Choosing Business Careers and Programmes
An HKCC Guide
Choosing Business Careers and Programmes

An HKCC Guide

Editor: Dr. Theresa Choi

Contributors: Industry Practitioners (refer to p. 2 to 3)
PolyU HKCC Business Programme Leaders and Assistant Programme Leaders
Student Development Committee Career Development Team

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Hong Kong Community College

Hung Hom Bay Campus: 8 Hung Lok Road, Hung Hom, Kowloon
West Kowloon Campus: 9 Hoi Ting Road, Yau Ma Tei, Kowloon

Tel: (852) 3746 0123
Fax: (852) 2994 8721
Email: ccoffice@hkcc-polyu.edu.hk
Website: http://www.hkcc-polyu.edu.hk

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Choosing Business Careers and Programmes: An HKCC Guide

Bringing together this Guide has been a great challenge and would not be accomplished without the generous help of various leaders and professionals from different business functions and industry sectors. We would like to acknowledge the following practitioners and organisations for their valuable contribution.

### Acknowledgements

<table>
<thead>
<tr>
<th>Industry / Business Sector</th>
<th>Expert Contributor</th>
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| **Accounting, Banking and Finance** | Mr Morison Chan  
President, Association of Chartered Certified Accountants (ACCA), Hong Kong  
Mr Michael Fan  
Vice President, the Society of Registered Financial Planners, and Hong Kong Councillor, the Institute of Financial Accountants, UK  
Ms Carrie Leung  
Chief Executive Officer, The Hong Kong Institute of Bankers |
| **Business Management** | Professor Alfred Ho  
Deputy Chairman and Director of Accreditation and Continuous Professional Development, International Institute of Management  
Ms Terry Lai  
Chief Executive Officer, Intercontinental Group Holdings Ltd |
| **China Business** | Ms Laura Xiong  
Managing Director, P&G Hong Kong |
| **Event Management** | Ms Monica Lee-Müller  
Deputy Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited, and Director and General Manager, Hong Kong-Shanghai Venue Management (Zhengzhou) Limited |
| **Financial and Investment Planning** | Ms Angeline Chin  
Chief Executive Officer, Institute of Financial Planners of Hong Kong |
| **Hospitality Management** | Mr Sunny Sun  
Vice President, Development (China), Langham Hotels International |
| **Human Resources Management** | Mr Lai Kam Tong  
President, Hong Kong Institute of Human Resource Management |
| **Information Systems and Knowledge Management** | Ms Waltraut Ritter  
Board Advisor and Founding President, Hong Kong Knowledge Management Society |

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</thead>
</table>
| **Logistics and Supply Chain Management** | Mr S F Ho  
Vice-President, The Chartered Institute of Logistics and Transport, Hong Kong  
Mr Kelvin Leung  
Chief Operating Officer, Asia Pacific, DHL Global Forwarding (Hong Kong) Limited, and Chairman (Year 2007-2008), Hong Kong Association of Freight Forwarding and Logistics Ltd  
Mr Anthony Wong  
President (2007), Hong Kong Logistics Association |
| **Marketing** | Mr Cheong Shin Keong  
FCIM, Chartered Marketer, Chairman, The Chartered Institute of Marketing (CIM), Hong Kong Regional Office, and General Manager, Television Broadcasts Limited  
Dr Pedro Yu  
General Manager, Sales & Marketing, Korea & Africa, Lee Kum Kee (International) Trading Limited |
| **Tourism and Recreation Management** | Mr Joseph Tung, JP  
Executive Director, Travel Industry Council of Hong Kong  
Mr Dennis Wu  
General Manager, Industry Training and Human Resources, Hong Kong Tourism Board |

They deserve our sincere gratitude for enriching the contents of this book through sharing their specialised knowledge and valuable insights as the industry practitioners and business sector experts. They have provided our readers with very useful information on industry profile and market trends, and given our students plenty of quality advice on job prospects and career development. Without their contribution, faith and support, this Guide would not have become a reality.

With expert advice from business leaders, industry practitioners and academics of relevant business disciplines, we hope this Guide would be a useful reference for secondary school students, career masters/mistresses and teachers. To better serve their needs, we appreciate and welcome comments and suggestions from all those with an interest in developing our future business leaders: industry practitioners, professionals, administrators, recruiters, employers and employees, teachers, career masters/mistresses and students. Please send your feedback to ccoffice@hkcc-polyu.edu.hk.
Welcome to Choosing Business Careers and Programmes: An HKCC Guide published by the Hong Kong Community College (HKCC)!

Likely to be the first of its kind in Hong Kong, this Guide aims to serve as the first-stop resource book for those high school graduates and students who are interested to do business programmes in Hong Kong. To this end, it consists of a few carefully-selected sections, and you are welcome to read through them or just pick up the sections that are most relevant to you.

Why should I study Business? - Hong Kong is an international business and financial centre. Over one-third of the undergraduate students in Hong Kong are doing business-related programmes. Actually, a career in business promises more than just good starting salaries and prospects. It is also an exciting and meaningful endeavour that contributes to the well-being of society as a whole.

Who can study Business well? - As you can see from this section, no matter what personality you have and/or what subjects you studied at high schools, there are business programmes that are suitable for you. What is more, your strengths, interests and potentials would be enhanced too after going through business education.

Overview of different business functions and industry sectors - In this section, we provide an overview of the major business functions and industry sectors. While pertinent to Hong Kong, they are quite generic, and therefore applicable to other parts of the world. We believe that the information contained in this section (e.g. interesting statistics, preferred qualities and skills, typical career paths and expert advice) may assist your choice of business programmes.

What business programmes are offered in Hong Kong? - This section details the business programmes in Hong Kong, be they government-funded or self-financed, covering both undergraduate and sub-degree levels. We further provide the website addresses of the relevant education providers for your convenience.

How do I select the right programme? - As there are so many business programmes available, we venture to suggest a checklist of seven major factors that you may want to consider before making up your mind. They include your interest, study goals, career goals, personality and strengths, as well as the quality, curriculum, school culture and learning environment of the education provider.

What is special about HKCC business programmes? - As part of The Hong Kong Polytechnic University, HKCC is committed to offering quality education to high school graduates. This summer we will offer a total of 13 business-related associate degree and higher diploma programmes, covering a wide spectrum of business functions and industry sectors.

Your future is important to us, and you are welcome to talk to our programme leaders whose contact details are contained in the last section of this Guide. In closing my message, I would wish you success in your future pursuits!

Simon Leung, PhD
Director, Hong Kong Community College
Dynamism of the private business sector

As an economy based on the principle of “market leads, government facilitates”, Hong Kong has seen the private business sector being the driving force of its economic prosperity as well as the predominant provider of jobs for its population. The dynamism of the private business is what has turned Hong Kong from a small backward fishing village into a world-class economic powerhouse.*

Business is NOT just about money

Given the promising prospects, it is not surprising to find that many secondary school leavers from both the Arts and the Science streams choose business programmes when it comes to post-secondary education. However, while such considerations are understandable, a career in business promises much more than just monetary rewards and status. A career in business is also about:

- excitement of meeting people from all walks of life
- thrill in finding ways to help solve clients’ problems
- fulfillment in seeing clients’ joy of having their needs satisfied by our efforts
- development of one’s full potentials through learning the ways of the trade in theory and practice
- pride of being able to provide professional and high quality service
- friendship nurtured through teamwork

Focusing solely on the monetary reward in business is like focusing solely on the score and not the ball when playing table-tennis. You risk losing concentration as well as the joy that the process itself brings.

Business is about making the world a happier place

In fact, businesspeople perform vital social functions. All successful businesses owe their success to superior performance in knowing about and satisfying clients’ needs. This is so because all commercial transactions are voluntary and thus mutually beneficial. Thus, instead of being self-centred, businesses have to be very concerned about the welfare of others – clients, partners, suppliers, employees.

Just take a look around ourselves to identify the things that improve our well-being – the computer, the air conditioner, nicely designed furniture, wallpaper, the clothes we are wearing…all are brought about by private enterprises. With such realisation, we cannot help but conclude that business is the major force behind the creation of most useful goods and services, jobs and choices, prosperity and well-being – it contributes to making the world a happier place! Thus, a career in business is something that every student can justly be proud of.

