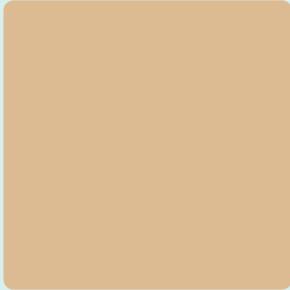




學生事務處
STUDENT AFFAIRS OFFICE
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



事業策劃及發展
Career Planning & Development



HSUHK CAREER GUIDE

SECOND EDITION

FOREWORD

Greetings from the Career Planning and Development team of Student Affairs Office!

We are a team of professional and experienced practitioners dedicated to providing you with guidance on career planning and development, job seeking advice and connecting you with prospective employers.

Career planning and exploration are not only a priority for a graduate-to-be, but also for a freshman. If you start thinking and planning for your future career from first year, you will be able to seize more opportunities to build your experiences and profile which can enhance your chance of success in landing a satisfying career.

This Career Guide aims at providing you with insights into how to plan for your career and prepare for job applications amid keen competition in the employment market. By reading the details and referring to the samples provided, we hope you will be more confident and professional in presenting yourself during your applications and start to carve out a brilliant career for yourself.

We look forward to seeing you in our coming career events on and off campus!

Career Planning and Development
Student Affairs Office



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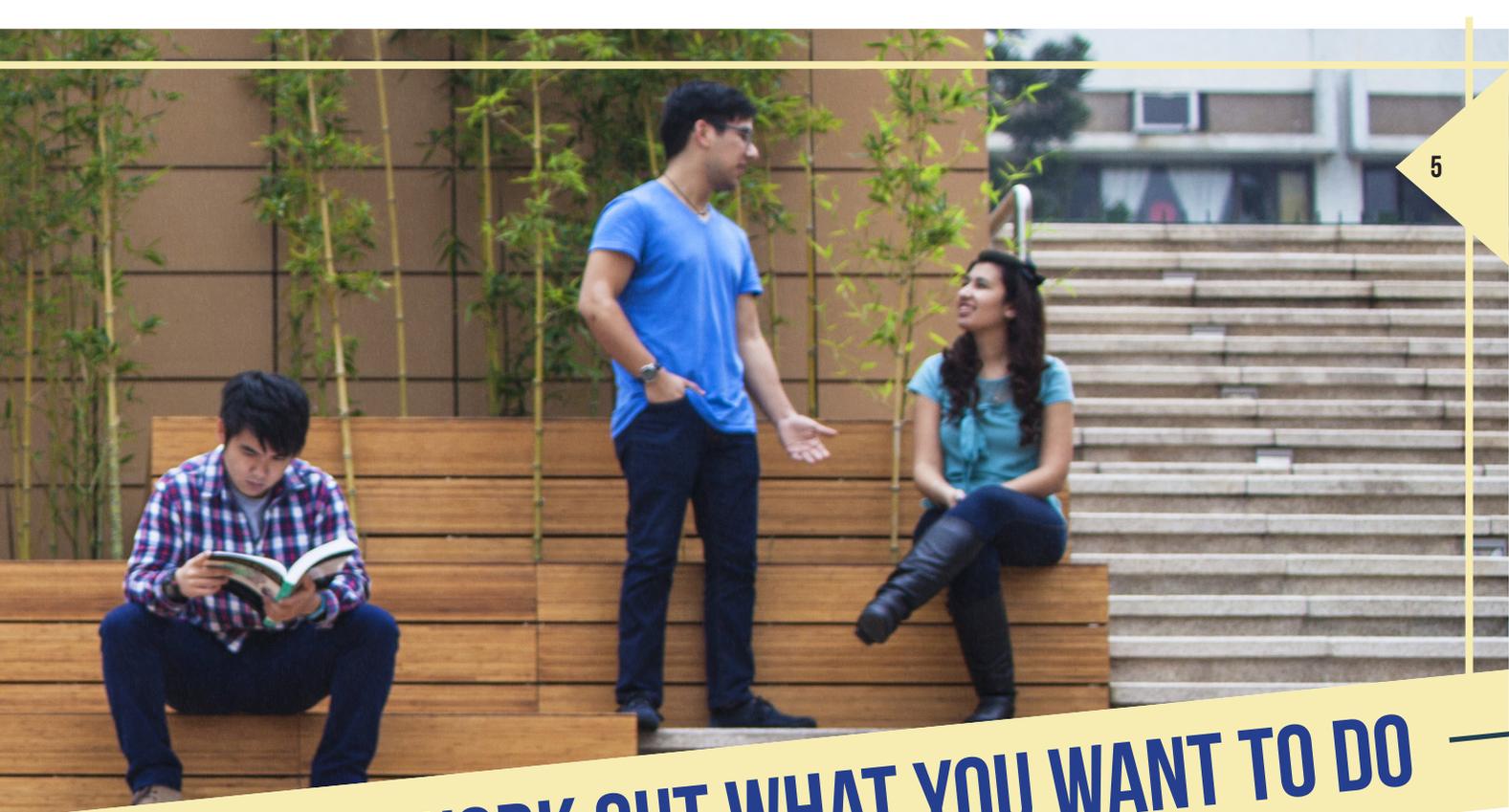
PLANNING YOUR CAREER

4



Thinking ahead and making plans for your career is crucial to the success of launching into an ideal job after graduation. As an undergraduate, you should start thinking about your career early and gain as much experience as possible. You will then have a better chance of landing your ideal job when you graduate.

Gaining work experience throughout your degree would be one of the best ways of working out what you would like to pursue after graduation. Chapter One of this Career Guide advises you on how to make a career choice and build a professional profile as a university student.



WORK OUT WHAT YOU WANT TO DO

STEP 1: GETTING IDEAS

THINK ABOUT YOUR CAREER PRIORITIES

What is important to you? Money? Holidays? Making a difference? Pursuing an interest as your career? Decide which factors are more important for you and think about which careers fit you best.

