring of 2009, reality was setting in. “I still managed to remain hopeful in the end of 2008,” said Terry, “but around March the following year, I started to lose hope. It got worse as time went on; I wasn’t sure what I was doing anymore. Everyone was asking me to quit. Apart from Terence, I felt no support from anybody. It was a terrible feeling.”

A few months later, Terry’s girlfriend, who had always been supportive, broke up with him. “She didn’t leave because I had no money,” Terry said, “she left because my despair and depression left me a different person. She could no longer be with me.”

In June 2009, Hong Kong Science and Technology Parks accepted their application and they were able to move...
their office there. But the news did not help much. “We hadn’t had any income for 18 months, and I hadn’t been able to fulfill my financial obligations towards my mother for 21 months. I felt ashamed and hopeless. I started asking myself, ‘Have I taken the wrong path? Have I put my education to waste?’ So I said to Terence, let’s wait for two more months. If we still see no progress, we’ll have to call it quits…”

A month later, something gave them a ray of hope. “We heard that former president Prof Paul Chu was leaving,” said Terry. “So we came up with an idea – we asked students to design farewell cards to Prof Chu, then we printed them out and presented to him on his last day. The event was widely covered by the media, and the publicity gave us quite a boost. Although we didn’t get paid, we felt a sense of approval from others. We were reassured that our efforts could mean something to some people.”

Soaring high
After that incident, the Tsang brothers found new energy for some brainstorming. “This time it happened in a sauna room,” said Terence. “We talked about different possibilities until we came to Facebook applications. At that time, I already had experience with Facebook apps, so both of us thought that could be a feasible idea.”

So in October 2009, they switched from e-cards to Facebook apps, and the response was overwhelming. “Our first application, Pollings (香港投票站), was a big success,” said Terry. “Users were able to use the apps to create their own polls – voting on the best university, best secondary school, best young models, etc. We ended up having more than 30,000 poll topics and up to 3,000 new users on average every hour. And in two to three weeks, we had 200,000 registered users. It was an exciting time for us.”

On a platform like Facebook, applications can fade in about 20 days. But the brothers realized the huge potential and limitless opportunities in this market. “We studied the market and came up with more applications,” said Terence. “Create Your Quiz was another application that became really popular. After understanding how Facebook operates, we customize our apps to make them more appealing.”

Within 10 months, Pencake amassed more than 44 million monthly active users, making it the third most popular developer on Facebook. Back home in Hong Kong, the Pencake story has been widely published in newspapers and magazines. The brothers had not just taken off, they were soaring high.

Getting hit
In July 2010, the news came that all applications created by Pencake had disappeared from Facebook. According to online news reports, Facebook disabled Pencake’s applications because of alleged policy violations. “It was a hard hit for us,” said Terry, “especially when 50% of the report content is not true. We have made some mistakes, but we’re dealing with those problems directly with Facebook, and the inaccurate allegations from our competitors are unfortunate. I guess we learned it the hard way that business is indeed as ruthless as war.”

What hit them the hardest was not so much the technical problems or biased reports, but betrayal by people they trusted – their own employees. “It really hurts to find out that some members of the team did something to damage the company,” said Terry. “But at the same time, it’s comforting to know that half of the team decided to stay despite the mishap. With half of the team gone, the challenge now is to restore the morale.”

Standing firm
The brothers are now in the process of rebuilding their applications, and also working with Facebook to reinstate their status. “We’re standing firm on our feet again even though we’ve been hit,” said Terry. “But we wouldn’t have been able to survive this if we didn’t have the support of UST. Throughout the ordeal, the School of Engineering has given us a lot of reassurance. I cannot begin to explain how much that means to us.”

They have also been managing their cash flow well, and therefore, have enough funds to last through this critical time. “I always remind myself not to take the good times for granted,” said Terry. “A Chinese idiom says that we have to be mindful of danger even when we are in a safe environment. In a fast-paced, ever-changing environment, where there is crisis, there is opportunity. It’s been a difficult challenge, but we won’t let the bad times pull us down!”
Preparing to work abroad

While some graduates may decide to look for a job in Hong Kong, others may aim to land jobs in other parts of the world.

Globalization is a fact of working life today, with employers looking for employees who can do business with colleagues near and far, from Macau to Madagascar.

Starting out overseas

While you have the option of pursuing overseas internships during your university years, you can also look at internships after graduation. For example, you may want to look at the UK Hong Kong Graduate Work Experience Programme which was launched in 2008.

This program offers Hong Kong graduates the opportunity to obtain intern work placements in UK companies for up to a year. Sectors in the UK that currently require staff include consultancy, engineering, finance, information technology, research and development, sales and marketing, and supply chain and logistics. To qualify, you need to be between 21 and 30 years of age and a citizen or permanent resident of Hong Kong. You must attain at least 90 points in the Test of English as a Foreign Language (TOEFL) or 6.5 for the International English Language Testing System (IELTS) language assessment. Once you are in the UK, you will have the chance to improve your English, gain international work experience and make international contacts.

Languages play an important role when you decide to go and work in another country. For example, French and German are highly regarded in the European Union.

Second chances

Another way of going global is by starting work in a multinational company that has an office in Hong Kong. Once you have proved yourself in the organization, you may be eligible to apply to be seconded to offices in other countries. In this way, you will stay within the same company and enjoy the benefits and work culture you are accustomed to. Your visa to work in another country will also be taken care of by your parent company, and it will be simpler for you to relocate.

Applying directly

The more difficult route would be to apply directly for a job in another country. Nowadays, you can post your CV on international websites like monster.com and be offered a job almost anywhere in the world. Employers will be able to find you and interview you on the telephone, or may invite you to visit their country for an interview.

Under these circumstances, you must probably have to get your visa and work authorization documents in order yourself. Only then, will prospective employers be willing to speak to you.

You may also want to consider making your career in emerging economies that need graduate talent, such as Latin America, Russia and Southeast Asia, as well as lesser known but prospering EU countries like the Netherlands and Poland. In Asia, mainland China and Singapore are known to have considerably better job markets.

International career experts have commented that working abroad will definitely increase your employability at home. When you decide to return to Hong Kong, the fact that you have worked in other countries will most certainly add strength to your CV, and broaden your horizons as an individual.
My incredible exchange experience at UST to the University of Southern California confirmed my desire to work in the US. As a US permanent resident, I started actively pursuing US opportunities in my final year.

I began by speaking to friends in the States to gather advice on the hiring landscape. Shortly after graduation, I flew to New York for a month to connect with local recruiters. I was referred to an opening at BlackRock Financial Management [my first employer] by a friend and subsequently received an offer to join the Account Management Group (now Global Client Group). New York appeared to be an exciting city as well as an ideal place to start a career. The opportunity to enter the buy-side and work at BlackRock’s headquarters was irresistible to a fresh graduate like me.

Anxiety kicked in later when I realized how much logistical setup was required to start a new life in a new city. Thankfully, my new bosses and fellow colleagues were incredibly helpful and approachable. The culture was truly open and collegial. That helped me immensely in getting up to speed and fitting in.

Prior to moving there, I began connecting with old friends and friends of friends in New York to expand my support network. We shared a camaraderie being in similar stages of life. As time progressed, we came to share each other’s joys, sorrows, excitement and frustrations working abroad.

Indeed, my life abroad has had its share of challenges. As daily conversations in the office evolved around American sports like American football, I would watch final matches in sports I had no particular interest in just to fit in. Moreover, cold winters with short daylight hours could get depressing with darkness setting in as early as 4pm.

After three and a half years at BlackRock, I went to the University of Cambridge to acquire my MBA. I have now returned to New York and work for Barclays Capital.

