

Have a
Good Summer



Tips from Job Seekers and Employers

求職錦囊 *Louisa Li, Herman Chan and Alan Yim*
Careers Education and Placement Centre

Fewer students are coming to campus in business attire these days. Most of them have been attending interviews but how many have actually secured a job offer? What advice do they have for finding employment? What do employers look for? What methods do they use to assess candidates?

The first group of employers who has already signed up our students is what is commonly known as the "Big Four" Audit Firms. They are PricewaterhouseCoopers, KPMG, Ernst and Young and Deloitte Touche Tohmatsu. Following close behind are PCCW, McKinsey, Monitor, Development Bank of Singapore, Standard Chartered Bank, Barclays Capital, Morgan Stanley, Goldman Sachs, HSBC, Hong Kong Disneyland, Jardine Aviation etc.

Overall, our recruitment figures are 72% higher than the same time last year. Paul Yip, Pamela Chan and Kanne Leung are just three of our students who have already received job offers. Their advice to students is:

- "Set a clear goal! Then go for it!"
- "Whatever you want to do, do it with all your heart."
- "Preparation is the key to a successful job search!"

"Set a clear goal! Then go for it!"

Paul Yip, B. Eng (Computer Engineering) Year 3

Paul has signed up with a prominent management consulting firm. In his view, his job search success resulted from:

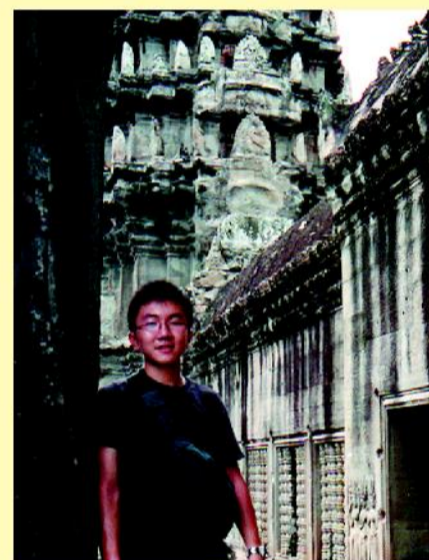
- A clear career goal
- Self-confidence and a strong desire to succeed
- "Think big and aim high"

On top of that, good preparation was another important key to success. For instance, Paul went on exchange to the National University of Singapore to gain international exposure. He also took a year out to work for Merrill Lynch as their Technology Co-op Analyst and constantly keeps himself abreast of developments around the world.

Paul was an active participant in CePc's services, especially interview and presentation practices.

Paul has these suggestions for fellow students:

- First and foremost, set clear and achievable goals.
- Take one step at a time to find jobs.
- Conduct plenty of research and gain thorough knowledge of the companies and the industry you wish to pursue.
- Write an error-free CV and cover letter; it is a crucial make or break matter. Ask for comments on your CV and cover letter from people around you.
- Don't hesitate to ask for assistance.



"Whatever you want to do, do it with all your heart."

Pamela Chan, BBA (Marketing & HR Management) Year 3



Have you ever dreamed of working for Walt Disney, the renowned entertainment giant? Pamela has and she will turn that dream into reality when she begins her career with them as a HR Trainee this summer. According to Pamela the following factors were instrumental to her success:

- Active participation in summer internship programme - she spent the entire summer of 2003 doing basic operational duties in Disney World, Florida, USA as an intern. She performed a memorised spiel on stage, monitored guest safety, attended to guests at the attractions and sold

souvenirs. She put her heart into it, performing the role of a gracious and cheerful hostess and volunteering for additional and unpopular duties. Pamela believes in putting her heart into whatever she is doing and was consistently rated by her supervisors as "Outstanding". She left Walt Disney with an excellent reference letter.

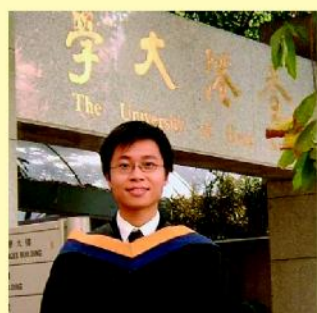
What contributed to Pamela's success?

- The strong drive to self-enhancement – Pamela felt that she was not as proficient in Chinese as in English. Therefore she practiced writing in Chinese and approached professors in the Chinese Department for comments on her work.
- Support and assistance from the University - CePc's CV critique service, and interview practice with the staff of the Faculty of Business and Economics, are two examples.

To fellow students Pamela wishes to say:

"Don't send mass mail to employers. Get focused on your job search. Research on your target employers and write a tailor-made cover letter and CV. Don't hesitate to ask for help."

"Preparation is the key to a successful job search!" *Kanne Leung, PCLL*



Like most law students, Kanne had secured a trainee position with a major law firm before the PCLL course commenced. He attributes his success to thorough preparation and has these comments to share with fellow students.

- Participate in activities outside your intended profession- he got involved in extra-curricular activities outside law and joined AIESEC as a Communications Officer to develop himself.

- Prepare a well-written CV – he sent his CV to the CePc for comments and feedback.
- Develop good employer knowledge – before making any application, he would browse the employer's website and either attend the recruitment talk or watch the recording of the talk on the CePc website.
- Gain alumni support – he also approached alumni for career advice and interview practice.

In conclusion, Kanne wishes to say to students:

"Prepare as much as you can before starting your job search. Good preparation will help build your self-confidence, and help you to meet the challenges ahead!"

to be continued on Page 2 ↪