Y L So, PhD
Deputy Director and Division Head (Division of Business)
Hong Kong Community College

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* According to the Hong Kong Yearbook 2007 published by the HKSAR Government, “Hong Kong is currently the world’s 12th largest trading entity. It operates one of the world’s busiest container ports…as well as one of the world’s busiest airports…also the world’s 15th largest banking centre…sixth largest foreign exchange trading centre. Its stock market is the third largest in Asia in terms of market capitalization…At US$29,900, Hong Kong’s per capita GDP was among the highest in Asia in 2007.” (p.41)
WHO CAN STUDY BUSINESS WELL?

If you have some of the following characteristics in your PERSONALITY, you have possessed the potential to study business well.

<table>
<thead>
<tr>
<th>Personality</th>
<th>Potential Areas of Achievement in Business</th>
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<tbody>
<tr>
<td>Detail-minded</td>
<td>Accounting and Finance</td>
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<tr>
<td></td>
<td>Financial and Investment Planning</td>
</tr>
<tr>
<td>Conscientious</td>
<td>Banking and Financial Services</td>
</tr>
<tr>
<td>Analytical</td>
<td>Marketing</td>
</tr>
<tr>
<td>Responsible</td>
<td>Hospitality Management</td>
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<td></td>
<td>Event Management</td>
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<tr>
<td>Sociable</td>
<td>Tourism and Recreation Management</td>
</tr>
<tr>
<td>Passionate</td>
<td>Marketing</td>
</tr>
<tr>
<td>Interested in serving others</td>
<td></td>
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<tr>
<td>Creative</td>
<td>Business Management</td>
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<tr>
<td>Goal-oriented</td>
<td>China Business</td>
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<tr>
<td>Well-organised</td>
<td>Global Business</td>
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<tr>
<td>Flexible and open-minded</td>
<td></td>
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<tr>
<td>Determined</td>
<td>Human Resources Management</td>
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<tr>
<td></td>
<td>Information Systems and Knowledge Management</td>
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<td></td>
<td>Logistics and Supply Chain Management</td>
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</table>

If you are good at SCIENCE subjects, ARTS subjects or BUSINESS subjects, the knowledge and skills that you have learnt in your secondary school will certainly benefit your future study as you have already possessed some of the competences needed for studying business.

<table>
<thead>
<tr>
<th>Subjects that develop the competences for studying business well</th>
<th>Potential competences needed for studying business</th>
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<tbody>
<tr>
<td>Science Subjects</td>
<td>• Logical Thinking</td>
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<td></td>
<td>• Critical Thinking</td>
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<td></td>
<td>• Numerical Skills</td>
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<td></td>
<td>• Information Technology</td>
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<tr>
<td>Arts Subjects</td>
<td>• Analytical Skills</td>
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<tr>
<td></td>
<td>• Organisational Skills</td>
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<td>• Language Skills</td>
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<td>• Communication Skills</td>
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<td>Business Subjects</td>
<td>• Business Mind</td>
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<td></td>
<td>• Application Skills</td>
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<td>• Presentation Skills</td>
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<td></td>
<td>• Problem-solving Skills</td>
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No matter what kind of personality you possess and what subjects you have studied, you definitely have the potential to study business well! The most important thing is that you are fully aware of your strengths and choose the business programme that is suitable for you!
For students who are considering to pursue academic programmes and careers in business, it is advisable to develop a conceptual framework to make sense of the great variety of paths one may follow. One approach is to classify the paths from three different perspectives: industry sectors, business functions, and geographic location.

By **industry sectors**, the paths are classified primarily by the nature of services and products the companies are providing to buyers or consumers. Examples include: hospitality, tourism, event management, banking, financial and investment planning, logistics, etc. By **business functions**, we are talking about the generic functions that almost all companies would need, regardless of which industry sector they are in. Examples include: accounting, business management, human resources management, information systems and knowledge management, marketing, etc. Finally, by **geographic location**, paths are classified by the special locations of the businesses. Examples include: China business, global business, etc.

Of course, there are bound to be overlaps. For example, someone working in the human resources department of a hotel which is stationed in China would do well if he or she has knowledge in human resources management, hospitality management as well as China business. Furthermore, for generic business functions, there could be specialised firms which provide business services in this regard. For example, every company needs to deal with its accounts, but there are also professional accounting firms that provide specialised services in accounting. However, the classification method suggested in the previous paragraph is a good way to start to understand the paths that different academic programmes or careers may lead to.

To prepare oneself for business programmes or careers in Hong Kong, it would also be worthwhile to know something about the latest developments of the Region. Hong Kong is one of the most service-oriented economies in the world. Finance and insurance showed the fastest cumulative growth among the constituent service sectors, reflecting the increasingly prominent role of Hong Kong as an international financial sector. Import and export trade also performed impressively. This, together with the notable growth in transport and storage services, reflects Hong Kong’s competitive edge in the trading and logistics sectors. The communications sector also fared strongly, bolstered by rapid technological advancement and Hong Kong’s role as a communications-cum-business hub in the region.

Financial services, trading and logistics, tourism, and producer and professional services are the four key industries in the Hong Kong economy. They have been the driving force of Hong Kong’s economic growth, providing impetus to the growth of other sectors. China business is developing very rapidly and Hong Kong continues to be the largest external investor in the Mainland. With continuing reform and further liberalisation of the Mainland economy, particularly after its entry into the World Trade Organisation, more foreign investments are expected to flow into the Mainland. Hong Kong’s role as a service hub for the Mainland will continue to be strengthened. *(Source: Hong Kong Yearbook 2006)*

Functional structure is widely used by all kinds of organisations, both profit and non-profit in Hong Kong. It organises firms around functional departments according to operational needs, such as Accounts and Finance, Business Development, Corporate Services, Human Resources, Information Management Services, Marketing, Operations, Research and Development, Purchasing, Shipping and Logistics.
Hong Kong is the world's leading international financial centre and the premier capital formation centre for the Mainland. According to the Hong Kong Yearbook 2007 published by the HKSAR Government, 68 of the world's top 100 banks have operations in Hong Kong. The financial services industry is one of the four pillar industries in Hong Kong, accounting for 16% of the GDP in 2007. Demand is high for quality accounting, banking and finance professionals. The types of jobs available are diverse, ranging from auditing, financial accounting, management accounting, tax consultancy, investment analysis, financial analysis, financial planning, portfolio management, securities trading, treasury management, credit management, and banking operations management. If you demonstrate that you possess the personality, aptitude and will to succeed, you will work your way up through a rewarding and successful career ladder.

Preferred Qualities and Skills

- Adaptable
- Decisive
- Prudent
- High initiative
- Good at figures
- People skills
- Communication skills
- Analytical skills
- Willing to work long hours

### Accounting

- Director / Controller / Chief Financial Officer
- Senior Manager / Accounting Manager
- Chief Accountant / Audit Manager / Tax Manager
- Senior Accountant / Tax Accountant / Treasury Accountant / Auditor
- Accounting Officer

### Banking

- District Manager / Branch Manager / Bills Manager / Credit Manager / Manager
- Department Manager / Assistant Credit Manager / Assistant Bills Manager / Assistant Manager
- Supervisor / Credit Analyst / Customer Service Manager / Customer Relationship Manager / Bills Officer
- Credit Officer / Customer Service Executive / Customer Service Officer

### Finance

- Chief Investment Officer / Director
- Assistant Director / Fund Manager
- Settlement Manager / Manager / Institutional Sales
- Assistant Manager / Senior Analyst / Assistant Fund Manager
- Settlement Officer / Analyst / Associate / Dealer / Account Executive
Accountancy is indeed a rewarding profession. However, this profession would not be rewarding unless you invest your dedication and passion. Prepare yourself with continuous learning and stay update with the trend. Then you could stand the tide of rapid changes in the industry.

Expert Advice

Mr Morison Chan
President, Association of Chartered Certified Accountants (ACCA), Hong Kong

“Accountancy is indeed a rewarding profession. However, this profession would not be rewarding unless you invest your dedication and passion. Prepare yourself with continuous learning and stay update with the trend. Then you could stand the tide of rapid changes in the industry.”