Working abroad has offered tremendous value to my career overall. It has enabled me to work with an amazing pool of talents and allowed me to grow immensely in a professional context. I don’t believe it takes a certain personality type to work abroad. It may help in the beginning if you are more independent and outgoing, but I see people who are quite the opposite and are still happy and successful. Keep an open mind. Do not be overwhelmed with preparation as you can never really prepare enough. Stay confident, reflect often, and be positive!
In my second year at UST, I had a wonderful exchange experience at the University of Pennsylvania in the US. That motivated me to explore career options outside Asia. While studying for a postgraduate degree, I secured an offer from Deutsche Bank’s mergers and acquisitions (M&A) team in London through its annual graduate analyst program which allowed me to start work upon completion of my postgraduate degree. As a global business major, I figured advanced markets experience would one day benefit my work in Asia as the region would eventually catch up with the rest of the world’s advanced markets. I also wanted to spend a few years overseas to broaden my network and horizons. Later, I moved on to Morgan Stanley’s M&A team, and then to Vodafone’s Internal Strategy team specializing in Internet services.

Experience exceeded expectations

My greatest challenge after I arrived in the UK was building confidence. Most Europeans graduate around their mid- to late 20s and have acquired much more experience than a typical Hong Kong graduate like myself. I felt intimidated and appeared shy as I worked with colleagues who were at least five years older than me. However, as time went on, I managed to find my niche and strengths, and used them to my advantage. My prior internships and academic background backed me up with sound technical knowledge that earned recognition from my peers. Furthermore, as companies in advanced markets looked into emerging markets, my views, language skills, and Asia experience proved very helpful. In fact, I was assigned to work for heavyweight clients ranging from multiple FTSE100 companies to the top search engine of Russia.

Many of my colleagues were also interested in my Chinese background. Some of them became my close friends, even taking me back to their home countries — from Bosnia to Morocco to Sweden. I took them to China as well! Earlier this year, we conquered Mt Kilimanjaro (5,896m), the highest peak in Africa. This kind of international exchange was one of my biggest gains.

Becoming a bridge

After spending five years in the UK, I believed I would be most effective in my professional career if I became a bridge between advanced markets and Asia. Since coming back to Hong Kong in early 2010, I realized that my overseas work experience is truly a differentiating factor. My international business network enables me to more readily source overseas commercial opportunities and my understanding of best practices in advanced market firms can be transferred to emerging Asian firms.

My work experience in Europe also impacted me personally. European corporations place a profound focus on improving customer experience, changing industry landscapes and creating positive social impact. This was one of my major considerations to join Alibaba.com — to empower thousands of Chinese SMEs to enter world trade by investing in appropriate businesses, tools and technologies. Ultimately, Chinese SMEs benefit from enhanced trade and can create jobs while overseas consumers can benefit from a wider selection of products.

Looking back, the many opportunities offered by UST — studying abroad, joining international student organizations, interacting with exchange-in students etc — helped me get a head start in becoming a culturally sensitive and versatile individual. Once you are willing to step out of your comfort zone and keep trying, the possibilities are limitless.
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THE HKUST CAREER GUIDE 2011
If you're thinking of furthering your studies after obtaining your degree, make sure you're doing it for the right reasons.

### Pursuing postgraduate studies

If you are in your penultimate or final year of your undergraduate degree program, you are probably thinking about the next steps on your career path.

Should you enrol in a postgraduate course as soon as you obtain your undergraduate degree? You should first know what your career goals are. Knowing which sector you wish to be employed in and working towards that goal should help you ascertain whether and/or when to further your studies and if so, which type of postgraduate program to follow.

To enter the field of academia or research, it would be natural to sign up for a postgraduate program immediately after obtaining your undergraduate degree. With your postgraduate qualification, you can consider options in research and teaching that would require a Master of Philosophy (MPhil) or a Doctor of Philosophy (PhD) degree.

The PhD program requires coursework and a large amount of independent research to be taken on by the student. A full-time program will take at least four years to complete while a part-time program will take about at least eight years to finish. The Master of Philosophy requires the same amount of coursework and research of the student but takes at least two years to complete on a full-time basis and at least four years to finish if done part-time.

If you are interested in gaining more advanced technical knowledge in a specific field outside of academia, a taught master’s program, with an emphasis on coursework might be the way to go. Taught master’s programs can be pursued on a full-time or part-time basis, the length of the course depending on the specific field of study. Check with the specific department for more information.

### Delaying the inevitable

On the other hand, some graduates turn to postgraduate studies to “buy time” while they wait for the job market to improve. While this might appear to be a reasonable choice when the job market seems to be increasingly difficult to penetrate, expert educators have advised that pursuing a postgraduate program without a clear sense of how it would help in your career or personal development is a sheer waste of energy and financial resources.

In addition, a certain amount of maturity is needed when one decides to opt for postgraduate studies. This is usually attained by joining the workforce, learning about various aspects of life and most importantly, understanding how the postgraduate program would advance your career or personal development.

Ultimately, the decision to pursue postgraduate studies requires some honest soul searching. Don’t jump on the “postgrad bandwagon” just because you want to feel good among your peers. A postgraduate degree will only truly be worthwhile if it is pursued with a purpose.

If you want to pursue postgraduate studies, consider joining the HKUST Undergraduate Research Opportunities Program (UROP), which is designed to allow undergraduate students to work closely with faculty members and to participate in research, scholarly or creative activities.

For more information, visit [http://www.ust.hk/vpao/urop/index.html](http://www.ust.hk/vpao/urop/index.html)
Why those years are all worthwhile: Stories of UST’s PG graduates

Pursuing postgraduate degrees has led three UST graduates to a series of big and small positive changes – a passion found, perspectives widened and a life matured.

There are around 3,500 PG students in HKUST each year, with backgrounds and paths as varied as stars in the sky. Each of them has their own story.

Following your own path

Oliver LEUNG (BEng in Computer Engineering 1997, MPhil in Electrical and Electronic Engineering 2000) often says that he doesn’t like to conform to people’s ideas of “the right thing to do”. “I tend to always have my own way of thinking. Perhaps I am a bit rebellious. But ultimately I have to do what I believe in, and not just go with the flow.”

This explains why he chose to work at Perception Digital, a listed company now, but a small startup ten years ago when he joined. “I was employee no 8,” said Oliver, quite proudly. “People say that joining startups is a big risk, but I loved the challenge. I almost had a sense of mission – I felt I could play a more significant role and actually watch the company grow.”

Of course, it made a big difference that one of the founders of the company – his own thesis supervisor, Prof C Y Tsui – asked him to join. “He was my boss. If he hand-picked me himself, that meant I was a good fit,” said Oliver. “My good relationship with my supervisor really served me well. I learned to get well-prepared before asking any questions because he never just fed me with solutions. He would always say, ‘What do you think?’ If I failed to demonstrate that I had thought about the problem thoroughly, he would simply ask me to go away! This built up my analytical mind and I learned to take ownership of whatever I have to do.”

Oliver’s life became quite challenging after he started his postgraduate studies. “My transition from UG to PG was a bit difficult,” he said. “I continued to ‘study hard’, but in the wrong way. I over-exerted myself and as a result my health suffered. I fainted once while I was playing sports. I also broke up with my girlfriend. My life was a total mess.”