THINK ABOUT JOBS THAT ARE CONNECTED TO YOUR MAJOR BUT DON'T OVERLOOK OTHER PROFESSIONS

GRADUATE AND EMPLOYMENT SURVEYS CAN GIVE YOU IDEAS ABOUT THE NATURE OF JOBS IN SECTORS PURSUED BY PEOPLE WHO GRADUATE IN YOUR SUBJECT

USE INSIGHTS GAINED FROM EXPERIENCE OF VOLUNTARY WORK

Voluntary work experience carries much weight in job applications, especially for positions in multinational corporations such as Big4 firms. Don't disregard the importance of voluntary work.

LOOK AT THE CAREERS OF THOSE AROUND YOU FOR INSPIRATION

Family, friends, speakers at events, mentors, alumni etc. are often useful sources of inspiration.

ONLINE RESOURCES

LinkedIn and corporate websites, for example, will give you comprehensive information about an industry and profession, with company profiles, articles and current employees' sharing.

RECRUITMENT TALKS

Employers hold recruitment talks to encourage good candidates to apply. They are an excellent opportunity to find out about the organization and the job as well as to ask any questions you might have.

A recruitment talk might be the first time you meet your future employer, so make sure you come across well! Research the organization beforehand. Make sure you are responsive and professional throughout the talk.

Ask questions. Questions can demonstrate that you have done your research and that you have good communication skills, as well as giving you information and building a rapport with the employer. Avoid asking about something that has been mentioned or details such as working hours or pay, as you will come across as inattentive and / or trivial.



STEP 2: STARTING OUT

Once you have an idea of which career you want to explore, you need to look at the opportunities available, and the skills and experiences required. If you think you are lacking skills or experience, look into ways you can acquire them. Voluntary work and extra-curricular activities are excellent ways to do this.

VOLUNTARY OPPORTUNITIES AND DEVELOPMENT PROGRAMMES AT HSUHK:



sao.hsu.edu.hk

If at the moment you don't think you would get the internship that you want, consider applying for more achievable ones at first.

INTERNSHIP OPPORTUNITY AT A GLANCE:



careers.hsu.edu.hk

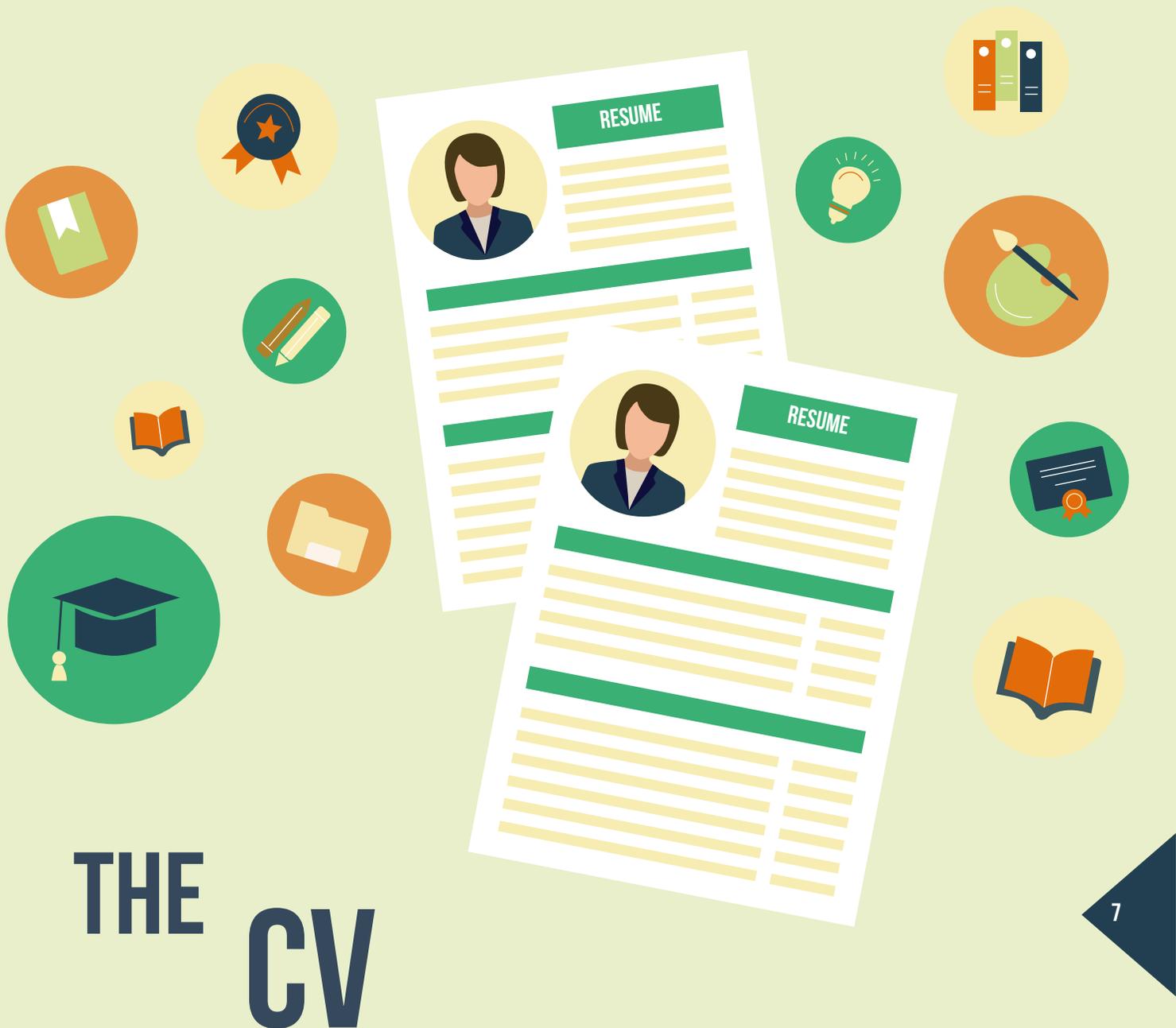
Look at the chapters of 'Application Samples and The Interview' for advice on making successful applications.

STEP 3: YOUR NEXT STEPS

Ask yourself the questions below:

- Would you like to continue in the industry you did your internship in?
- Are you considering other career options after getting some experience?
- Which aspects of the work did you particularly like or dislike?
- Did you feel you had the skills and abilities to work in the industry?
- Did you like the working environment?
- Would you like to work for a smaller or larger firm?
- Is there a particular role you like or section of the industry you want to work in?