Mr Michael Fan
Vice President, the Society of Registered Financial Planners, and Hong Kong Councillor, the Institute of Financial Accountants, UK

“If your study relates to accounting, finance and banking, you must notice the fastest growing financial services in Hong Kong. How can you reap the benefit of this high growth service sector? Become a professional! Currently, these professionals are in great demand in Hong Kong. The demand is even higher in the Mainland market which includes a few million companies or hundred million households.”

Ms Carrie Leung
Chief Executive Officer, The Hong Kong Institute of Bankers

“Under the terms of China’s accession to the WTO, the Mainland’s banking sector is fully open to foreign institutions. This undoubtedly provides an excellent opportunity for overseas banks to extend their branch networks, introduce new products and services, and strengthen their client base. In doing so, they face the challenge of recruiting sufficient quality staff and have to contend with increasing competition for the same pool of talent from Chinese banks which are undertaking reforms and looking to expand into international markets. Candidates with a couple of years’ experience have a definite advantage when applying for junior positions in wealth management or treasury operations, but that most banks are also willing to consider fresh graduates.”
Business management plays important roles in different industries in Hong Kong and other areas. From manufacturing to service industries, we need management executives to set strategic directions for the firms and to manage and administer operations. The following diagram shows the various career opportunities for practicing managers in various business sectors.

Preferred Qualities and Skills
Different management styles are adopted by different business entities, and there may not be a single management style which is the most effective style in all situations. In general, management executives should possess the following qualities and skills:

- Broad knowledge base
- Business-minded
- Leadership
- Goal-oriented
- Effective time management
- Training in business management disciplines
- Ability to integrate skills and knowledge of different disciplines
- Very good communication skills
- Top-class interpersonal skills
- Proactive to change
- Crisis management skill
- Global vision
- Committed to continuous professional development
Management is a vital process for ensuring that all resources (money, land, material, manpower, machinery, intellectual properties, etc.) are properly planned, organised, and utilised to achieve the desired objectives in the most efficient and effective manner. In the course of implementation managers exercise monitoring and control to make sure that optimum results are realised by adjusting the originally planned activities to cope with changing conditions. Management is important not only to private, profit-seeking businesses but is also indispensable in public organisations, charities, and government departments. To maintain and further enhance the competitiveness of Hong Kong, we need a team of competent managers supporting our enterprises, our NGOs (non-government organisations) and our public administration (the HKSAR Government).

As our operating environment is changing at an increasing rate, managers of the 21st century have to possess one further quality - the continuous interest and capacity to learn. We can no longer rely solely on the knowledge and skills we possessed when we started to work. We have to open-mindedly keep acquiring new concepts, new knowledge and new skills to maintain our employability. By joining professional management institutes, practicing managers can actively participate in its continuous professional development functions and learn the wisdom from the invited experts and share experience with other seasoned managers.
Hong Kong has served as the gateway to the Mainland market for more than a century and a half. There is nowhere better than Hong Kong to obtain the expertise, information and facilities needed to tap into the immense Mainland Chinese market. The marriage of Hong Kong’s world-class financial, marketing and technical expertise and sophisticated infrastructure with the Mainland’s rapidly developing manufacturing and services base has created a win-win situation. Mainland China is now Hong Kong’s largest trading partner.

In the last two decades, China has maintained a leading position as a preferred destination for external investors. Thousands of international companies involved in China trade have chosen to establish their beachhead in Hong Kong. In 2006, Hong Kong and the Mainland signed a new comprehensive double taxation arrangement, which allowed Hong Kong-based investors to avoid costly double taxation in a wide variety of major areas including shipping, aviation, land transport and personal taxation. This has further strengthened Hong Kong’s attractiveness as the springboard to Mainland China.

As we enter the 21st century, China widens its doors to the rest of the world, with its recent acceptance into the World Trade Organisation and as host to the 2008 Olympic Games. Many Mainland enterprises also want to expand overseas. Invest Hong Kong reported that an increasing number of Mainland companies make use of Hong Kong’s diverse, adaptive, well-educated and talented workforce to expand their regional and global presence. The introduction of professional services from Hong Kong has assisted Mainland enterprises in bringing their business operations in line with international practices and reaching out to the world. This underlies Hong Kong’s growing role as a springboard of successful Mainland enterprises to expand overseas. As such, there is a huge demand from foreign and Mainland companies for qualified China business professionals, especially those having international experience, global vision, knowledge, training and expertise. (Source: Invest Hong Kong)

There are plenty of job opportunities in China and the career prospects for China Business graduates are bright because Mainland China is one of the world’s fastest growing economies. There will be a high demand in both the business world and governmental departments worldwide for Hong Kong graduates who have knowledge of China’s state affairs, local business practices, rules and regulations, culture and society as well as business relations. Good command of Putonghua and basic understanding of simplified Chinese characters are essential qualities for working effectively in the Mainland. Therefore, graduates of China Business studies will have an immediate advantage for future employment prospects and can expand one’s vocational horizons within and outside China.

Preferred Qualities and Skills

• Understand the business environment in China
• Ready to travel and work in China
• Effective time management
• Creative in problem solving
• Good communication skills
• Proficient in English and Putonghua
• Team player
• Willing to face challenges and work under pressure
• Able to manage crisis
• Able to read simplified Chinese characters
• Good at building relationship and establishing network

Career Prospects

Census and Statistics Department has reported a growing number of Hong Kong residents working in Mainland China. The majority of those employed persons were engaged at the higher end of the occupation hierarchy in their present jobs. Some 35.6% were managers and administrators and 44.6% were professionals (accountants, auditors, engineers, surveyors, consultants) and associate professionals (works supervisors, designers, credit analysts, marketing executives, safety officers, statistics analysts, technicians, teachers). Analysed by the industry sector, 59.3% of those employed persons were working in the wholesale, retail and import/export trade, restaurant and hotel sectors, followed by the manufacturing sector (20.1%).

Expert Advice

Ms Laura Xiong
Managing Director, P&G Hong Kong

There are plenty of job opportunities in China and the career prospects for China Business graduates are bright because Mainland China is one of the world’s fastest growing economies. There will be a high demand in both the business world and governmental departments worldwide for Hong Kong graduates who have knowledge of China’s state affairs, local business practices, rules and regulations, culture and society as well as business relations. Good command of Putonghua and basic understanding of simplified Chinese characters are essential qualities for working effectively in the Mainland. Therefore, graduates of China Business studies will have an immediate advantage for future employment prospects and can expand one’s vocational horizons within and outside China.

To be successful in their career, graduates working in the Mainland must go native, get integrated into the local environment and adapted to new working style. They should maintain their own strengths by having a global vision and keeping abreast of the current affairs, economy and politics of the world. They should strengthen their command of the three spoken languages (English, Cantonese and Putonghua) and keep on updating their knowledge on international management. They should adhere to a self-disciplined and professional working attitude. They must also be modest, and keep an open mind to learn from the merits of Mainland colleagues. Finally, graduates are advised to develop a broad personal network and harmonious relationship in order to enjoy both life and work in China.
Hong Kong is well-known as the Event Capital of Asia. Every year Hong Kong Trade Development Council organises more than 30 world-class international trade fairs in Hong Kong. Seven of these are the largest in Asia. These events attracted more than 25,000 exhibitors and over half a million trade visitors, including some 270,000 from overseas. According to the figures released by Hong Kong Tourism Board, overseas visitors’ attendance for conventions and exhibitions has increased by 44.5% from 539,380 in 2004 to 779,324 in 2006. Arrivals for corporate events have increased by 14.6% from 723,138 in 2004 to 828,511 in 2006.

The HKSAR Government is committed to developing Hong Kong into a capital of international conventions, exhibitions and MICE (Meeting, Incentive, Convention and Exhibition) industries. With the formation of a steering committee, the HKSAR Government and trade representatives work together to boost business travel to consolidate Hong Kong as a business information centre between the Mainland market and multinational corporations. The Central Government has also affirmed Hong Kong as the Mainland’s international convention and exhibition centre and that Hong Kong should fully utilise its hardware and software to stage more global events. All these supportive government and industry measures will lead to a greater demand for professionals in the event industry. The upcoming international events in Hong Kong, and the enormous development of events and exhibitions in Macau and China offer excellent career prospects for trained candidates in the industry.