That “faint” was a big wake-up call for Oliver. “I felt the need to rebuild my life. I started exercising and learned to lead a more balanced life,” he said. “The academic knowledge that I had gained in those years may not be applicable to my job anymore, but that realization – and my ability to tackle problems after the incident – has served me for life.”
That ability to handle problems came to a real test about three years into the job. “I went from Project Manager to Operation Manager,” said Oliver, “from supervising individual projects to managing the entire workforce in Shenzhen – a total of 120 people. I felt the huge responsibility before actually knowing the kind of problems I might have to deal with.” One time, a partner factory in Qingyuan had to close down; around half of his colleagues were still there and there were products that still had to be delivered. “The morale and the atmosphere within the factory were terrible,” said Oliver. “It wasn’t uncommon to have violent workers’ protests in those days, so I started to worry about the safety of my colleagues. And at the same time, my health was not doing well. I had cardiac arrhythmias and that year I was actually sent to the emergency room five times.”

Looking back, Oliver realizes that those two years were quite a stretch for him. “Everyone was looking up to me,” he said. “I actually didn’t have the answers to all problems, but I had to demonstrate leadership and rise up to the occasion. Now I see that I had really grown and matured a lot in those two years when I was Operation Manager. And what I learned in my PG years definitely shaped my character and developed my resilience to handle what was to come.”

Oliver does not do the most “expected” thing. After receiving his bachelor’s degree, he declined an offer from HSBC because he “didn’t want to just be a programmer in a prestigious bank”. He was offered a chance to join a huge MNC right before he was promoted to Operation Manager, but he stuck to his guns and did what he believed in.

“Don’t be afraid to take an alternate route,” he said. “Don’t keep asking ‘What will I lose?’ Sometimes you just have to take that step of faith. What you gain after that may far exceed your expectations.”

To see the world

Jessie LUO (MSc in Telecommunications 2009) knew after she graduated that she would not be staying in the Mainland for her postgraduate studies. “If I had stayed, I would probably continue on at my own school – South China University of Technology – where I got my bachelor’s degree. But I wanted to see the world,” said Jessie. “I considered going to North America, but I was worried that I would be too lonely. I would feel more comfortable if I was surrounded by Chinese people.”

And so Hong Kong became the obvious choice. “A representative from HKUST came to my university to introduce the MSc in Telecommunications program,” she recalled. “It didn’t take me long to realize that it was what I wanted to pursue. I was attracted to UST’s reputation as well as its surroundings.”

Now working as a Business Development Executive at Cluster Technology, a supercomputing company, Jessie knew early on upon her arrival that she made the right decision. “I was so impressed by the energy displayed by the UG students,” she said. “Their activities at the Atrium, their chanting and sometimes even dancing – inspired me in a very special way. They were so serious even when they weren’t studying! Even the posters on the notice boards were so attractive. For someone who just came from the Mainland, all that was very exciting.”

Another surprise came from her professors. “To be honest, I didn’t expect to learn much from my classes because I assumed that MSc courses would not be my professors’ priority. But that wasn’t the case at all,” Jessie said. “They always replied my emails promptly and would gladly offer to see me if I had any questions. Moreover, they really went out of their way to help us find jobs.”

Thanks to her professors’ encouragement, Jessie started looking for jobs only three months after she started the program. “I sent out around 100 CVs in total – logistics companies, chemical companies, universities, banks, telecom firms – I tried almost everything that was available,” she said. “Finally, I got an offer from Clustertech. And I was actually the first person in our class to get an offer.”

Jessie believes that she got the job because of her initiative. “I was able to show the interviewer that I really made an effort to understand the Hong Kong society within the short period of time that I was here,” she said. “Knowing the difference between Hong Kong and mainland China is very useful, especially in my current position in business development, because Clustertech has a branch in the Mainland. My Mainland background together with my Hong Kong experience becomes an advantage for me.”

In fact, Jessie considers this advantage her biggest gain in Hong Kong. “Academic knowledge is only secondary. Studying at UST and working at Clustertech this past year actually enabled me to adopt a much more open attitude towards the world,” she said. “When I was in the Mainland, I wasn’t exposed to a lot of media. But here
in Hong Kong, I got to visit different websites and read all sorts of newspapers and magazines. All these really opened up my horizons. I’m also becoming more aware of the problems in China – problems which I wouldn’t have had realized if I had stayed there.”

After working for half a year at Clustertech, Jessie has decided that she will return to China some day. “I want to bring back what I have learned here – not just an open mind, but also the work ethics of Hong Kong people,” she said. “Besides, I think I would have better job prospects back home. But right now, it’s still a learning phase for me.”

Recently, Jessie visited home and met a lot of her old classmates. “Many of them finished their masters and are working in big firms like China Mobile, Tencent and P&G China,” she said. “While I’m happy for them, I don’t envy them. If I had stayed home, I would not have had the opportunity to see the world from different perspectives. I chose a different path and I’m glad that I did.”

**Found by his passion**

Thomas LEE (BEng in Chemical Engineering 1998, MPhil in Chemical Engineering 2000, PhD in Chemical Engineering 2003) is a homegrown PhD at UST. He spent eight years here completing three degrees and came back briefly for his postdoctoral research in 2005. He is now Assistant Professor of Biomedical Engineering at The Hong Kong Polytechnic University. “I read research papers like most people do novels,” said Thomas, “I derive much pleasure from it.”

But this passion for research did not come early for Thomas. A born sportsman, he will tell you that academia was not his first love. In fact, he almost seems like a “reluctant scholar” in the sense that he never planned his way through his doctorate degree. “I guess you can say research found its way to my heart,” he said.

It all started in his first year at UST as a Chemical Engineering student. “I found out early that I didn’t want to work in chemical plants or waste treatment sites,” said Thomas. “Then I took the initiative to participate in some UG research and realized that I actually enjoyed reading research articles – no matter the discipline. After talking to some professors, I decided that getting a Master’s would be the thing to do. But to be honest, all I wanted was to do research; I didn’t plan to go into the academic field at the time.”

Thomas considered the two years he spent on his Master’s degree “pleasurable”. “I enjoyed it, even though it was pure frustration 99% of the time,” he said. “But my drive to achieve my goal was strong and the sense of satisfaction upon achieving the goal was well worth it especially after all the frustration.”

That sense of satisfaction was so fulfilling that he went on to pursue a PhD. “The path to PhD was, however, rather painful,” Thomas said, “but the sense of satisfaction was even greater. I also started to understand what being an academic entails. I got to work on grant proposals and manuscript review, as well as teaching, and I realized that the job really suits my personality.”

One person played an important role throughout his postgraduate studies – his thesis supervisor, Prof I-Ming Hsing. “He is like a father figure to me and I respect him a great deal,” said Thomas. “He spent a lot of time brushing up my English. I remember he went through the manuscript of my first research article ten times. Thanks to him, I gradually learned how to write like an academic. He is my role model especially now that I’ve become a professor myself.”

After completing his PhD, he got an opportunity to do his postdoctoral research with Prof Joseph Wang at the New Mexico State University in the US. Prof Wang was even willing to hire his wife to work for him so that they could go together. But soon after their arrival, they found out that they were expecting a baby. After his wife delivered the child, Thomas knew they had to return home. “It was very hard for my wife to adjust to the new place as a new mother,” he said.

So Thomas sent an email to Prof Hsing, who offered Thomas to join his group while he looked for a permanent job. Even though the academic field was not exactly on high demand at the time, Thomas was never worried about not getting a job. “I thought I could always be a volleyball coach and be just as happy,” he said. “I always believed that as long as I’m doing something that I enjoy, I will be content.”

He finally found an opening at The Hong Kong Polytechnic University. “The Biomedical Engineering Programme of the Department of Health Technology and Informatics was hiring – it seemed to me that they were not looking for someone exactly of my expertise but I decided to give it a try anyway,” said Thomas.

He’s been teaching there for four years now and hopes he will be doing this for life. “I enjoy teaching and interacting with my students. Yes, I still have to work on getting papers published and getting my tenure, but this is something I like. What’s better than doing something you like, right?”

