



The University of Hong Kong

Faculty of Business and Economics

BUSI 1082 Professional Preparation Programme

Course Information

2010-2011

Programme Co-ordinator: Dr. Sammy Fung

Teaching Consultant

School of Business

Office: Room 205, Meng Wah Complex
Phone: 2219-4214
Email: flksammy@hkucc.hku.hk

I. COURSE DESCRIPTION

This course prepares our year-one FBE students for their professional career in business areas. It provides students with updated job market information and develops necessary job hunting skills for their professional job seeking. By the end of the course, students should be exposed to various career opportunities and informed how to prepare themselves for their chosen career. Further, students should be able to gather enough information on various job application and interview skills to assist their future careers planning.

II. COURSE OBJECTIVES

1. Provide FBE undergraduates with information on career opportunities in accounting, finance and other business areas;
2. Provide students with information of current issues of business related fields;
3. Provide students with necessary interview skills and related job searching techniques;
4. Inform students about employers' expectations;
5. Develop students' professional and ethical behaviour;
6. Enable students to find an appropriate job/ internship in the business related fields.

III. INTENDED LEARNING OUTCOMES (ILOs)

On completion of the course, students will be able to:

ILO1. Describe professional qualifications in accounting, banking and financial services;

ILO2. Identify integrity and ethics and employers' expectations and professional behaviour;

ILO3. Evaluate their strengths and weaknesses for their chosen career;

ILO4. Develop their interview and job hunting skills on their job application process.

IV. ALIGNMENT OF PROGRAM AND COURSE ILOs

Program ILOs	Course ILOs
1. Acquisition and internalization of knowledge of accounting, business and economics	ILOs1, 2, 3 & 4
2. Application and integration of knowledge	ILOs 2 & 4
3. Inculcating professionalism and leadership	ILOs 1 & 3

V. TEACHING AND LEARNING ACTIVITIES (TLAs)

TLA1. Situation: Information and sharing sessions

- Information on understanding career opportunities, acquiring professional skills and ethics, internship programme, resume writing, and application letter writing, etc., will be delivered and presented with PowerPoint slides during the seminars.

- Sharing sessions will be delivered by various guest speakers and representatives from the Big Four accounting firms, commercial and investment banking firms, and firms in various commercial industries.
- An alumni sharing session will be delivered by recent FBE graduates and alumni. They aim to share their professional life and tips on job interviews with current business students. Facilitators are FBE faculty members and placement consultants.
- Students are strongly encouraged to participate in these sessions as there is a great opportunity to mingle with the representatives from potential employers and also get to know the successful career profiles of our graduates.

Major focus: ILOs 1, 2, 3 and 4.

TLA2. Situation: Break-out Workshops

- Various job hunting skills involving personality test, resume clinic, interview practice, networking skills, grooming skills, group discussion skills, and business case presentation skills, will be delivered in a break-out workshop format.
- The workshops will be delivered by CEDARS's placement consultants and/or external experienced trainers. Students are required to complete several tasks (e.g., mock interview, CV writing, group discussion practice) to meet the coursework requirement.

Major focus: ILOs 1, 2, 3 and 4.

TLA3. Situation: Company Visit

- Companies in accounting, finance, banking, and commercial industries will be aligned for students' visit during reading week. There will be around 4-5 company visits arranged and students can choose at least one company to visit.

Major focus: ILOs 1, 2, 3 and 4.

Summary of TLAs

TLAs	Maximum Class Size	Total Learning Hours
Three Information and Sharing Sessions: - CV Writing & Interview Skills (1.5 hours) - Market Update & Alumni Sharing (2 hours) - Business Ethics (2 hours)	150-180	5.5
Four Break-out Workshops (3 hours each)	10-15	12
At least one Company Visit (2.5 hours)	25-30	2.5
Total		20

VI. ASSESSMENT AND ATTENDANCE REQUIREMENTS

Students are required to attend (1) ALL of Four Workshops, (2) ALL of Three Information and Sharing Sessions, (3) AT LEAST one company visit; **AND** (4) to satisfactorily complete the tasks in Workshops to obtain a PASS grade for this course. .

VII. COURSE SCHEDULE

<i>Date/Week</i>	<i>Module</i>	<i>Content</i>	<i>Format</i>	<i>Venue</i>
(A) Information and Sharing Sessions				
<u>January 24</u> (5:00-6:30pm)	CV Writing & Interview Skill	<ul style="list-style-type: none"> • Tips on writing the effective CV and letter according to employer's needs • Good and bad CV and letter examples • Behavioural interview skills 	Information and Sharing Session	TBC
<u>February 14</u> (5:00-7:00pm)	Market Update & Alumni Sharing	<ul style="list-style-type: none"> • 2009 graduates employment status • Occupations of Business graduates • Alumni sharing on their job-hunting experience, challenges and career path 	Information and Sharing Session	TBC
<u>April 4</u> (5:00-7:00pm)	Business Ethics	<ul style="list-style-type: none"> • Business Ethics • Guest speakers are invited to share and their experience 	Information and Sharing Session	TBC
(B) Break-out Workshops				
<u>Feb 21 – 25</u> (4:00-7:00pm)	MBTI	<ul style="list-style-type: none"> • MBTI administration • Individual profile on personality type and career inclination • Learn to analyze employer's 'real' needs from job advertisements 	Break-out Workshop	Assigned by FBE Office
<u>Mar 7 -11</u> (4:00-7:00pm)	Mock Interview	<ul style="list-style-type: none"> • Prepare CV and letter and receive comment from Human Resources professionals • Mock interview and different interview styles • Feedback and coaching 	Break-out Workshop	Assigned by FBE Office
<u>Mar 21 – 25</u> (4:00-7:00pm)	Group Discussion	<ul style="list-style-type: none"> • Employer's expectation of candidates in Assessment Centre • Group discussion and presentation on a case study • Feedback & coaching on individual and group performance 	Break-out Workshop	Assigned by FBE Office
Case Presentation <u>Mar 29</u> (4:00-5:30pm) April 13- 15 (4:00-7:00 pm) Grooming Skill April 11 (4:00-7:00 pm)	Case Presentation OR Grooming Skill	Case Presentation <ul style="list-style-type: none"> • Business case presentation • Feedback/analysis • Practice Grooming Skill <ul style="list-style-type: none"> • Image Building • How to dress for a job interview & project a professional image. • Building a positive image at work 	Break-out Workshop	Online Enrollment
(C) Company Visits				
<u>March 1 - 7</u> (Reading Week)	Company Visit	<ul style="list-style-type: none"> • Visit companies in various industries • Office tour and sharing from staff and management 	Off-campus	Online Enrollment