Preferred Qualities and Skills
- Creative and innovative
- Outgoing and energetic
- Detail-minded
- Team player
- Willing to work long and irregular hours
- Effective time management
- Very good organisational, problem-solving and negotiation skills
- Able to work under pressure
- Able to cope with new challenges
- Top-class communication, networking and interpersonal skills
- Able to get things done
- Multi-tasking skills

Common career opportunities include:
- Convention and Exhibition Centres / Hotels
- Exhibition Organising Companies
- Corporate Event Personnel / Exhibitors

Career Path (examples only)

| Event Coordinator | Event Executive / Sales Executive / Project Officer | Assistant Event Manager / Assistant Sales Manager / Senior Project Officer | Event Manager / Sales Manager | Senior Event Manager |

Event Management

Common career opportunities include:
- Convention and Exhibition Centres / Hotels
- Exhibition Organising Companies
- Corporate Event Personnel / Exhibitors

Career Path (examples only)

| Event Coordinator | Event Executive / Sales Executive / Project Officer | Assistant Event Manager / Assistant Sales Manager / Senior Project Officer | Event Manager / Sales Manager | Senior Event Manager |

Event Management
Choosing Business Careers and Programmes: An HKCC Guide

Ms Monica Lee-Müller
Deputy Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited, and
Director and General Manager, Hong Kong-Shanghai Venue Management (Zhengzhou) Limited

To establish a career in the event industry, formal training or a degree in event management is certainly an advantage. Event management is a multi-dimensional profession. Training in event management generally includes process of research, creative and design, marketing, communication, planning, coordination and evaluation. Other than becoming an event manager, graduates can also expand their event management knowledge into marketing and sales roles in either event, venue or destination marketing.

The success of an event manager depends upon his/her problem-solving skills, creativity and ability to cope with new challenges. He/she must take interests in the product or brand promoted at the assigned specific event. In order to plan and manage overall event logistics, he/she must possess good organisational skills, be detail-minded, result-oriented and able to meet multiple deadlines. Having good networking and interpersonal skills are vital for event managers as they need to coordinate and communicate with people from different backgrounds such as event organisers, Professional Conference Organisers (PCOs), agencies, government authorities, performers, suppliers, venue providers, clients and guests, etc. Good command of English and ability to deal with people from different cultural backgrounds are essential as event managers often interact with people from all around the world. Noticeably, there is increasing use of Putonghua in event industry in Hong Kong as well.

Event industry is growing rapidly in the region, with more mega exhibitions and major international events being hosted in Hong Kong, China and other Asian cities. There are excellent job opportunities for trained candidates in the industry. Graduates who are energetic, prepared to work under pressure and irregular hours, and enjoy constant interaction with people of different profiles will find event management a rewarding career. It offers young people new challenges, broad exposure, unlimited learning experience, good career prospects and a great sense of achievement.

FINANCIAL AND INVESTMENT PLANNING

Financial and Investment Planning is a multi-disciplinary profession which is in great demand by several major service sectors in Hong Kong, including banking, insurance and independent financial advisory services. In the past, there is no licensing requirement to govern the conduct of investment advisors. With the introduction of a new regulatory regime in 2003, all practitioners must receive professional training and be licensed in order to perform the advisory services. Nowadays, most banks and financial institutions are increasingly involved in financial and investment planning as this is recognised as a high value-added service. To broaden the scope of service in related areas, some banks are also beginning to provide service on “wealth management”.

Preferred Qualities and Skills

- All-round knowledge
- Professional qualification
- Market-oriented
- Patient
- A good listener
- Prudent
- Trustworthy
- Good analytical skill
- Excellent communication skills
- Good customer relationship
- Proactive thinking
- A lifelong learner

Career Path (examples only)

Financial Planning

Financial planner

Senior Financial planner

Assistant Business Manager

Senior Business Manager

Business Manager
Expert Advice

Ms Angeline Chin
Chief Executive Officer, Institute of Financial Planners of Hong Kong

For those looking to build a career in financial planning and wealth management, there are boundless opportunities. There is a growing demand for better professionals from consumers and industry players, with established banks, insurance and investment funds institutions expanding their financial planning and wealth management operations in Hong Kong and around the region. Coupled with rising salaries and an increasing pace of wealth creation around the region, new comers can look forward to a rewarding career in financial planning.

To become a successful financial planning or wealth management professional, aspiring financial planners will need the right combination of academic and professional qualifications that not only provide them with sound foundations but also continually update them on the latest development and practices around the world. The internationally-recognised Certified Financial Planner (CFP) certification programme, available in more than 23 major countries and territories around the world with 110,000 certificants globally, is considered the gold standard in financial planning sector and has enjoyed a rising growth rate. Its success can be measured by its strong adoption by key senior managers in the financial services sector, and its use to gauge the level of financial planning excellence by the industry. In addition, the introduction of the Cross Border CFP Certification Examinations ensures that CFP professionals are well-equipped to provide multi-jurisdictional advice. The CFP certification programme will continue to be a hallmark of Hong Kong’s rising importance as a financial planning and wealth management hub. It also provides a variety of opportunities that ensure that new financial planning and wealth management talents reach their highest potentials.

Hong Kong is renowned as Asia’s premier tourism hub and one of the world’s shoppers’ paradises and great places to enjoy international food. Hong Kong is a compact destination with many attractions for family tourists. The rapid growth of business and leisure travel in Asia has led to an increasing demand for accommodation in Hong Kong at every price level. The large number of high income Mainland tourists and local consumers ensures solid local demand for hospitality services.

According to Hong Kong Tourism Board, the total number of hotel rooms in Hong Kong is expected to increase from some 53,000 now to an estimated 64,000 by 2011, representing opportunities for hotel owners and operators. There has been a strong growth in the Hong Kong hospitality industry owing to the increase in the number of leisure and business travellers. As revealed by SCMP/Admango survey, job advertisements in the hotel and catering sector have shown a rise of 167.8% in 2007 over that of last year. There are also plenty of job opportunities outside Hong Kong because the hotel industry is expanding rapidly in Mainland China, Macau and East Asia. As Asia’s world city, trained hotel staff in Hong Kong is in great demand because of their language proficiency, knowledge of Mainland tourists, wider international exposure and global experience.

Preferred Qualities and Skills

• Outgoing
• Pleasant and courteous
• Friendly and helpful
• Willing to work long and irregular hours
• Presentable
• Adaptable
• Good communication skills
• Proficient in languages
• Team player
• Willing to learn
• Service attitude
• With a good sense of humour
• Customer-oriented
Career Path* (examples only)

Food & Beverage
- Director of Food & Beverage
- Food & Beverage Manager / Executive Chef
- Assistant Food & Beverage Manager / Sous Chef
- Head Waiter (Waitress) / Section Cook
- Senior Waiter (Waitress) / Senior Cook
- Waiter (Waitress) / Cook

Rooms
- Director of Rooms
- Front Office Manager / Executive Housekeeper
- Assistant Front Office Manager / Assistant Executive Housekeeper
- Assistant Manager / Head Supervisor
- Front Desk Supervisor / Floor Supervisor
- Senior Front Desk Clerk / Senior Room Attendant
- Front Desk Clerk / Room Attendant

*Besides Food & Beverage and Rooms, hotels also have positions in general business functions, including Sales and Marketing, Public Relations, Human Resources Management, Training, Accounting, etc. Knowledge in hospitality management will be useful if one intends to pursue careers in these business functions within a hotel context.