If you realize you don't like the industry, don't panic! Consider other industries that you could join. Even if you have to go back a step, you will still have more work experience than before. Look at the chapter - 'CVs and Cover Letters' to see how you can better present your experiences even if they are not directly related to your desired career.



THE CV

A CV or resume is an outline of your educational and professional history. Its purpose is to enable a potential employer to quickly identify your skills, experience and qualifications. Undergraduates are advised to limit the length of their CV to only 1 page. There is no single way to write a CV; It varies according to you and the position you are applying for. You should always keep two questions in mind when writing a CV:

- 1. WHAT EXPERIENCE, SKILLS AND PERSONALITY TRAITS ARE THE EMPLOYERS LOOKING FOR?**
- 2. HOW CAN I EFFECTIVELY PROVE TO THE EMPLOYERS THAT I FULFIL THEIR REQUIREMENTS?**

TOP TIP: Before you start applying for a job, read through the job description and research the company. Make a list of the key things they are looking for. Make another list of your experiences and skills, so that you are able to make comparisons and tailor your CV appropriately.

FORMAT

THE TRADITIONAL CV IS DIVIDED INTO SECTIONS AND LISTS EXPERIENCE IN REVERSE CHRONOLOGICAL ORDER.



PERSONAL INFORMATION

Start by giving your name, address, email address, and telephone number. Ensure your email address is professional – deathmetalkitty@gmail.com is not very attractive to employers!



SUMMARY STATEMENT

A brief overview of your background and competencies to appeal to prospective employers may be included. Be concise – it should be less than 5 sentences.



EDUCATION

As a student or recent graduate, you should state your tertiary education, giving the name of the college, academic programme and year of graduation. It may be a good idea to list any modules that are particularly relevant, especially if your degree programme is not directly related to the role you are applying for. You are encouraged to state your GPA as well if it is over 3.0.



WORK EXPERIENCE

This section is for full-time, part-time, freelance or internship employment, in which you can demonstrate to employers the skills, knowledge or traits that you can contribute to the company. Be specific – mention projects and aspects of the role that are fascinating.



OTHER RELEVANT EXPERIENCE

Tell your potential employers about extra-curricular and voluntary activities which demonstrate relevant skills.



MAJOR QUALIFICATIONS, AWARDS AND ACHIEVEMENTS

Highlight recognition for both academic and non-academic activities such as academic honours, awards, or scholarships, if they are relevant to the job you are seeking.



SKILLS AND ABILITIES

This part covers mainly the hard skills, such as language, technical and computer skills. Consider including proficiency level.

TIPS FOR WRITING A CV

Try to write concisely but with purpose and impact. A recruiter might read over 100 applications a day so it is important to make yours as clear and impactful as possible.

Do the '30-second test' – read over your CV for 30 seconds. What impression do you get? Do the important points jump out at you? If not, rewrite it!

HERE ARE SOME SUGGESTIONS FOR IMPROVEMENT:

- **AVOID GIVING TOO MUCH CONTEXT WHICH HIDES IMPORTANT POINTS**

It should be clear to readers what point you are trying to make in every sentence.

- **GIVE SPECIFIC DETAILS THAT PROVE YOUR SUITABILITY**

This helps to emphasize your skills and contributions, differentiating you from other applicants.

EXAMPLE:

1. Original: 'Organised programmes and events on campus'
Improved: 'Coordinated with a team of 10 students on 6 events that attracted more than 1,000 participants'.
2. Original: 'Volunteer during the interview process'
Improved: 'Volunteer Interview Helper – ensured candidates attended their interviews and provided support and pastoral care for interview candidates aged 16+'.

- **FOCUS ON ACHIEVEMENTS AND RESULTS**

Starting sentences with action verbs such as 'analysed', 'led', 'managed', 'initiated' and 'compiled' enables you to concisely convey your achievements.

EXAMPLE:

'Led a group of 4 students to analyse the business sustainability in Hong Kong.'

- **USE SIMPLE LANGUAGE**

Unnecessarily long words or jargon will make your CV hard to read.

- **PROOFREAD YOUR CV SEVERAL TIMES**

Spelling and grammatical errors do not give a good impression of you to your potential employer.

- **MAKE SURE YOU CV IS EASY TO READ AND CLEARLY LAID OUT**

Bullet points are normally used. Use of bold and italics for headings or additional information. Ensure formatting is consistent. It is advisable to present your CV in one page.

- **SAVE YOU CV IN PDF FORMAT**

Send it in PDF format to ensure the formatting does not change when the file is opened on the prospective employers' computer.



THE COVER LETTER

A Cover Letter is sent with your CV. It is used if you are responding to an application by post or email, or when you are asking a company or individual if they have any jobs available. Sometimes, it is not required if you have to fill in an application form. If you are emailing your application, you can either attach the cover letter along with your CV or send it as the message. The cover letter is also the place to explain gaps in your CV (e.g. if you were out of work for a while) if there are any.

The purpose of a cover letter is to complement your CV, not reword it. Whereas the CV is written in a factual way, the cover letter is more descriptive and should be written in paragraphs. It is an opportunity to:

1. **PROVE YOUR PASSION AND INTEREST**
2. **ALIGN YOURSELF TO THE VALUES OF THE ORGANIZATION YOU ARE APPLYING TO**
3. **HIGHLIGHT WHAT YOU SEE AS YOUR CORE STRENGTHS**

You need to show your prospective employers that you are fit for the job.

FORMAT

Your cover letter should be engaging and interesting to read. You need to use professional, not chatty language, but avoid sounding overly stiff. It should be laid out like a business letter and be no longer than **ONE A4 PAGE**. You are suggested to divide your cover letter into 4 paragraphs, including an introduction, reasons for working in the company, your strengths of taking the role, and a conclusion.

INTRODUCTION

1. Introduce yourself. Give your name, what and where you are studying and when you will finish.
2. Explain why you are writing. Let them know where the position is advertised so they know exactly what you are applying for.