Looking back, Thomas admits that he isn’t the type of person that plans ahead very much. “But ever since I was small, I would tell myself every day to do better than yesterday. I believe that is what got me through all these years of studies. The important thing is don’t just look at the results. Enjoy the process – the ups and the downs. You’ll gain much more that way.”

http://career.ust.hk
Taking a time-out

A “gap year” can fill in what’s missing in your skills.

It is becoming more common for graduates to take a few months to a year after graduation for some “me” time before stepping into the challenging working world, where you will presumably dedicate the next thirty or more years of your life.

As a young graduate, you have all the energy required to take on new challenges, meet people that you would perhaps otherwise not have the chance to come across and use this time to build on your life experiences.

Choosing to climb Mount Kilimanjaro, for instance, perhaps to raise funds to contribute towards a charity, is a noble action that will test your strength and perseverance. When you finally begin work in a corporate environment, you can recall your earlier achievement with pride and discover that no work task can be as challenging as climbing a mountain. In this way, taking a break will definitely lend to your character building and help you develop a better perspective on life. This is a definite advantage as most employers today have commented that graduates are often too settled in their comfort zones and are reluctant to embrace working life with a positive attitude.

On the other hand, taking a break could leave you behind in the working world as you might miss out on training and induction programs that will be offered to your fellow graduates as soon as they join the workforce. When you rejoin them, you may realize that they have moved ahead and accustomed themselves to the world of work while you are just at the starting line. Some of them may already be earning attractive salaries due to their early start.

Planning your time-out

The key to getting the most out of your gap year is to plan carefully so that your time-out is both an enjoyable experience and a valuable preparation for working life. Future employers will also want to know what personal goals you have set when you were planning your time-out.

Time-out options

<table>
<thead>
<tr>
<th>Casual work</th>
<th>Volunteer work</th>
<th>Studying short or part-time courses</th>
<th>Travelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part-time or hourly wage jobs might be an option if you want to gain experience about different areas of work without a long-term commitment. You can find vacancies in local businesses, or possibly sign up with a temporary staffing agency for short-term jobs that could lead to longer-term contracts if you find an organization that suits you.</td>
<td>Volunteering is another good way to gain experience in a wide range of occupations. You can also gain experience and training for certain careers, such as social work or healthcare. Almost all charities need volunteers to some extent, so check with the local and national organizations first to find openings.</td>
<td>These courses might help develop skills that you need for your career, such as IT skills or proficiency in a foreign language. Choosing to take a short course during your time-out – especially one that develops a professionally useful skill – will also look good to potential employers, as it shows your commitment to continued professional development and lifelong learning.</td>
<td>Seeing the world can be a valuable experience where you will have the opportunity to challenge yourself to learn new skills in new environments. You may be able to find opportunities to combine travelling with volunteer work or taking short courses overseas. You can also participate in the Working Holiday Scheme, which allows you to take up short-term employment of up to a year in selected countries including Japan, Australia, New Zealand, Canada, Ireland and Germany. Be very careful not to violate immigration laws – in many countries, it is a crime to take paid work while on a tourist visa.</td>
</tr>
</tbody>
</table>

To know more about Working Holidays, please visit the Career Center website (http://career.ust.hk -> “Finding a Job” -> “Working Holidays”)
I’ve always been a curious and adventurous person; I like traveling to different places not just to visit the tourist sites, but to experience another culture in a deeper way. As I was preparing for my life after university, I was intrigued by the working holiday program. The idea of living and being able to work in another country for an extended period sounded wonderful to me. After some research, I picked Australia because I wanted to go somewhere laidback, away from the hustle and bustle of the big city, and have the luxury to truly savor life. I wanted to experience something entirely different.

In summer of 2007 I embarked on my one-year adventure in Australia. I went around the entire continent, taking different modes of public transportation, staying in hostels and meeting people from all walks of life. At first, I had a rough time – I felt lonely, puzzled and lost. I reminded myself that I went abroad to experience life, not to spend my days in solitude. So instead of feeling inhibited or over-cautious, I started talking with strangers I met in the hostels. I found out that interacting with other backpackers was the most effective way of acquiring information about jobs, getting around and other survival tips.

I had six jobs throughout my stay there – the longest one lasted three months and the shortest one, in a restaurant kitchen, only two days. I just wasn’t good at cleaning and so I was fired after two days! That actually helped me gain a new appreciation for jobs that involved intensive manual labor. Every legitimate profession deserves respect.

Two jobs were particularly unforgettable. I worked on a farm picking lemons and tomatoes, sowing seeds, maintaining plants, packaging fruits and vegetables, etc. I also worked on a pearling boat for almost three months, learning about pearling and doing a lot of hard labor, but leading a very healthy life. Being a nature lover, life in the sea was like heaven to me – simple, relaxing, yet fulfilling in many ways.

Of all the new friends I made, I was most inspired by those who led a humble life. One of them was a new immigrant from Macedonia. In his 40s, he went to Australia by himself to seek the good life for his family. Despite his previous job as a graphic design professional in his home country, all he could find in Australia were low-paid manual jobs. However, his attitude remained positive and he never complained. His work ethic and optimism had a tremendous impact on me, helping me to put things in perspective. His family finally joined him and I had a chance to meet them as well. We still keep in touch.

I returned in 2008 to the serious economic downturn. I didn’t feel good, but I remembered what I learned from my time in Australia, so I persisted. After three months, I found my present job. Later my employer told me that they found my working holiday experience very interesting and made me stand out from the crowd. So everything worked out well.

Looking back, I realize that this working holiday was a time to shape my character and prepare me for the challenges ahead. I learned that in tough circumstances, we need to persist as long as we believe in what we do. The key is to maintain a positive mindset because there is something to be learned in every experience. Have confidence – you won’t know until you try.
Making a successful career transition

In the course of your working life, it will not be unusual to change careers a few times.

It is estimated that graduates entering the workforce in the 21st century will change careers an average of two to three times over their lifetime. Indeed, today’s career landscape presents a much broader assortment of career choices than in previous generations – as well as modes of work that range from full-time to part-time to flexi-time, on-site or remote, and so on.

The most usual reasons for changing careers are:
- Desire for personal growth, a change in lifestyle or work content
- Changes in professional priorities and motivations
- Changes in personal circumstances, such as family responsibilities or relocation.

For a successful career change, research, planning and networking will be very important – perhaps more so than when you were looking for your first job. You also need to ask yourself some honest questions and make sure you are not making this decision on a whim. Be prepared to start over again from the bottom – or close to it – as you work your way back up the ladder in your new career.

Preparation is key

Here are six essential steps to take when you are contemplating a career change:
- Find out as much as you can about your options through research and networking. Look for opportunities to ‘shadow’ professionals working in your target career
- Consult your network of contacts to find out about opportunities in the sectors that interest you – this will be easier than starting from scratch
- Identify the skills you have that are transferable to your desired career and Note any areas where you are lacking. Consider if further education or training will be necessary and factor the time and cost into your transition plan
- If you are not doing so already, start saving a “nest egg”, cut back on nonessential spending and have a financial plan in place to cover potential periods of unemployment – particularly if you want to start your own business, or need further education or training
- Find freelance or volunteer work that will let you “try out” the new field. For example, if you want to go into teaching, you could take up a part-time teaching job over the weekends. Alternatively, if there is a department within your current organization that is related to your target career, look for opportunities to take on responsibilities there or apply for a lateral transfer.
- As with any new venture, changing careers can be challenging, especially if you have been in the same line of work for many years. Focus not on what you are giving up, but on everything you stand to gain. The reward will make it all worthwhile.
I got my first SLR camera in Form 1. No matter how heavy my school bag was, I carried my camera with me every day, taking photos of anything that I found interesting. I would skip lunch to save money to buy filters. Back then, a roll of film could last me a month – every shot was precious.