Expert Advice

Mr Sunny Sun
Vice President, Development (China), Langham Hotels International

"The booming hotel industry has created great career development and advancement opportunities for fresh graduates from all academic disciplines. Educational attainment is not our major consideration in staff recruitment. It is more important that candidates are good team players, who are cheerful, self-motivated, customer-oriented, have a positive service attitude and excellent interpersonal skills. A good command of Putonghua and English is a must because staff need to communicate with international guests from different cultural backgrounds. Although comprehensive on-the-job training will be provided, graduates of hospitality-related courses with knowledge of hotel business will definitely be an advantage. Apart from front office jobs, new recruits often start in doing administrative work (e.g. human resources management, sales and marketing) to gain experience. To be successful in one’s career, staff should demonstrate leadership ability, strong business mind, excellent problem-solving skills, a passion for work and long-term commitment to lifelong-learning for on-going development of multiple skills because the hotel industry offers ample opportunities for career progress."
In the past, some managers saw human resources management (HRM) as a necessary expense, rather than as a source of value to their organisations. However, research has demonstrated that human resources management practices are valuable. Organisations that attempt to increase their competitiveness by investing in new technology and promoting quality also invest in state-of-the-art staffing, training and compensation practices.

The concept of “human resources management” implies that employees are resources of the organisation. As a type of resource, employees can add economic value to the organisation. As organisations start to realise employees as the most valuable asset, there is a growing demand for the human resources practitioners equipped with the relevant skills and knowledge of the latest industry practices.

Coupled with the recognition of the importance of the human resources function, professionalism of its practitioners is increasing. Sound educational background, training and lifelong learning are keys to success. The professionalism of human resources is certified by various professional associations, such as the Hong Kong Institute of Human Resource Management (HK), Society for Human Resource Management (US) and Chartered Institute of Personnel and Development (UK).

The market for human resources (HR) professionals in Hong Kong and China continues to be extremely upbeat. Many organisations are now recruiting HR staff for new positions to cope with increased workload and expansion into growing markets, particularly China.

**Preferred Qualities and Skills**
- Adaptable
- Decisive
- High initiative
- Proactive to change
- People management skill
- Able to create corporate culture
- Diplomatic
- Leadership skill
- Communication skill
- Manpower planning skill
- Negotiation skill
- Organisational skill
- Knowledgeable about labour market and modern human resources management practices

**Career Path (examples only)**

- Human Resources Director
- Human Resources Manager
- Assistant Human Resources Manager
- Training Manager
- Training Supervisor
- Human Resources Officer

**Expert Advice**

**Mr Lai Kam Tong**
President, Hong Kong Institute of Human Resource Management

“Entering the era of knowledge economy and globalisation, organisations have to stay competitive through their people or human capital. The idea that it is people who make the difference has never been so true. The profession of human resource management is no doubt well placed to create unprecedented value to organisations in the years to come. It is indeed a good time for young people to consider joining the profession. Apart from learning the knowledge through studying, one has to be disciplined at work in order to be a professional.”
We are in the “Information Age” and Hong Kong (as well as other advanced economies) is dubbed the “Knowledge Economy”. Such terms highlight the recognition that superior ways to manage information and knowledge are among the keys to success of business enterprises. In this regard, developments in “knowledge management” (KM) in recent years have been especially exciting. While knowledge management encompasses a scope that is wider than the mere application of Information Technology (IT), IT is nonetheless an indispensable catalyst for employees to rethink and reengineer business processes.

Nowadays, management devotes efforts to put forth the application of IT at a strategic level for organisational sustainability, in particular managing knowledge and intellectual capitals. For a lot of multinational corporations, the capabilities of identifying the knowledge source, capturing knowledge assets and skills, transmitting knowledge from individuals to groups, and creating new knowledge are the critical concerns in their business agenda.

As stated in the vision of the “Digital 21”, Hong Kong is striving to be “the leader and not a follower in the information world of tomorrow”. In addition, with the increasing importance of Hong Kong as the main gateway to China, the career potential of Information Technology and Knowledge Management professionals in Hong Kong is expected to be very promising and rewarding.

**Preferred Qualities and Skills**
- Logical
- Detail-minded
- Patient
- Enjoy working with people
- Like using computing equipment in problem solving
- Helpful
- Pleasant and courteous
- Good communication skills
- Willing to learn modern information technology
- Hands-on training or experience in popular IT software products

**Career Path (examples only)**
Examples of careers for the fields of IT and KM include application programme development, human resources management and general administration.

**Application Programme Development**
- Project Manager
- Consultant
- System Analyst
- Analyst Programmer
- Programmer

**Human Resources Management**
- Human Resources Director
- Human Resources Manager
- Assistant Human Resources Manager
- Human Resources Officer

**General Administration**
- Administrative Manager
- Administrative Officer
- Administrative Assistant

**Expert Advice**

**Ms Waltraut Ritter**
Board Advisor and Founding President, Hong Kong Knowledge Management Society

“I see great changes in the management perception of knowledge and innovation. Most companies in the information services industry are beginning to invest in knowledge, building their own know-how capital and fostering innovation capabilities. This changing perception is also visible in other countries in the region, in some of the highly developed economies, where investment in knowledge has started earlier, e.g. in Singapore, Taiwan, and Korea, and you can also see this in Malaysia, which still has a relatively low expenditure on Research and Development.”
Hong Kong is one of the key transportation and logistics hubs in Asia-Pacific. As a free port with strong support services in telecommunications, legal, banking and insurance, it plays a pre-eminent role in this fast growing and dynamic industry. Hong Kong’s advantages also include its ideal geographic location, which is close to the major economies in Asia, and its superb natural deep-water harbour. Hong Kong’s airport is the largest international air cargo handler in the world with a throughput of 3.74 million tonnes in 2006. Hong Kong serves over 80 scheduled airlines, providing more than 5,000 flights per week to more than 150 destinations. Half of the world’s population live within five hours flight time. Hong Kong’s seaport handled 23.9 million twenty-foot equivalent units (TEU) in 2006. The volume of containers carried by ocean-going vessels is forecast to grow to over 40 million TEU by 2020. (Source: Invest Hong Kong)

Logistics is one of the four major industries in Hong Kong. According to Trade Development Council, the trading and logistics sector generates 28% of gross domestic product and employs 24% of Hong Kong’s total workforce. The corresponding shares of the logistics sector alone are 5.3% and 6.0% respectively. Hong Kong’s logistics and related sectors continue to sharpen their competitive edges, so as to facilitate a smooth and efficient supply chain operation and provide solid support to the future growth of Hong Kong economy.

Preferred Qualities and Skills

- Outgoing
- People-oriented
- Detail-minded
- Effective time management
- An agent of change
- Eager to learn
- Willing to face challenges
- Good communication skills
- Language proficiency in English, Mandarin and Cantonese
- Team player
- Creative in problem solving
- Willing and ready to travel to China
- Knowledgeable about logistics operations, international trade, business and information technology

Career Path (examples only)

<table>
<thead>
<tr>
<th>Logistics Director / Head</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Logistics Manager</td>
</tr>
<tr>
<td>Logistics Manager</td>
</tr>
<tr>
<td>Logistics Officer / Executive / Supervisor</td>
</tr>
<tr>
<td>Logistics Assistant / Coordinator / Management Trainee</td>
</tr>
</tbody>
</table>

Expert Advice

**Mr Kelvin Leung**

Chief Operating Officer, Asia Pacific, DHL Global Forwarding (Hong Kong) Limited, and Chairman (Year 2007-2008), Hong Kong Association of Freight Forwarding and Logistics Ltd

"The logistics industry is one of the four pillar industries of Hong Kong. The industry itself has a fairly wide spectrum ranging from shipping lines to airlines, from cargo terminal operators to warehouses, from supply chain consultants to freight forwarders and so on. International trade will continue to increase with the accelerated pace of globalisation. As a result, I see that the logistics industry has a very bright future. This is also evidenced by many governments’ plans to invest more into logistics infrastructures such as highways, ports, railways, etc. If you are looking for a very challenging and interesting career, think about this industry."
Marketing, along with finance and production, are important functions in most companies including both for-profit and non-profit organisations. Different kinds of businesses from different parts of the world need to plan ahead for their marketing strategies from short-term to long-term perspectives. Marketing professionals play a proactive and key role for driving company profits or market share. They prepare marketing plans which need to be well-integrated with the company’s business plan for driving company profits through satisfying customer needs. Customer is the “heart” of all marketing activities. Marketing professionals need to work closely with other major business functions such as accounting and finance, production, shipping and logistics for achieving the company objectives.