EXPLAIN WHY YOU WANT TO WORK FOR THEM

1. Explain why you are interested in that position and demonstrate your knowledge and understanding of the role and organization.
2. Be specific about what you find attractive about a role and back this up with specific examples from your experiences, or explain its relevance to your career goals and why you find that sector exciting.
3. Prove that you have done research

EXAMPLE:

'I attended your campus recruitment talk earlier this year. The talent development strategy adopted by your company including the engagement of junior staff in different kinds of projects and provision of comprehensive on-the-job training appeals to me enormously.'

EXPLAIN WHY THEY SHOULD WORK WITH YOU

1. Explain why you are suitable for the role. Go into more detail about several important features of your CV and link them explicitly to the requirements of the job.
2. Link different experiences to show your skills and make your claims seem more credible.

EXAMPLE:

'This position would enable me to bring out my passion for being a digital marketing specialist; I have been developing my skills and knowledge since I started taking a digital marketing course and serving as a publicity officer in the Marketing Society of my institution.'

CONCLUSION

1. State your desire for the role again.
2. State that you look forward to hearing from them and thank them for considering you.
3. Sign off with 'Yours sincerely' when writing to a named individual, and 'Yours faithfully' when writing to an unnamed individual. Type your name but remember to sign it if you print it out.

TIPS FOR WRITING A COVER LETTER

Try to tailor your cover letter to each application and make it personal. You need to show why you as an individual are fit for a particular role, and to demonstrate your understanding of the role and organization.

HERE ARE SOME TIPS FOR YOU:

- **TRY TO FIND THE NAME OF AN INDIVIDUAL TO ADDRESS THE LETTER TO IF POSSIBLE**

It will appear much more personal. Make sure you get the spelling and title (e.g. Mr, Ms, Dr) correct.

- **AVOID PHRASES THAT SOUND GENERAL**

For example, don't say 'I am applying for the job because you are a prestigious and vibrant company' as many companies could be described in those terms. Explain the specific role that appeal to you and why you are passionate in joining the organization.

EXAMPLE

'I am applying to ABC Consultants because it is one of the market leaders, with a good reputation for both staff training and employee engagement.'

- **MAKE SURE YOU HAVE SUPPORTED CLAIMS ABOUT YOUR APTITUDE AND PERFORMANCE WITH SPECIFIC EXAMPLES**

- **PROOFREAD YOUR LETTER SEVERAL TIMES**

TOP TIP

Try to get some professional advice by signing up for a Career Advisory Session (See P. 27 for details)

- **PRESENT YOUR COVER LETTER SIMPLY BUT PROFESSIONALLY**

Ensure the formatting is consistent and clear. Use a standard font and font size.



APPLICATION SAMPLES

JOB ADVERTISEMENT 1

POSITION:	<i>Staff Accountant</i>
COMPANY:	<i>SSW CPA Limited</i>
JOB TYPE:	<i>Graduate Position</i>
COMPANY BACKGROUND:	<i>SSW CPA Limited is the largest domestic accounting and consulting firm, providing the most sought-after services favoured by large private companies and state enterprises.</i>
JOB DESCRIPTION:	<p><i>We support you in achieving your unique potential wherever you are in the world - both personally and professionally. We give you stretching and rewarding experiences that keep you motivated, working in an atmosphere of integrity and teaming with some of the world's most successful companies. We know it's your unique outlook, energy and enthusiasm that make the difference.</i></p> <p><i>We are looking for a highly motivated individual to prepare statutory audit accounts, handle tax computation and perform accounting work.</i></p>
JOB REQUIREMENTS:	<p><i>Bachelor degree in Accountancy or equivalent</i></p> <p><i>Good command of English and Chinese (including Mandarin)</i></p> <p><i>Mature, self-motivated and good analytical skills</i></p> <p><i>Good organizational skills</i></p>
APPLICATION METHOD:	<i>Send your resume and cover letter to hr@sswcpa.com.hk</i>

15 April 2019

Dear Head of Human Resources,

1ST PARAGRAPH:

This candidate introduces herself and gives personal reasons for applying, demonstrating knowledge of the firm.

2ND PARAGRAPH:

The candidate explains her personal suitability for the role, combining work and other experience including details to show its relevance.

3RD PARAGRAPH:

She provides her reasons for applying to the firm, demonstrating an understanding of their core values.

4TH PARAGRAPH:

She reaffirms her purpose in writing, stresses her keenness and availability for interview and thank the prospective employer for their time.

Application for Audit and Assurance Services – Staff Accountant

I am writing to apply for the position of Audit and Assurance Services – Staff Accountant, which was advertised on the SSW's website on 13 April 2019. I am currently in my final year and expect to graduate from The Hang Seng University of Hong Kong with a degree in Accounting in June this year. I have long been interested in accounting and have decided to pursue it as a career following graduation. As a highly respected and ambitious firm with a reputation for recognising employees' contributions, SSW CPA Limited would be an ideal place for me to launch my career.

During my degree, I studied business assurance, financial reporting and taxation. My decision to choose accounting as a career was confirmed by working in several esteemed accounting firms. In the summer of my second year, I worked as an intern with you, at SSW CPA Ltd., learning auditing processes and skills, such as how to prepare testing for clients and how to communicate effectively with clients and colleagues to complete audit jobs on time. Further work experience at TR Services Limited last spring only confirmed my passion for accounting and gave me practical experience of different industries. My position as Marketing Officer of the First Accounting Society at my university has allowed me to further explore my love of accounting, as well as improving my teamwork and communication skills. I particularly enjoy the problem-solving aspects and detailed nature of accounting.

My work experience with you gave me a fascinating insight into the working environment of an accounting firm and made me eager to work for you again. My experience of your professional practice, as well as your genuine emphasis on corporate social responsibility, have led me to believe that SSW CPA is an organization I would fully commit to and enjoy working for. As a growing firm, there would be many valuable opportunities for advancement and I believe that I would be able to play an active role in the development of the future of your organization.

With my professional knowledge and work experience, I am confident that I would excel in the role of Staff Accountant; My enclosed resume will give you more information about my background and qualifications. I would appreciate a chance to discuss with you personally how I can contribute to your company's success and to answer any question you may have concerning my application. I am available to interview at any time. My phone number is +852 5499 7654 and my email address is chanannie1234@gmail.com. Thank you for considering my application.