**Doing the “correct” thing**

My first choice for university was studying Communication, concentrating on Film/Video, in Hong Kong Baptist University. I got the offer but my family opposed it, saying it was not a practical field and it’s hard to make a living. Being the eldest son, I felt I needed to honor the wishes and expectations of my family. So I joined the Computer Science program at HKUST instead, thinking it would be a practical and reasonable decision.

Not long after, I realized that I didn’t like to write programs. Still, I worked hard in university. Upon graduation, I started working in an HKUST start-up called Supernet (now Pacific Internet). Over the next 10 years, I worked in six or seven different jobs – in pre-sales support engineering and sales and marketing in the IT industry, distributors, vendors, local start-ups, multinational companies. I tried to love what I did and find my niche. In fact, my career in the IT business developed reasonably well, but all along, I knew I wasn’t doing something that I particularly liked.

**Following my heart**

My turning point came in October 2006 when I lost my job and started feeling quite depressed, not knowing what was to come. Then I found out about Jane Zhang (張靚穎), a singer from mainland China. Her singing, her story and her belief in music comforted me and uplifted my spirits. When she visited Hong Kong for the first time I decided to go meet her.

This turned out to be life-changing. Meeting her in person instilled a strong desire in me to capture her live performance with my camera, and urged me to pick up photography again.

I also felt the need to refine my skills, so I attended a course taught by renowned photographer Alan Yip (葉青霖), who has since become my mentor and friend. He taught me how to develop the photographer’s “eye” and “mind”; helped a dozen of his students, including me, to publish a photography book (*Oh Shoot! 玩...攝影*); and later gave me the opportunity to become a photography instructor.

**Connecting the dots**

In 2008 when I was working at Symantec, the pressure at work built up so much that I couldn’t take it anymore. I resigned without having any concrete plans. It was then that I connected with two friends, one of whom was an instructor of the photography course I took the year before. They were both seasoned photographers who had been in the business for over 10 years. They invited me to join them and start a wedding photography business together. I then realized that I was prepared to make the big change.

My photography business has since then been doing very well. People ask me if I have wasted 10 years. Absolutely not. I know that had I started the business 10 years ago, it would not have lasted. I wasn’t mature enough and didn’t have the skills I have now to sustain a business.

Those 10 years made me very certain that photography is my true passion. The key is to follow your heart, even if it doesn’t seem to make sense at the time. When the right time comes, you’ll be able to connect the dots and watch how everything comes together.
Since graduation, Angelica has worked in several industries – from being a management trainee in the airline industry, to servicing several FMCG clients in a market research firm, then within the creative industries sector. Now, she applies her skills and knowledge gained to the betterment of Hong Kong.

I’ve had the good fortune to work with four excellent companies and great bosses since completing my studies at HKUST. So far, I’ve been in the public and private sectors – with an MNC company with over 10,000 employees, as well as an SME with less than 40 people. My work environments have been quite varied – from being within the belly of an aircraft, pitching to clients in mainland China, to organizing exhibitions in a heritage building. Through my work, I have met people from all continents of the world!

Create your own reality

Attending campus seminars, reading newspapers or meeting recruitment agents can all help to develop your career. I’ve used all those methods too. But have you ever thought that it is also possible to create your own opening?

A few years ago, I got inspired when watching a television documentary about the “creative industries” which were just gaining momentum then. In my early youth, I had also considered a career in the more artistic realms, but finally pursued a business degree. The creative industries offered an interface of these two disciplines where I could put my skills to use. Serendipitously, I saw a brochure for the Business of Design Week (BODW) event, which I later attended – and where I met one of the speakers, a well-known designer for whom I would work for the next two years in a newly created opening!

1+1 > 2

Making a smooth transition from one industry to another is possible but not always easy. In addition to having genuine interest and passion for the industry, the other essential factor is research.

Over the years, every time I planned to make a job transition, I would spend five to 10 hours researching about the new company’s main business activities in Hong Kong, its holding structure, stock performance, key personnel, history, future directions and its competitors. Apart from the company’s website, I would also look into other resources including recent press releases, annual reports and trade journals. I then asked myself – do I believe that I could be the best candidate for the position? Will I be truly happy working there?

Skills sets will change and develop over time with experience, so I make an effort to keep track of what I know and find out if there are potential gaps in my knowledge. Once I know what I lack, I will try to do something to acquire those skills. At the same time, I will also talk to a variety of people – especially those who have a keen sense of trends and current affairs – to give me an honest and critical analysis of my skill portfolio.

Careful thought is warranted before moving into a different field of work. Make sure your reasoning is logical and relevant as there are always risks, although potentially many rewards too. Experiences from a previous industry are never wasted as knowledge and attitudes are synergized into your existing self, making the whole much more than the sum of its parts.
King Lui Wong,
Analyst, Technology
Graduated from
Hong Kong University of Science & Technology

I recently joined the Technology Analyst Development program. Before that, I did my summer internship at J.P. Morgan. During my internship I was in the Banking & Research team within the Technology division, which develop applications for Equity Research to assist in the analysis and composing of research papers. I was one of the developers working on some Excel macro programming and was given significant responsibilities from day one.

The primary reason I chose to work in the Technology division was because my majors are Finance and Information Systems; I thought it would be a place where I could apply what I’d learnt from my two Majors in a real job situation.

The summer internship program was very well organized and really comprehensive. It gave us an overview of the company and helped us to better understand J.P. Morgan and the industry. For example, we had an ‘enrichment session’ every week and a ‘senior speaker series’ in the evenings to learn about the firm in more detail. There aren’t many places where you’d get a chance to talk to so many Managing Directors from such diverse parts of the business. These sessions were more than just about what each division does; the senior managers actually shared their personal experiences on how they’d built their careers.

Also each intern was assigned a mentor who gave valuable advice during the internship. And, whenever there were any problems I could discuss things with my colleagues to find solutions. It gave me a strong sense that I was truly part of the team.

At J.P. Morgan everyone is respected and consulted on a regular basis – it makes you feel as though your opinion counts. Other things that helped me develop were the ‘lunch and learn’ sessions and the regular talks with my managers. This kind of feedback meant we always knew what was expected of us and what we needed to do to get to the next stage.

Kate H Rickenberg,
Investment Bank Campus Recruiter,
J.P. Morgan Asia Pacific

What are some of the skills and knowledge that you look for when recruiting graduates?
We look for candidates who not only have a strong academic background and a genuine interest in the finance industry but also who have involvement in extra-curricular activities – candidates considered to be “all-rounders”. Relevant work experience and relevant language ability are also advantageous.

Are academic qualifications important?
Yes absolutely – all companies will seek a strong academic background. But just as important are work experience and extra curricular activities. A full CV (and accompanying covering letter) will give an employer a 360 degree snapshot of the applicant, which is vital to get a sense of whether or not a candidate may be suitable to the role/program/vacancy.

How important is work experience?
Most investment banks will invest in internship programs, which are considered a ‘talent pipeline’ for full-time graduate programs. The internships are structured and can include business and soft skill learning & development, networking events (some can be selected, i.e. philanthropic, diversity driven) and case study projects – all will include setting objectives and regular evaluation of the work undertaken. Successful interns can expect to be considered for full-time graduate program opportunities, allowing the student time to concentrate on final studies having already secured employment on graduation the following year.