Preferred Qualities and Skills

- Enjoy meeting people
- Have convincing power, global vision and strong market sense
- Outgoing character, sociable, and enjoy teamwork
- Self-motivated and have high initiative
- Creative and innovative
- Good communication and interpersonal skills
- Result-oriented
- Good at relationship building and establishing trust
- Proficient in English and Putonghua
- Proactive to change
- Willing to take up challenges

Common marketing career opportunities include:

- Advertising and promotion
- Building of brand or corporate image
- Business development
- Corporate communications
- Customer services
- Customer relationship management
- Direct marketing/sales
- Distribution or channel management
- Event and sponsorship marketing
- Public relations
- Global marketing
- Marketing research
- Media planning and relations
- Product and pricing strategies
- Retail marketing/management
- Sales and after-sales support
Career Path (examples only)

<table>
<thead>
<tr>
<th>Marketing Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Marketing Manager</td>
</tr>
<tr>
<td>Marketing Manager / Business Development Manager</td>
</tr>
<tr>
<td>Assistant Marketing Manager</td>
</tr>
<tr>
<td>Senior Marketing Executive</td>
</tr>
<tr>
<td>Marketing Executive</td>
</tr>
<tr>
<td>Marketing Coordinator</td>
</tr>
</tbody>
</table>

Expert Advice

Mr Cheong Shin Keong
FCIM, Chartered Marketer,
Chairman, The Chartered Institute of Marketing (CIM),
Hong Kong Regional Office, and
General Manager, Television Broadcasts Limited

The more competitive the industry a business is in, the bigger will be the role of marketing as the critical functional area of the business which helps to generate profits and value for shareholders. As information technology and internet technology advance, markets will become more and more competitive because buyers and sellers are able to access information and intelligence much more fully and quickly. Thus, marketing will increasingly become the critical skill for business leaders of tomorrow to master in order to lead their businesses effectively. Choosing marketing as your field of study and your entry point into a career in business management will give you the best shot at becoming the CEO of a business. So, dear students, I encourage you to choose marketing!

Dr Pedro Yu
General Manager, Sales & Marketing, Korea & Africa, Lee Kum Kee (International) Trading Limited

Marketing is a matching process between a company’s capabilities and the wants of customers. It involves analysing environment, setting objectives and strategic direction, developing plan, targeting customers, positioning products, and implementing and controlling plans. Therefore, marketing can be regarded as a thorough process that can help orchestrate the direction for the company, no matter whether it is a for-profit or non-profit organisation. In addition to enhancing your career prospects in marketing, marketing knowledge can also be applied to everyday life because a thorough marketing process can train you to be a well-organised, proactive, vigilant, yet innovative person in managing your daily life effectively.
The tourism industry is one of the major pillars of Hong Kong’s economy. Hong Kong, renowned as the Asia’s world city, events capital and business hub, is the most popular destination for leisure and business travellers. The Hong Kong Tourism Board (HKTB) reported that total tourist arrivals for 2007 have surpassed the 28 million mark, representing an increase of 11.6% versus the same period in 2006. The Individual Visitors Scheme now covers 49 Chinese cities and 22 million Mainland residents. The continued liberalisation of the Individual Visitors Scheme will increase the number of visitors from Mainland fuelling demand for tourism facilities. The increasing size and number of foreign companies in Hong Kong increase demand for corporate travel services.

The expansion of the Asia World Expo and the Hong Kong Convention and Exhibition Centre will attract many international events and business travellers to Hong Kong; therefore, the expenditure on travel-related products will increase. According to the World Tourism Organisation, the number of annual visitors to Hong Kong will surpass 57 million in 2020, and Hong Kong will become the 5th most frequently visited tourist destination in the world. As for outbound tourism, Hong Kong residents made 75.8 million trips in 2006, making it an important contributor to the Hong Kong economy.

Looking ahead, the HKSAR Government’s policy objective is to maintain and enhance Hong Kong’s position as Asia’s top city destination by improving existing tourist attractions and rolling out new attractions, upgrading service standards and promoting a hospitable culture in the community and facilitating entry of visitors. The government has committed to invest over $10 billion in tourism infrastructure over the next five years. Much of this funding will be allocated to the redevelopment of Ocean Park and the development of a new larger cruise terminal by 2012. All the above favourable factors will lead to a growing demand for talents in the industry. (Source: Tourism Commission)

Preferred Qualities and Skills

- Cheerful
- Energetic
- Outgoing
- Responsible
- Proficient in languages
- Logical thinking
- Patient
- Customer-oriented
- Very good communication skills
- Ability to handle emergencies
- Having a passion and commitment towards one’s career
- Willing to work long and irregular hours

Common tourism career opportunities include:

- Travel Agencies
- Tour Operators
- Attractions and Theme Parks
- Tourist Offices and Information Centers
- Convention and Visitor Bureaus
- Meeting and Event Planners
- Travel Communications
- Recreation and Leisure
- Airlines
- Cruise Companies
- Hotels, Motels and Resorts
- National Tourism Organisation (HKTB or Tourism Commission)

Career Path (examples only) using Outbound Travel Agency as example

<table>
<thead>
<tr>
<th>Tour Escort</th>
<th>Operation Positions</th>
<th>Administrative Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Haul Escort</td>
<td>Branch Manager</td>
<td>Assistant Branch Manager</td>
</tr>
<tr>
<td>Experienced Escort</td>
<td>Assistant Branch Manager</td>
<td>Branch Supervisor</td>
</tr>
<tr>
<td>Escort Trainee</td>
<td>Long Haul Escort Trainee</td>
<td>Assistant Branch Supervisor</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>
Tourism is an exciting industry. It has all along been one of the four pillars of Hong Kong economy. According to the forecast of the World Travel & Tourism Council, Hong Kong’s tourism economy accounts for 18.5% of our gross domestic product in 2007. With its steady growth, the industry offers a wide variety of promising career opportunities in various sectors such as hotels, travel agencies, restaurants, retail, airlines, recreation and leisure. So long as you enjoy working with people, particularly in a customer-oriented environment, the tourism industry is definitely your priority choice.

Mr Dennis Wu
General Manager, Industry Training and Human Resources, Hong Kong Tourism Board

Expert Advice

Mr Joseph Tung, JP
Executive Director, Travel Industry Council of Hong Kong

The booming travel and tourism industry in Hong Kong has created ample career development and advancement opportunities for fresh graduates from all academic disciplines. Although on-the-job training will be provided, graduates of tourism-related courses with knowledge of travel industry will definitely be an advantage. In selecting suitable candidates, personality is more important than qualifications. The tourism industry offers a broad range of employment. Each job offers its own opportunities and challenges. Promotional prospect in travel industry depends on attitude, performance, job knowledge and working experience. Fresh graduates without experience can start as branch assistants. After getting relevant tour guide and insurance licences and receiving relevant training, they can begin leading tours. Staff with good performance can advance their career from junior to senior tour coordinators. For senior staff, they can lead long-haul tours and gradually advance their career from branch supervisors to managers. Ticketing staff can begin their career as an assistant ticketing officer and then move from ticketing consultant to supervisor. Tourism is an energetic industry. It is a rewarding job for all candidates who are willing to learn, eager to broaden horizons and enrich life experience of other cultures.
Hong Kong has 12 degree-awarding higher education institutions, eight of which are publicly-funded through the University Grants Commission and they are currently offering business degree programmes. Please visit the following websites for programme details.

<table>
<thead>
<tr>
<th>UGC-funded Institutions</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>City University of Hong Kong</td>
<td><a href="http://www.cityu.edu.hk">http://www.cityu.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Baptist University</td>
<td><a href="http://www.hkbu.edu.hk">http://www.hkbu.edu.hk</a></td>
</tr>
<tr>
<td>Lingnan University</td>
<td><a href="http://www.ln.edu.hk">http://www.ln.edu.hk</a></td>
</tr>
<tr>
<td>The Chinese University of Hong Kong</td>
<td><a href="http://www.cuhk.edu.hk">http://www.cuhk.edu.hk</a></td>
</tr>
<tr>
<td>The Hong Kong Institute of Education</td>
<td><a href="http://www.ied.edu.hk">http://www.ied.edu.hk</a></td>
</tr>
<tr>
<td>The Hong Kong Polytechnic University</td>
<td><a href="http://www.polyu.edu.hk">http://www.polyu.edu.hk</a></td>
</tr>
<tr>
<td>The Hong Kong University of Science and Technology</td>
<td><a href="http://www.ust.hk">http://www.ust.hk</a></td>
</tr>
<tr>
<td>The University of Hong Kong</td>
<td><a href="http://www.hku.hk">http://www.hku.hk</a></td>
</tr>
</tbody>
</table>

The following is a list of self-financed local institutions providing full-time accredited post-secondary business programmes in Hong Kong. Please visit the following websites for details of the business programmes offered.