Yours faithfully,
Annie Chan Lei Yu

THE CANDIDATE USES THE TRADITIONAL CV FORMAT, STARTING WITH HER EDUCATION WHICH IS LISTED IN REVERSE CHRONOLOGICAL ORDER. EVERYTHING MENTIONED IS RELEVANT TO A CAREER IN ACCOUNTING.

Chan Lei Yu, Annie

Email: chanannie1234@gmail.com Tel: +852 5499 7654

OVERALL:

Consistent formatting is used with institutions highlighted in bold. It is clear and easy to read.

WORK EXPERIENCE:

She gives details of the tasks performed which show the skills she developed.

RELEVANT EXPERIENCE:

This is included because it shows passion for accounting, initiative and transferable skills.

ACHIEVEMENTS:

Awards are listed which show academic excellence.

IT AND LANGUAGE SKILLS:

Relevant IT and language skills and details of the level achieved to prove capability should be shown.

Education

- Sep 2016 – Present **The Hang Seng University of Hong Kong**
Bachelor of Business Administration with concentration in Accounting
- CGPA: 3.2/4
 - Expected year of graduation: 2020
- Aug – Dec 2018 **Lispcomb University (USA)**
HSUHK Student Exchange Programme

Work Experience

- Mar 2018 **Internship, TR Services Limited**
- Compiled financial statements and audit reports for clients from different industries
 - Consolidated data and inputted transactions onto system
 - Prepared official documents such as Profits Tax Returns for clients
- Jun – Aug 2017 **Internship, SSW CPA Limited**
- Prepared monthly financial statements for clients
 - Audited data and drafted reports for clients
 - Consolidated and analysed internal data including clients' data base and business nature for the purpose of further evaluation

Other Relevant Experience

- Sep 2017 – Present **Marketing Officer, The 1st Accounting Society of The Hang Seng University of Hong Kong**
- Planned and carried out marketing strategies for annual Career Day and party, both of which attracted over 100 participants
 - Worked with the rest of the executive committee to make decisions about direction of society
- Jan – Apr 2018 **Volunteer, Oxfam Hong Kong**
- Provided logistics support and coordination for fundraising programmes including Musical Marathon, Trade Fair and Rice Sale

Achievements

- 2019 **Reaching Out Award, Hong Kong SAR Government**
- Scholarship offered by HKSAR Government to support deserving students who are nominated by institutions to participate in learning, service or internship programmes overseas.
- 2018 – 2019 **Dean's List, School of Business, The Hang Seng University of Hong Kong**
- Recognition for outstanding academic achievements

IT and Language skills

- Good Command of MS Office including MS Word, Excel, PowerPoint and Access
- Graded band 7 in International English Language Testing System (IELTS)
- Cantonese (Native), English (Fluent), Mandarin (Fluent), French (Basic), Spanish (Basic)

JOB ADVERTISEMENT 2

POSITION:	Marketing Intern
COMPANY:	O2O Forever Marketing Ltd.
JOB TYPE:	Summer internship
COMPANY BACKGROUND:	O2O stands for Online to Offline, which is a new business model that combines the online shop and frontline transactions. In simple terms, it brings online customers to physical store. We provide IT and marketing solutions to business firms and any social organization, and help customer face the changing market and operation environment.
JOB DESCRIPTION:	<p>We are looking for an ambitious intern to:</p> <p>Coordinate and support office colleagues to maintain and perform daily administrative work;</p> <p>Support the company's marketing strategy and execution;</p> <p>Co-ordinate and support sales meetings and provide English writing and editing support.</p>
JOB REQUIREMENTS:	<p>Undergraduate student who is studying Marketing or related discipline preferred;</p> <p>Good level of both spoken and written English;</p> <p>Any experience with website, social media, blog, or other digital marketing fields is a strong plus;</p> <p>Proficiency in Microsoft Office applications;</p> <p>Highly motivated;</p> <p>Good communication skills.</p>
APPLICATION METHOD:	Mail your application including CV and cover letter to O2O Forever Marketing Ltd., Level 25, ACC, 28 Hennessy Road, Hong Kong

THE CANDIDATE USES HIS KNOWLEDGE OF O2O MARKETING TO EXPLAIN WHY HE IS A PERFECT CANDIDATE FOR THE FIRM.

17 May 2019
Mr. Luke M Fourwick,
O2O Forever Marketing Ltd.,
Level 25, ACC
28 Hennessy Road,
Hong Kong

Dear Mr. Fourwick,

MAIN FEATURES:

He gives specific details of his achievements, which directly relate to the job description.

He is applying for his first work experience position so he emphasizes his voluntary experience.

I am writing to express my interest in your summer Marketing Internship advertised on your website. I believe the internship experience will be invaluable in launching my career in marketing, and that I have skills and enthusiasm which would contribute to your firm.

I am a third-year student at The Hang Seng University of Hong Kong. As a business student with a concentration in marketing, I have developed an understanding of a range of marketing techniques and theories which I am eager to explore in a business setting. My role as Marketing Officer for my university's Economic Development Society has confirmed this interest, and I believe my passion for marketing was crucial in the 50% increase in membership during my tenure. I similarly enjoyed aiding the Student Affairs Office, where I worked part-time. I have developed and carried out marketing schemes for many events in both Cantonese and English, including the annual Careers Fair which attracted more employers and students than ever before. In both of these roles I have developed a better understanding of the relationship between online marketing, key strategies, and their impact on the real world which I am keen to explore further.

3RD PARAGRAPH:

The candidate provides evidence of his interest and aligns himself with the core values of the firm.

Allowing me to explore my interests in IT and marketing, I trust your firm would be the perfect place for me; A recent phone conversation with you confirmed my desire to work for your organization. As a subscriber to Discover Magazine, I have been fascinated by a recent debate about the future of shopping and of the physical store. I believe the insight this has given me would be a credit to O2O Forever Marketing, which of course directly engages with this issue.

With my skills and enthusiasm, I am confident I would bring value to your organization, and I am excited to work with an organization at the forefront of social change. I would be grateful for the opportunity of interview at any time. I can be reached at +852 5678 1234 and my email address is daimanlui@gmail.com.