What is your advice to graduates who aspire to work for your organization? How should they prepare for the selection process, or the work in your organization?
Research. Do plenty beforehand to ensure you have a real understanding of J.P. Morgan and the particular business you are applying to. A wealth of information is readily available via the web; use company careers websites for specific information including employee profiles, company history and structure. Many careers websites such as that of J.P. Morgan also provide hints and tips around recruitment processes and procedures that are good references too. Try and get an understanding of what the recruitment process may involve and practice wherever possible.
At university
I chose my two majors as I was very interested in understanding the structures of different corporations and getting an in-depth knowledge of what makes different business models succeed or fail. The courses under these majors are very useful to my work now as I have prior knowledge of what different departments of different companies need to function. This has certainly helped me in developing good value propositions in my daily sales pitches.

My background
This was my first job out of university, and I wanted a company where I could learn more about business. My mom who is my biggest inspiration has been in managerial positions in her previous jobs and earned as much as university graduates during her time. This was truly inspiring for me, and I am happy I found a job that also gives me a chance to work my way into management.

My company and job
Currently, I am in the International Management Trainee program at Meltwater in Hong Kong. My day-to-day work revolves around presenting Meltwater’s media tracking services to businesses in Hong Kong and around Asia. My work requires me to learn about various industries and speak to top executives in PR, marketing, communications and finance. Recently, I was promoted to the second phase of the training program, and I now work as a Sales Manager in the Hong Kong office helping with the training, development and mentoring of new staff while assisting in the daily operation of the office.

Getting the job
I first heard about the job from JIJIS. What attracted me was the international exposure that was offered. The young and dynamic culture was also in line with my own personal values.

The first group interview was in a very relaxed setting where the panel of interviewers introduced themselves and we got to know more about the company. Most of this interview was about presenting individually and also as a group with other candidates. HKUST’s BBA program is a very presentation-focused program – every course involves presentation assessments. Hence, I was very confident as this is something my university prepared me well for.

Be prepared for
Meltwater’s trainee program is definitely challenging, as we need to learn about almost every industry and negotiate with executives who often have 15-20 years’ more business experience. You must be able to present valuable business ideas and negotiate on their level. This requires you to think on your feet, present your points clearly and effectively, and have confidence in your personality in order to build long-term relationships.

Some advice
Take advantage of opportunities to present during school projects; this will help you when interviewing for jobs. Also, do not be afraid to look at smaller companies when job hunting. They usually offer more responsibility right out of college and will allow you to develop faster.
At university
My first major at university was finance, and my second major was operational management. I am now supporting the Information Technology (IT) needs of Private Banking as a business analyst. Although my current role is not directly related to my undergraduate studies, the financial product knowledge that I obtained at university has been very useful. In addition, the training that Credit Suisse provided when I first joined was essential to getting me up to speed quickly in IT. I also receive ongoing training, and there is a big emphasis on giving you the right tools that you need to take advantage of development opportunities.

My company and job
My main duty is to gather the business requirements for various IT projects within Private Banking, and to translate them into system requirements for IT project teams. It is critical to match the needs of the business and the system requirements accurately from the beginning of an IT project.

I really enjoy interacting with my colleagues and learning from them. In order for me to conduct an analysis and complete a project, I have to interact with people from the business, as well as various functions within IT.

Getting the job
I joined Credit Suisse through the Technical Analyst Program, an IT training program for new graduates. I was interested in Credit Suisse because of its reputation and the role offered me. I was also introduced to how management values and encourages new graduates and our training.

Upon joining the Technical Analyst Program, I participated in a three-week training program in Singapore. I had the chance to meet colleagues from other offices in Asia and Australia.

Be prepared for
One of the things that I like about my job is that I constantly have the opportunity to speak with various groups and project teams throughout the bank. In order to complete a project, I have to speak with people from the business, the Project Manager, the IT technical team, the IT testing team and many others. I find that really interesting. In addition, I work closely with colleagues from the UK, Zurich, Singapore and India. This gives me the chance to learn from colleagues from different markets, and also enhances my communication and coordination skills.

Soft skills are very important, particularly communication and coordination skills, the ability to solve conflicts and to be persuasive.

Some advice
IT skills are not a prerequisite for all IT roles. More broadly, to be successful in IT, you need to have strong communication skills and a desire and passion to want to work in this area.

Work can be pretty challenging, so it’s important to maintain an active life outside of work.
At university
Quantitative finance helped me to understand different aspects of the financial industry. The program also allowed me to work on real-life business projects with different financial institutions which enabled me to apply the textbook knowledge to practical use.

My background
Standard Chartered Bank is the first company I joined after graduation. I took eight internships with a wide range of financial institutions during my three years in university. I believe Standard Chartered Bank's International Graduate Programme could expose me to different parts of the bank while I learn about the success of the world-renowned institution.

My company and job
The program lasts for two years and consists of four rotations within the Wholesale Banking department in the Bank. The rotations include working in front office and back office functions of the organization. Wholesale Banking International Graduates had training in Kuala Lumpur and Shanghai for a total of around ten weeks which enabled us to meet many colleagues from different parts of the world and prepare ourselves to be successful international bankers.

Getting the job
Leighton treasures employees with high levels of professionalism, commitment, integrity and business ethics. I visited the company website and understood their mission before attending the interview. After I joined the company I devoted myself to working with these values. These are building me up as an asset of the company.

Continuing Professional Development
I completed the Scheme A training provided by my company and became a Chartered Member of the Institution of Civil Engineers (CEng MICE) in 2006. As a professional engineer, ongoing continuing professional development is crucial to strengthen my technical know-how and management skills.

Be prepared for
Working in the construction industry requires you to be aware of social responsibilities, in particular safe working environments, health and welfare of workers, potential risks to environment etc. Engineers today are not just engineering professionals, but also risk managers who have to minimize all risks of a project and maintain sustainable development for the society.

Some advice
The construction market is expected to boom in the coming years. There will be a lot of opportunities for graduates of civil engineering and related disciplines. Graduates should always open their eyes by participating in community service. In addition to contributing to the society, the experience can also equip them to be familiar with the real working environment.

At university
I studied civil engineering because being able to contribute to the society in this field makes me proud. When I studied in HKUST, I gained not only engineering knowledge, but also developed my interpersonal and communication skills. All these provided me with a solid background to start my career.

My background
I worked for a local site investigation contractor for one year after graduation. In order to broaden my experience in the construction field, I joined Leighton as a site engineer and was progressively promoted to the current position of site agent.

My company and job
Leighton is an Australian-based company. It is also one of Asia’s leading contractors and project developers. Here, I have participated in different mega-size projects in Hong Kong such as West Rail, Light Rail, Kowloon Southern Link, Wan Chai East and North Point sewerage. I am currently working at the Harbour Area Treatment Scheme (HATS-Stage 2A), it is part of the “Ten Major Infrastructures Projects” in Hong Kong. The contract that I am involved in consists of construction of five shafts and three sections of tunnel from Aberdeen to Sai Yung Pun. I am responsible for three shafts and two sections of tunnel which are all underground works at depths of up to 100m.

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Do try out different internship opportunities to prepare yourself for the business environment

NAME Ivan CHEUNG Wai Ho
DEGREE BSc in Quantitative Finance, 2009
JOB International Graduate
EMPLOYER Standard Chartered Bank (Hong Kong) Ltd

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Contact Information/Apply to
Name of person: Campus Recruitment Team
Address to which applications should be made: www.barcap.com/expectexcellence
Website: http://www.barcap.com/expectexcellence
Email for enquiries: campusrecruitmentasia@barclayscapital.com

Locations
Main locations: Singapore, Hong Kong & Tokyo
Additional locations worldwide: United States, United Kingdom, Australia

Business Facts
We have graduate and internship opportunities in areas right across the firm, including: Compliance, Corporate Communications, Finance, Global Financial Risk Management, Human Resources, Investment Banking, Marketing, Operations, Prime Services, Quantitative Analytics, Research, Sales, Structuring, Technology and Trading.