<table>
<thead>
<tr>
<th>Educational Institution</th>
<th>Business Programme offered in 2008</th>
<th>Website Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caritas Bianchi College of Careers</td>
<td>Associate Degree</td>
<td><a href="http://www.cbcc.edu.hk">http://www.cbcc.edu.hk</a></td>
</tr>
<tr>
<td>Caritas Francis Hsu College</td>
<td>Associate degree, Foundation Diploma, Higher Diploma and Top-up Bachelor's Degree</td>
<td><a href="http://lws.cfhc.caritas.edu.hk">http://lws.cfhc.caritas.edu.hk</a></td>
</tr>
<tr>
<td>Chu Hai College of Higher Education</td>
<td>Associate Degree and Bachelor's Degree</td>
<td><a href="http://www.chuhai.hk">http://www.chuhai.hk</a></td>
</tr>
<tr>
<td>City University of Hong Kong – Community College of City University</td>
<td>Pre-Associate Degree, Associate Degree and Top-up Bachelor's Degree</td>
<td><a href="http://www.cityu.hk/cccu">http://www.cityu.hk/cccu</a></td>
</tr>
<tr>
<td>Hang Seng School of Commerce</td>
<td>Pre-Associate Degree, Associate Degree and Top-up Bachelor's Degree</td>
<td><a href="http://www.hsc.edu.hk">http://www.hsc.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Baptist University – College of International Education</td>
<td>Associate Degree Foundation, Associate Degree and Top-up Bachelor's Degree</td>
<td><a href="http://www.cie.hkbu.edu.hk">http://www.cie.hkbu.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Baptist University – School of Continuing Education</td>
<td>Certificate, Diploma and Bachelor's Degree</td>
<td><a href="http://www.sce.hkbu.edu.hk">http://www.sce.hkbu.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Central College</td>
<td>Associate Degree</td>
<td><a href="http://www.hkiecc.edu.hk">http://www.hkiecc.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong College of Technology</td>
<td>Associate Degree and Higher Diploma</td>
<td><a href="http://www.hkct.edu.hk">http://www.hkct.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Institute of Technology</td>
<td>Associate Degree and Bachelor's Degree</td>
<td><a href="http://www.hkit.edu.hk">http://www.hkit.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Shue Yan University</td>
<td>Honours Diploma and Honours Degree</td>
<td><a href="http://www.hksyu.edu">http://www.hksyu.edu</a></td>
</tr>
<tr>
<td>HKU SPACE Po Leung Kuk Community College</td>
<td>Foundation, Associate Degree and Higher Diploma</td>
<td><a href="http://www.hkuspace-plk.hku.hk">http://www.hkuspace-plk.hku.hk</a></td>
</tr>
<tr>
<td>Lingnan University – Lingnan Institute of Further Education</td>
<td>Certificate, Diploma and Bachelor's Degree</td>
<td><a href="http://www.In.edu.hk/life">http://www.In.edu.hk/life</a></td>
</tr>
<tr>
<td>Lingnan University – The Community College at Lingnan University</td>
<td>Pre-Associate Degree, Associate Degree and Higher Diploma</td>
<td><a href="http://www.In.edu.hk/cc">http://www.In.edu.hk/cc</a></td>
</tr>
<tr>
<td>The Chinese University of Hong Kong – School of Continuing and Professional Studies</td>
<td>Higher Diploma and Top-up Bachelor's Degree</td>
<td><a href="http://www.scs.cuhk.edu.hk">http://www.scs.cuhk.edu.hk</a></td>
</tr>
<tr>
<td>The Chinese University of Hong Kong – Tung Wah Group of Hospitals Community College</td>
<td>Pre-Associate Degree and Associate Degree</td>
<td><a href="http://www.cutw.edu.hk">http://www.cutw.edu.hk</a></td>
</tr>
<tr>
<td>The Hong Kong Institute of Education – School of Continuing and Professional Education</td>
<td>Pre-Associate Degree Foundation Certificate and Associate Degree Education</td>
<td><a href="http://www.scpe.ied.edu.hk">http://www.scpe.ied.edu.hk</a></td>
</tr>
<tr>
<td>Hong Kong Polytechnic University – Hong Kong Community College</td>
<td>Pre-Associate degree, Associate degree and Higher Diploma</td>
<td><a href="http://www.hkcc-polyu.edu.hk">http://www.hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>The Hong Kong Polytechnic University – School of Professional Education and Executive Development</td>
<td>Top-up Bachelor's Degree</td>
<td><a href="http://www.speed.polyu.edu.hk">http://www.speed.polyu.edu.hk</a></td>
</tr>
<tr>
<td>The Open University of Hong Kong</td>
<td>Pre-Associate Degree and Bachelor's Degree</td>
<td><a href="http://www.ouhk.edu.hk">http://www.ouhk.edu.hk</a></td>
</tr>
<tr>
<td>The University of Hong Kong – HKU Space Community College</td>
<td>Pre-Associate Degree, Associate Degree and Higher Diploma</td>
<td><a href="http://www.hkuspace.hku.hk/cc">http://www.hkuspace.hku.hk/cc</a></td>
</tr>
<tr>
<td>Vocational Training Council – Hong Kong Institute of Vocational Education</td>
<td>Foundation Diploma, Diploma and Higher Diploma</td>
<td><a href="http://www.vtc.edu.hk/ive">http://www.vtc.edu.hk/ive</a></td>
</tr>
<tr>
<td>Vocational Training Council – School of Business and Information Systems</td>
<td>Higher Diploma</td>
<td><a href="http://www.vtc.edu.hk/sbi">http://www.vtc.edu.hk/sbi</a></td>
</tr>
</tbody>
</table>

(Source: http://www.ipass.gov.hk/eng/instilist.aspx)
Choosing Business Careers and Programmes: An HKCC Guide

No business schools offer the same curriculum, but most expose students to a common body of knowledge in basic accounting, economics, finance, human resources, language, management, marketing, quantitative methods and statistics. The following table can help you narrow the field of schools you are considering and select the right programme.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Question to ask</th>
<th>Advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>What is my personal interest in studying?</td>
<td>It is important to select a programme that suits your personal interest because it will be a powerful motivator to inspire you to achieve the best results in your study.</td>
</tr>
<tr>
<td>Study goals</td>
<td>What is the articulation rate of graduates?</td>
<td>If you want to further your study, you must select a programme with a high articulation rate and sufficient study pathways.</td>
</tr>
<tr>
<td>Career goals</td>
<td>What are the types of programme that suit my career goals?</td>
<td>It will definitely be an advantage in your career development if you can select the right programme with high employability and supportive career services to achieve your career goals.</td>
</tr>
<tr>
<td>Personality and strengths</td>
<td>What is my personality? What are my strengths and weaknesses?</td>
<td>To achieve the best learning outcome, it is desirable that you select a programme that can match your personality and strengths.</td>
</tr>
<tr>
<td>Quality</td>
<td>What is the quality of teaching staff? What is the degree of public recognition?</td>
<td>It is advisable to select a programme with wide public recognition, quality assurance and favourable word-of-mouth.</td>
</tr>
<tr>
<td>Curriculum</td>
<td>Is it conducive to my further study? Is it useful for my career development?</td>
<td>It is essential to select a programme with a flexible and practical curriculum to prepare you for a lifetime of continual learning and real-life application in the business world.</td>
</tr>
<tr>
<td>School culture and learning environment</td>
<td>What type of school culture is important to me? What kind of learning environment works best for me?</td>
<td>It is important to select a school with caring culture and supportive learning environment that will be conducive to your study and all-round development.</td>
</tr>
</tbody>
</table>

**School network**
- Does the school have network with local industries and business community?
- Are local internships available to equip me with appropriate working experience?