Thank you for taking the time to consider my application.

Yours sincerely,

Peter Lui
Lui Dai Man, Peter

THIS CANDIDATE IS APPLYING FOR HIS FIRST WORK EXPERIENCE POSITION. HE USES A SKILLS FORMAT BECAUSE IT ALLOWS HIM TO INTEGRATE THE LITTLE EXPERIENCE HE HAS WITH HIS EXTRA-CURRICULAR ACTIVITIES MORE EFFECTIVELY.

Lui Dai Man, Peter

Email: daimanlui@gmail.com Tel: +852 5678 1234

CAREER OBJECTIVE

An ambitious, creative and dedicated undergraduate seeking a summer internship to kick-start a career in marketing

EDUCATION

The Hang Seng University of Hong Kong (HSUHK) Sept 2017 - Present
Bachelor of Business Administration with a concentration in Marketing
CGPA: 3.12 / 4

KEY SKILLS

LEADERSHIP

Marketing Officer, Economic Development Society, HSUHK Sep 2018 – Aug 2019
• Led a team of 5 students in designing and carrying out marketing campaigns for the society and for society events, resulting in a 50% increase in membership

TEAMWORK

Project Assistant, Student Affairs Office, HSUHK Sep 2018 - Present
• Worked with a team of 8 to carry out marketing campaigns, including designing posters and leaflets, formulating and analysing surveys to assess campaigns' impact

Internal Vice-President, Economic Development Society, HSUHK Sep 2018 – Aug 2019
• Served as a member of the executive committee of the Economic Development Society
• Coordinated with other officers to ensure a uniform vision and maximum effectiveness

ORGANISATION AND RESPONSIBILITY

Captain, HSUHK Basketball Team Sep 2018 – Present
• Organized 2 basketball tournaments, including the Hong Kong Inter-Collegiate Competition 2018
• Organized 6 practice matches and 10 training sessions for the team

OTHER SKILLS

LANGUAGE

• Cantonese (fluent), Mandarin (fluent), English (good spoken and written)

COMPUTER

• Advanced Microsoft Office

LIST OF ACTION VERBS

ACTION VERBS ARE USED TO DESCRIBE YOUR SKILLS, RESPONSIBILITIES AND ACHIEVEMENTS ON YOUR CV AND APPLICATION. STARTING WITH A COMPELLING ACTION VERB IN EACH BULLET POINT WOULD MAKE YOUR CV MORE IMPRESSIVE AND POWERFUL. THE FOLLOWING IS A LIST OF ACTION VERBS WHICH MIGHT HELP YOU IN WRITING YOUR CV.

--- Management and Leadership ---

- administered
- analysed
- appointed
- approved
- assigned
- attained
- chaired
- considered
- consolidated
- contracted
- controlled
- converted
- coordinated
- decided
- developed
- directed
- emphasized
- enforced
- enhanced
- established
- executed
- generated
- handled
- headed
- improved
- incorporated
- increased
- initiated
- inspected
- led
- managed
- merged
- motivated
- organized
- overhauled
- oversaw
- planned
- prioritized
- produced
- recommended
- reorganized
- replaced
- restored
- reviewed
- scheduled
- streamlined
- strengthened
- supervised
- terminated

--- Communication ---

- addressed
- advertised
- arranged
- articulated
- authored
- clarified
- collaborated
- communicated
- composed
- condensed
- conferred
- consulted
- contacted
- conveyed
- convinced
- corresponded
- debated
- defined
- described
- developed
- directed
- discussed
- explained
- expressed
- incorporated
- influenced
- interacted
- involved
- joined
- marketed
- mediated
- moderated
- negotiated
- observed
- outlined
- participated
- presented
- promoted
- proposed
- reported
- resolved
- responded
- spoke
- suggested
- summarized
- translated
- wrote

--- Research ---

- analysed
- clarified
- collected
- compared
- conducted
- critiqued
- detected
- determined
- diagnosed
- evaluated
- examined
- experimented
- explored
- extracted
- formulated
- gathered
- identified
- inspected
- interpreted
- interviewed
- invented
- investigated
- located
- measured
- organized
- researched
- searched
- solved
- summarized
- surveyed
- systematized
- tested

--- Technical Skills ---

- adapted
- assembled
- built
- calculated
- computed
- conserved
- constructed
- converted
- debugged
- designed
- determined
- developed
- engineered
- fabricated
- fortified
- installed
- maintained
- operated
- overhauled
- printed
- programmed
- rectified
- regulated
- remodelled
- repaired
- replaced
- restored
- solved
- specialized
- standardized
- studied
- upgraded
- utilized

--- Finance and Data ---

- administered
- adjusted
- allocated
- analysed
- appraised
- assessed
- audited
- balanced
- calculated
- computed
- conserved
- corrected
- determined
- developed
- estimated
- forecasted
- managed
- marketed
- measured
- planned
- programmed
- projected
- reconciled
- reduced
- researched
- retrieved
- acted
- adapted
- began
- combined
- conceptualized
- condensed
- created
- customized
- designed
- developed
- directed
- displayed
- drew
- entertained
- established
- fashioned
- formulated
- founded
- illustrated
- initiated
- instituted
- integrated
- introduced
- invented
- modelled
- modified
- originated
- performed
- photographed
- planned
- revised
- revitalized
- shaped
- solved

--- Helping Skills ---

- adapted
- advocated
- aided
- answered
- arranged
- assessed
- assisted
- collaborated
- contributed
- cooperated
- ensured
- expedited
- facilitated
- helped
- insured
- intervened
- motivated
- provided
- referred
- presented
- resolved
- simplified
- supplied
- supported
- volunteered

--- Organizational Skills ---

- approved
- arranged
- catalogued
- categorized
- charted
- classified
- coded
- collected
- compiled
- corresponded
- distributed
- executed
- filed
- generated
- implemented
- incorporated
- inspected
- logged
- maintained
- monitored
- obtained
- operated
- ordered
- organized
- prepared
- processed
- provided
- purchased
- recorded
- registered
- reserved
- responded
- reviewed
- routed
- scheduled
- screened
- set up
- submitted
- supplied
- standardized
- systematized
- updated
- validated
- verified



THE INTERVIEW

If you get a phone call from an employer for an interview, don't panic! This is definitely an opportunity!