Internships
Most of our internships last for 10 weeks, mainly from May to August, although we do have off-cycle opportunities depending on business need. In all cases, you’ll find yourself at the heart of the action. You’ll gain real experience in a real role, working on anything from live transactions and marketing projects to research and analysis, according to the business area you join.

The graduate programme
Most firms will tell you that graduates are key to their success. But few can demonstrate a level of commitment to match ours. Senior managers across Barclays Capital are intrinsically involved in graduate training, giving you a remarkable degree of insight and exposure from the moment you join us.

Our graduate programme starts with an intensive introduction to the firm, our products, instruments and services, and the wider financial markets.

Bloomberg L.P.
Contact Information/Apply to
Name of person: Hazel Wan
Address to which applications should be made: 2 QUEENS ROAD, 27/F CHEUNG KONG CENTRE, HONG KONG
Tel: +(852) 2977 6000
Fax: +(852) 2977 6003
Website: http://www.bloomberg.com
Email for enquiries: recruithk@bloomberg.net

Locations
Main location: Hong Kong Region
Additional locations worldwide: Asia Pacific Region

Business Facts
Bloomberg is the world’s most trusted source of information for businesses and professionals. Bloomberg combines innovative technology with unmatched analytic, data, news and distribution capabilities, to deliver critical information via the BLOOMBERG PROFESSIONAL service and multimedia platforms.

At Bloomberg, we see challenges as opportunities to show how far we can go above and beyond what’s expected. It’s an attitude and spirit that sets us apart, and it’s made us the foremost provider of financial data, news and analysis in the world. Join us and your career could be just as distinctive. We search the globe for people who have the ability and determination to reach the peaks of sales, economics, finance, information technology and journalism. We look in all corners and all communities for men and women who will add to our diversity, ideas and ambitions. Then, we offer them opportunities to excel beyond their expectations and ours.

Jobs
Language(s) required: Fluency in English is essential. Fluency in an Asian language is highly desirable. E.g. Mandarin, Korean, Japanese etc
Pattern of recruitment: Year-round
Form of application: Online application
Closing date for application: Year-round
Starting salary: Undisclosed
Degrees sought: Bachelor’s Degree with stated academic achievement, Masters and MBAs. We look for graduates with passion in finance, excellent communication skills and desire to grow

Internship/Trainee Programme
Yes
Application deadline for placements/internships: March 31, 2011
Internship/trainee duration: June to August
Credit Suisse

Contact Information/Apply to
Address to which applications should be made For further information and to apply please visit www.credit-suisse.com/careers.
Website www.credit-suisse.com/careers

Locations
Main locations In Asia Pacific: Singapore, Hong Kong, Japan, India, China and Australia
Additional locations worldwide 57 offices worldwide

Business facts
Credit Suisse provides private banking, investment banking and asset management services to clients across the world. Active in over 50 countries and employing more than 48,000 people, we remain one of the world’s premier banks.
We offer intellectual challenges, high rewards and global development potential for individuals who share an enthusiasm for delivering integrated financial solutions to our clients. We offer full-time and summer internship opportunities in Private Banking, Investment Banking (including Investment Banking Department, Fixed Income and Equities), Information Technology, Operations and other support functions, as well as a range of internships and placement programs.
Our training programs are designed to be best in class. Content varies among business areas, but all programs combine formal learning with on-the-job practice and personal coaching to create an environment for further development. And, our award-winning internal training department, ‘The Business School’, encourages learning and growth throughout your career.
Most people who join us do so because of ‘the people’. We appeal to intelligent and outgoing personalities who want to work together in an atmosphere of co-operation and respect. It’s a different perspective on how a big bank should go about its business, but it works for Credit Suisse. It could work for you, too.
Take a closer look at www.credit-suisse.com/careers

Jobs
Language(s) required Fluency in an Asian local language would be an advantage
Pattern of recruitment Please see our website for details
Form of application Online application at www.credit-suisse.com/careers
Approx annual intake Over 450 Graduates and Interns across Asia Pacific across most business areas
Closing date for application 2011 Summer Internship Program: November 2010

Please visit our website for further details

Grant Thornton

Grant Thornton

Contact Information/Apply to
Name of person Human Resources Manager
Address to which applications should be made 6th Floor, Nexus Building, 41 Connaught Road Central, Hong Kong
Tel. (+852) 2218 3000
Website www.gthk.com.hk
Fax. (+852) 3748 2109
Email for enquiries hr@gthk.com.hk

Locations
Main locations Hong Kong
Additional locations worldwide USA, UK

Business facts
Established in 1949, Grant Thornton offers a full range of assurance, business risk, corporate finance, forensic, recovery & reorganisation and tax services to privately held businesses and public interest entities. In Hong Kong, Grant Thornton employs about 600 people.
Grant Thornton is a member of Grant Thornton International Ltd (Grant Thornton International). Grant Thornton has extensive overseas connections with other Grant Thornton firms around the world to provide clients with co-operation and support in all major regional markets.
Grant Thornton International is one of the world’s leading organisations of independently owned and managed accounting and consulting firms. Firms operate in over 95 countries in more than 520 offices worldwide. They share a commitment to providing the same high-quality service to their clients wherever they do business.
We are committed to recruiting and maintaining the “best people”. Accordingly, we aim to provide our staff with valuable work experience consisting of quality work and on-the-job training.

Jobs
Language(s) required English, Cantonese and Mandarin
Pattern of recruitment Annually
Form of application Mail, Fax, Email
Closing date for application End of December
Degrees sought Accountancy

Work experience
Internship/trainee programme Yes
Application deadline for placements/internships End of December
Internship/trainee duration 8 weeks

Hang Seng Bank

Hang Seng Bank

Contact Information/Apply to
Name of person Human Resources Manager
Address to which applications should be made 6th Floor, Nexxus Building, 41 Connaught Road Central, Hong Kong
Tel. (+852) 2218 3000
Website www.hangseng.com
Fax. (+852) 3748 2109
Email for enquiries hr@gthk.com.hk

Locations
Main locations Hong Kong

Business facts
Hang Seng Bank is a world-class financial institution and one of Hong Kong’s largest listed companies in terms of market capitalisation.

What are you looking for?
If you are looking for a high-flying career in the banking industry, you must not miss the chance to join our 36-month Management Trainee Programme. This intensive and challenging programme offers you comprehensive classroom training, senior management mentorship, and specialised job attachments in each of our four key functions, namely Personal Financial Services & Wealth Management, Commercial Banking, Customer Group, Operations Management, and Financial Control. Most importantly, it gives you exposure to global best practices and opportunities to establish your career in a company that was crowned the top position in financial and corporate reputation in Hong Kong*.
If you are confident and ready to rise to the challenge, COME & JOIN US! Discover more on our website: www.hangseng.com/mt and complete the on-line application. The selection process will commence in October 2010, please apply as soon as possible.

* In a survey commissioned by The Wall Street Journal Asia (WSJA).
Meltwater Group

Contact Information/Applying to
Name of person: Joseph Latter
Address to which applications should be made: 4th Floor Wilson House, 19-27 Wyndham Street, Central, Hong Kong
Tel: (+852) 2235 8341
Fax: (+852) 2155 9116
Website: http://www.meltwater.com
Email for enquiries: joseph.latter@meltwater.com

Locations
Main locations: Hong Kong
Additional locations worldwide: Over 55 offices globally throughout the Americas, Europe, Asia, Australia, Africa and the Middle-East

Business Facts

The Meltwater Group is a privately held software company founded in Norway in 2001 committed to challenging existing business models by introducing disruptive technologies and building a powerful, global sales infrastructure. Meltwater is the global leader in the field of electronic media monitoring, delivering a cutting edge Software-as-a-Service (SaaS) solution to more than 18,000 thousand corporate clients in more than 20 countries around the world. Despite a challenging global economic environment, Meltwater continues to grow aggressively as the need for companies to make sound business decisions based on tailored information from the internet is greater than ever before.