An Interview is a 2-way process. The employer is interviewing you to assess whether you would be the most suitable person for the job. It is also an opportunity for you to gain some insight into what the working environment and the people are like as well as to find out more about the role.

It is worth accepting every interview invitation you get even if you don't think you want the job. It will be a good opportunity to practise and you may find that you like the job when you find out more about it.

The interviewer is looking at both what you say and how you say it. The best way to make sure you come across well is **PREPARATION**. This chapter covers several types of interview questions and examples that might assist you in preparations before entering the interview room.

TOP TIPS FOR PREPARATION

1. It is important for you to demonstrate your strengths and competencies during an interview. A good way to prepare is to make a list of the job requirements. Review your CV and make sure it shows that you have the skills to fulfil those requirements. Think of examples of how you used your skills successfully. **EXAMPLES OF HOW YOU OVERCAME CHALLENGES ARE ESPECIALLY USEFUL.**
2. Think about your **CORE STRENGTHS** – what are the attributes that set you apart from other candidates? Make sure you get these across to the interviewer(s).
3. You might be asked about **YOUR MOTIVATION AND COMMITMENT TO SERVE IN THE COMPANY**. Be prepared for questions like ‘Why are you interested in this position?’ and ‘Why would you pursue a career in this profession?’

SAMPLE QUESTIONS IN INTERVIEWS

TYPICAL QUESTIONS

One very common question is ‘tell us about yourself’. This is normally the first and often the most important question as it gives you a chance to sell yourself. Keep your answer within 2 minutes. Your response should include:

1. **A SUMMARY OF YOUR EDUCATIONAL AND WORK HISTORY**
2. **AN EXAMPLE OF ONE ACADEMIC/WORK ACCOMPLISHMENT**
3. **A BRIEF HIGHLIGHT OF WHAT YOU WANT NEXT IN YOUR CAREER THAT IS RELEVANT TO THE POSITION AT HAND**

Please remember! This question is not about you but about your suitability for the post.

EXAMPLE:

The job requirements for an asset management internship might be:

- Able to multi-task and work under pressure
- Ambitious, self-motivated, energetic, outgoing, high achiever
- Good interpersonal skills
- An undergraduate in any stream, yet finance or business-related discipline is advantageous

A candidate might say, after summarizing their educational and work history:

‘I would describe myself as self-driven and responsible. When serving as a summer trainee at ABC Bank and a part-time student assistant in my faculty, I assisted in data mining and analysis, as well as compiled research reports within a tight timeline. As my passion is to be an asset management specialist, together with my relevant skills and work exposure gained through different experiences, I look forward to the chance of contributing to your company.’

BEHAVIOURAL QUESTIONS

With behavioural questions, the interviewer is looking for examples of ways you responded to challenges that led to results. Don't just list activities – **BE SPECIFIC TO YOUR ACTION AND RESULTS.**

You need to think about the purpose of the question and the specific skills it concerns. For example:

- *Describe a situation where you were asked to do something that you had never attempted previously.*

This question assesses your

1. flexibility, including your ability to modify your approach to achieve a goal;
2. how open-minded you are;
3. how quickly you can adapt to new environment and situations.

One common approach you may consider is to use the **STAR TECHNIQUEZ**

- **SITUATION** – Provide the context (when, where etc.)
- **TASK** – What were you expected to do?
- **ACTION** – What did you do? How? What tools did you use?
- **RESULTS** – Explain the results. Quantify if possible.

EXAMPLE FOR YOU:

Question: *'Tell me about a time when you were on a team and a member wasn't taking up his or her assigned duties.'*

Answer: *'I was involved in a group project in my marketing course last year. Our team was assigned to come up with a marketing campaign and design mobile Apps for a beauty brand. However, one team member often skipped our preparatory meetings. I tried to talk to her in private, relayed the frustration of other team members and discussed with her what could be done to improve the situation. She apologised and explained that she was preoccupied with another course, where she got a very low score. I volunteered to help her with that course. She was therefore able to participate more in our project. In the end, we got 'B+' in our group report and presentation.'*



Reference:

1. "STAR interviewing response technique for success in behavioral job interviews." Contract Management Oct. 2004: 6. Business Insights: Global.
2. "Career Coach: using STAR power in interview; There's an easy technique to use in interviews to answer tricky questions that will highlight your competency and skills. (FINANCE)." Jeremy I'anson, The Telegraph Online, April 9, 2014

SITUATIONAL QUESTIONS

These are questions which ask how you would respond in a hypothetical situation. They provide opportunities for you to showcase your problem-solving and analytical abilities.

Interviewers ask these questions because you can hardly prepare in advance; you will have to think on your feet.

One good way to approach these questions is to think about ways you have dealt with similar problems in the past.

EXAMPLE FOR YOU:

Question: *'If your boss was suddenly let go and you were asked to take over, how would you proceed?'*

Answer: *'If this situation happened, I would try to stay calm, and first try to understand the current tasks as well as to communicate with team members. Actually, a similar situation happened to me during my time as VP of English Club. The President resigned from his position and I was suddenly asked to take over. First, I held a team meeting to discuss the situation and get everyone's thoughts and feelings. Next, I met with each team member to build trust. I asked them what they were working on, how things were going and whether they required any help. We continued to have regular meetings to maintain the momentum and strengthen our relationship. Overall the transition went smoothly; everyone was engaged and achieved their objectives.'*

BIZARRE QUESTIONS

These questions are designed to test how you react to unexpected challenges. They show your **FLEXIBILITY, CREATIVITY, TECHNICAL AND ANALYTICAL ABILITY AND THE WAY THAT YOU MAKE DECISIONS.**

EXAMPLE FOR YOU:

- If you were an animal, what would you be?
- You just inherited a restaurant from your father, what would you do now?
- How do you weigh a giraffe without using a weight machine?
- If you were shrunk to the size of a fish and put in a microwave, how would you get out?
- What do timber and polyester have in common?

You can't prepare for these questions. Interviewers seldom ask bizarre questions but it is important to be aware of them so they don't put you off.

REMEMBER – the interviewer is not trying to trick you, so try to relax and regard a bizarre question as an interesting challenge.

ASKING QUESTIONS

At the end of the interview, you will have the opportunity to ask questions. This is your opportunity to find out more about the organization and also to restate your interest. You should always ask at least one question as it shows your engagement and passion.

It is good to ask a question that follows on from something discussed in the interview but you should have some questions prepared before the interview. Try to make your question sound specific and not general.

EXAMPLE FOR YOU:

- 'How would you describe the organization's culture?' (If the information has not been shown on website nor mentioned in the interview.)
- 'I noticed on company's website that the firm is planning to expand into other European markets. Would management trainees be given chances to participate in relevant projects?'
- 'What do you think are the most important qualities for someone to excel in this role?'
- 'What percentage of the time will be devoted to the analytical tasks?'
- 'That's remarkable! Could you elaborate a bit more about how they did it?'

AVOID QUESTIONS ABOUT PRACTICALITIES

Questions such as 'what are the working hours?', 'is it a must for me to work on Saturday?' or 'would I be able to delay the start date by a month?', should be avoided, as they don't show very much thought about the role. If you do have a concern (e.g. you need a later start date), it is better to negotiate this after the position is offered to you.



FOLLOW-UP EMAIL

After the interview, you should send a follow-up e-mail to the interviewers you met within 24 hours.

In the email, you should:

- **THANK THEM FOR THEIR TIME**
- **USE INFORMATION GAINED DURING THE INTERVIEW**
- **REINFORCE PARTICULAR POINTS OR TOPICS DISCUSSED**
- **OFFSET ANY CONCERNS THAT MAY HAVE SURFACED**
- **REINTRODUCE KEY SKILLS AND SUCCESSES RELATIVE TO THEIR EXPECTATIONS**
- **CONVEY A POSITIVE, ENTHUSIASTIC, ENERGETIC MESSAGE**
- **INCLUDE ADDITIONAL INFORMATION NOT DISCUSSED THAT COULD DIFFERENTIATE YOU**

REMEMBER THAT YOU DON'T HAVE TO INCLUDE ALL OF THESE THINGS – if you don't feel there are concerns to offset or there is additional important information to include, don't mention them.

EXAMPLE FOR YOU:

After Annie attended an interview with SSW CPA Ltd., she might write this email:

Dear Mr Wong,

Thank you so much for taking the time to talk yesterday. It was a pleasure to learn more about SSW CPA Limited and your innovative business structure. I am very excited about the opportunity to explore a potential career with the Audit and Assurance Services team.

I couldn't agree more with your emphasis on creating value for clients. For me, SSW CPA Limited is about developing meaningful relationships with clients to more effectively meet their needs. I think it is rare to find a company that provides such a customised service while following the highest standards of professional practice.

Again, I appreciate the opportunity to have shared my background and passion for accounting with you. I think my extensive work experience and prior internship in your company makes me exactly what your team is looking for and I hope to prove that. We didn't get a chance to talk about my experience at TR Services Limited but I believe the experience of different industries gained there made me even more dedicated to a career in auditing and assurance. As requested, I have attached a list of references. If you would like any further information from me or to talk to me again, I would be more than happy to oblige. Thank you and I hope to hear from you soon.

Yours sincerely,

Chan Lei Yu, Annie

FURTHER PREPARATION

CAREER SERVICES AND ACTIVITIES AT HSUHK

After reading this Career Guide, you might have a basic idea of how to start planning your career and making job applications. However, further preparations are necessary if you wish to go further and eventually get a job offer from the employer.

Along with this Career Guide, a wide range of career services are offered by the Career Planning and Development team of Student Affairs Office. We can provide you with an in-depth guidance on career planning and making job applications. You are highly encouraged to join our programmes and activities, which are vital to your career preparation.

CAREER ADVISORY SESSION (CAS)

The one-on-one Career Advisory Sessions aim to assist students in identifying their career goals and help better prepare them for their future career. Students are welcome to raise their career concerns during the session, which may include enquiries on career direction, job market information, resume and cover letter writing skills, interview skills, job searching skills, etc.

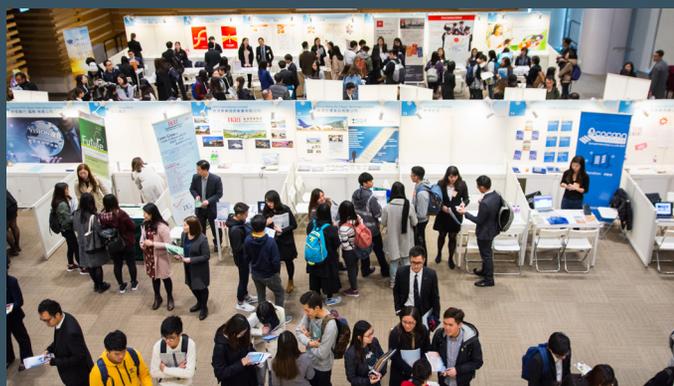
CAREER PREPARATION SERIES

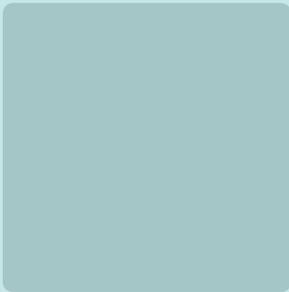
To help students plan ahead for an internship or graduate job, the Career Preparation Series guides students through the steps they should take from scratch. Each session focuses on helping students understand the various aspects of job seeking technique, including problem-solving, communication, leadership skills, personal grooming, etc., and all that would enhance the employability of students.

OTHER CAREER GUIDANCE PROGRAMME

Getting advice and insight from experienced professionals can prove invaluable for your career explorations. HSUHK Professional Mentorship Programme connects students with business professionals from various industries whom could provide additional guidance, training and experience sharing to students in both formal and informal ways.

Everyone is welcome to visit our office and speak to our Careers Officers about career planning and job searching skills. Visit our website: <https://sao.hsu.edu.hk/our-services/careers/> regularly and follow our Facebook page for the latest information on our activities and programmes.





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