What you can expect at Meltwater

Our management development program has a track record of success developing managers across five continents and within a multitude of cultures. All Meltwater managers have been developed through this program as have the majority of its executives. The program is both intense and rewarding. It not only focuses on teamwork and culture, but also, and most importantly, has a strong emphasis on sales.

We believe the key to our success is giving the right opportunities to the right people. That is why we focus on an individual's potential to develop, rather than their experience. A Meltwater employee is a highly intelligent, personable and curious individual with sky-high ambitions. You will have exceptional interpersonal and analytical skills, sound logic, and the ability to communicate with people on all levels in a team environment.

Language(s) required: Proficient in written and spoken English and Chinese
Pattern of recruitment: Annual
Form of application: Online application to careers@meltwater.com
Approx annual intake: 15 – 25
Closing date for application: Year-round
Starting salary: Competitive – at or above Market Rate
Degrees sought: Business, Management, Computer Science
Job description: Meltwater is the global leader in the field of electronic media monitoring, delivering a cutting edge Software-as-a-Service (SaaS) solution to more than 18,000 thousand corporate clients in more than 20 countries around the world. Despite a challenging global economic environment, Meltwater continues to grow aggressively as the need for companies to make sound business decisions based on tailored information from the internet is greater than ever before.

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Language(s) required: Strong Communication Skills in English, Cantonese or Mandarin are a plus.
Pattern of recruitment: 2-3 times a year (Spring, Summer & Fall)
Form of application: Online application to careers@meltwater.com
Email CV & Cover Letter to joseph.latter@meltwater.com
Approx annual intake: 15 – 25 across various divisions in Hong Kong
Closing date for application: Year-round
Starting salary: Competitive – at or above Market Rate
Degrees sought: Civil engineering, safety, environmental, quantity surveying
Job description: Leighton Asia is one of Asia's leading contractors and project developers. Established in Hong Kong in 1975, Leighton Contractors (Asia) Limited's unique combination of local knowledge and extensive international experience has made us the region's international contractor of choice. Our strong civil engineering base has expanded to include commercial building, multi-use resorts, housing, marine works and mechanical engineering for both the private and public sectors.

The key component of our success and continued growth is the quality of the people that we employ. Our continued success depends on our ability to attract, retain and manage a diverse multi-cultural, highly qualified and motivated workforce. We seek to provide an environment within which our employees can enjoy working, gain new experience, learn new skills and develop their careers.

Each year we recruit a number of high calibre graduates from various disciplines for which we provide comprehensive training programs. The objective of training is to provide the graduates with sufficient experience in order that they may ultimately obtain professional recognition. We commit to offer graduates a career within an environment where innovation and hard work are rewarded by recognition, advancement and personal career development.

Leighton has built up partnerships with professional institutions such as HKIE, RICS and has established structured training programmes such as Scheme "A" training for Engineers and a professional training scheme for Quantity Surveyors. Training will be in various forms: on-the-job training, job rotation, secondment, in-house and external CPD seminars, site visits, and opportunity for young professional networking.

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Language(s) required: Strong Communication Skills in English, Cantonese or Mandarin are a plus.
Standard Chartered Bank (Hong Kong) Limited

Contact Information/Apply to
Address to which applications should be made 6/F, Standard Chartered Tower, 388 Kwun Tong Road, Kwun Tong, Hong Kong
Tel +(852) 2282 5200
Fax +(852) 2977 5051
Website http://www.standardchartered.com/graduates

Business facts
Standard Chartered operates in some of world’s most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 73,000 people, representing 115 nationalities, in more than 1700 branches and outlets located in over 70 countries. More than 90 per cent of its operating income and profits are from Asia, Africa and the Middle East.

We are looking to attract highly ambitious, intelligent, creative and achievement orientated graduates who want to broaden their horizons and have a desire to build an extraordinary career in Banking.

Jobs
Language(s) required English
Pattern of recruitment Once a year
Form of application Online application ONLY
Approx annual intake Approx 300 globally
Closing date for application From Sept to March next year

Work experience
Application deadline for placements/internships 31 March, 2011
Internship/trainee duration 18 – 24 months

The Royal Bank of Scotland Group

Contact Information/Apply to
Address to which applications should be made www.makeitrbs.com
Website www.makeitrbs.com

Locations
Main locations Asia Pacific, UK, Continental Europe and the Americas

Business facts
This is an exciting time to join RBS. Graduates and interns who do, will find themselves at the centre of our regeneration, redefining RBS and delivering solutions that will shape not only our business, but the future of banking. With a commitment to giving career-building responsibility from day one, you’ll influence the strategic decisions we make going forward. To achieve the extraordinary, and to seize the opportunities at the heart of an organisation that is poised for transformation.

In Global Banking & Markets (GBM) we are looking for talented graduates and interns to join us in GBM Markets (Trading, Sales, Research & Strategy, Structuring), GBM Banking (Corporate Finance, Portfolio, Equities Origination, Debt Capital Markets, Sector & Country Coverage), GBM Technology and GBM Operations.

The place is here. The time is now. For more information on our graduate and intern programmes and to apply on line please visit www.makeitrbs.com

Jobs
Language(s) required Business English essential
Pattern of recruitment Annual
Form of application Online – please visit www.makeitrbs.com
Approx annual intake Vacancies for over 600 graduates and over 600 interns in 2011 across our regions
Closing date for application Varies by programme – please check www.makeitrbs.com
Starting salary Competitive plus benefit funding
Degrees sought Any discipline

Work experience
Internship/trainee programme Yes
Application deadline for placements/internships Varies by programme – please check www.makeitrbs.com
Internship/trainee duration Varies by programme – please check www.makeitrbs.com

ICT Career Centre

Contact Information/Apply to
Name of person Grace Lo
Address to which applications should be made info@ictcareer.hk
Tel +(852) 2834 2228
Fax +(852) 2834 3003
Website http://www.ictcareer.hk

Locations
Main locations Hong Kong, China

Business facts
ICT Career Centre (www.ictcareer.hk) is the onestop information portal for all Hong Kong ICT professionals. You can find all the hottest ICT jobs in the Centre, giving you the opportunity to work in the most progressive companies. You can also build your ICT skills or get invaluable information through our on-line and off-line services.

You may register at www.ictcareer.hk to receive email updates on new job opportunities and free events/courses. We help the ICT leaders of tomorrows.
HONG KONG’S 100 leading graduate employers 2010

www.hongkongs100.com

Visit hongkongs100.com to find out who are Hong Kong’s 100 leading graduate employers as voted by Hong Kong students & fresh graduates.

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gtimedia

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trendence

research strategies careers
We don’t just support the business. We define it.

Opportunities in Finance, Technology and Operations & Business Services

If you want to be a business leader, go where you’ll have the platform to do just that. Join our summer internship program and you’ll have the opportunity to enhance your skills as you work alongside some of the brightest minds in the industry. Gain visibility. Enjoy early responsibility and help us develop some of the most complex solutions to the most challenging financial problems. And discover first-hand what areas of the business best suit your talents and interests.

Apply via the Asia Pacific sections of our careers website.

jpmorgan.com/careers