It will be helpful to your study and career development when you select a programme that is supported by practical industry experience, company visits, internships, business talks and career opportunities.

**Student development**
- What school activities are organised to develop my life skills and social responsibility?
- What sports facilities are available?

It is important to select a programme that will be conducive to your holistic development in order to have a happy and meaningful school life.

**Financial aspect**
- Do I need financial aid, scholarship or loan?
- What financial aid is available?
- What scholarship is available for my application?
- Do I need to work part-time to support my study?

It is important to select a programme that you can afford. You should understand the financial aid available by visiting the website of Student Financial Assistance Agency (http://www.sfaa.gov.hk/) and scholarships available for your application.

To sum up, it is most important to select an educational institution and a business programme that can fulfil your requirements and take you closer to your future study and career goals.
### What is special about HKCC Business Programmes?

In seven years' time, HKCC has become one of the top community colleges in Hong Kong. Our success lies in our commitment to quality in everything we do:

<table>
<thead>
<tr>
<th>Quality programmes</th>
<th>Quality learning and teaching environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The high quality of HKCC’s programmes, which is governed by PolyU’s stringent quality assurance processes, has been widely recognised by students and the public.</td>
<td>• HKCC’s caring culture and supportive learning environment are well recognised by our students.</td>
</tr>
<tr>
<td>• HKCC works closely with government agencies, professional bodies, educational institutions, businesses and industries to ensure the relevance of our programmes.</td>
<td>• Our environmentally-friendly West Kowloon Campus is equipped with state-of-the-art teaching and learning facilities that offer a vigorous environment for all-round student development. All students are entitled to library, computing, clinic and sport facilities at the campus. They also have access right to library, sports and clinic facilities at the Hung Hom Bay campus and the PolyU campus.</td>
</tr>
<tr>
<td>• For on-going improvement of our programmes, we have invited industry experts to be our external advisors. They constantly give us valuable inputs to our programme development, subject content, teaching methods, assessment criteria and learning outcomes.</td>
<td></td>
</tr>
<tr>
<td>• The credit-based system of our business programmes gives our students greater flexibility in selecting subjects and facilitates credit transfers to bachelor’s degree programmes of universities.</td>
<td></td>
</tr>
<tr>
<td>• To develop students’ intellectual ability, positive attitude and professional competence, HKCC is committed to outcome-based education.</td>
<td>Quality Student Development</td>
</tr>
<tr>
<td>Quality staff</td>
<td></td>
</tr>
<tr>
<td>• HKCC has a quality team of 160 academic and 60 administrative staff.</td>
<td>• Our campus provides students with various venues and resources for their whole person development, such as the student support centres, Students’ Union offices, ample communal space and podium/sky gardens, etc.</td>
</tr>
<tr>
<td>• Over 20% of our academic staff has doctoral degrees and almost all have at least a master’s degree or professional qualification. What is more, many have either extensive industry experience in their specialised fields and/or ample teaching experience to ensure relevance of the teaching materials.</td>
<td>• As an advocate of holistic education, HKCC places great emphasis on organising a rich diversity of student activities to develop students’ potential to the fullest. For the past year, HKCC has organised about 300 activities to develop global vision, social responsibility and life skills of our students. These activities include positive self-image building, leadership, problem-solving skills, communication and social skills.</td>
</tr>
<tr>
<td>• The teaching philosophy is based on the Outcome-Based Approach, through the use of lectures, tutorials or other out-of-classroom activities. Innovative methods such as experiential learning, self-directed learning, case-based learning and problem-based learning may also be used.</td>
<td>• For the past year, HKCC has allocated HK$3 million to provide various student scholarships, such as those for outstanding academic/community service performance, international cultural exchange programmes and Mainland job placement programmes as well as support funds.</td>
</tr>
</tbody>
</table>
WHAT IS SPECIAL ABOUT HKCC BUSINESS PROGRAMMES?

Quality graduates

- Based on our graduate surveys for the past five years, the average articulation rate of HKCC graduates into bachelor’s degree programmes is over 70%.
- In 2007, of those choosing to work full time, 97% of our graduates were employed within three months after graduation and 59% of them had two or more job offers. They were paid an average monthly salary of $8,000 to $9,000, and the highest was $20,000.
- Positive feedback has been received from the employers on the very good performance of our graduates.

English and Putonghua enhancement

We offer our students:

- Preparatory courses for IELTS (International English Language Testing System) and PSC (Putonghua Proficiency Test).
- Self-learning Language Centre inside the library of the campus.
- Oral communication activities organised by a native-speaking English teacher.
- Semester-based English courses and complementary courses in Putonghua.

Career development

- We organise “Career Development Training Programme” to equip students with appropriate work attitude and first-hand information on the expectation of employers as well as the job market through various workshops by industry practitioners specialising in human resources.
- With the support of government departments, educational institutions, professional bodies, commercial enterprises and industry practitioners, HKCC organises a large number of recruitment talks, career coaching, skills enhancement workshops and mock interviews for students.
- Working closely with industry partners, HKCC has equipped students with practical working experience through summer internship programmes, part-time job opportunities, as well as internships in Mainland China including Guangzhou, Xian, Shanghai, Beijing and Harbin.

Industry network

- HKCC has a wide network with the business community and corporate recruiters to solicit internships, job openings, scholarships and other forms of sponsorships.
- We provide students with exposure to real-life situation by organising company visits and inviting industry experts and senior management of the leading business enterprises to be our guest speakers, so that they can share their practical experience with our students.
- Companies that have provided internships or job opportunities to our students include the following examples:
  - A P Moller-Maersk Group
  - Cathay Pacific Airways Limited
  - Dairy Farm International Holdings Limited
  - Garden Hotel, Guangzhou
  - Hong Kong Cable Television Limited
  - Hong Kong Disneyland
  - Hong Kong and China Gas Co. Ltd.
  - Hong Kong Economic Times Holdings Limited
  - Hong Kong International Terminals Limited
  - HSBC Group
  - IKEA Hong Kong
  - Island Pacific Hotel
  - JW Marriott Hotel Hong Kong
  - Maxim’s Group
  - MTR Corporation Limited
  - PCCW Limited
  - Regal Airport Hotel
  - Regal Riverside Hotel
  - Renaissance Harbour View Hotel
  - Renaissance Kowloon Hotel
  - Selective Service Partner Hong Kong Limited
  - Shangri-La Hotel (Changshun, Chengdu, Huhehaote, Qingdao, Shenzhen, Wuhan and Zhongzhan)
  - SSP Shanghai Company Limited
  - The Park Lane Hong Kong
  - The Royal Pacific Hotel & Towers
  - Traders Hotel, Shenyang
  - Western Harbour Tunnel Co. Ltd.
HOW CAN I KNOW MORE ABOUT HKCC BUSINESS PROGRAMMES?

For general enquiries on our business programmes, please contact:

Hong Kong Community College
The Hong Kong Polytechnic University
Enquiry Hotline: 3746 0123
Email: ccoffice@hkcc-polyu.edu.hk
Website: www.hkcc-polyu.edu.hk

If you would like to seek individual advice on your study, please contact our programme leaders:

<table>
<thead>
<tr>
<th>HKCC Business Programme</th>
<th>Contact of Our Programme Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate in Business</td>
<td>Mr Amos Choy Email: <a href="mailto:ccamos@hkcc-polyu.edu.hk">ccamos@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Accounting and Finance)</td>
<td>Ms Helen Wong Email: <a href="mailto:cchelen@hkcc-polyu.edu.hk">cchelen@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Business Management)</td>
<td>Mr Alvin Wong Email: <a href="mailto:ccalvin@hkcc-polyu.edu.hk">ccalvin@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (China Business)</td>
<td>Mr Andy Tai Email: <a href="mailto:ccandy@hkcc-polyu.edu.hk">ccandy@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Global Business)</td>
<td>Dr Theresa Choi Email: <a href="mailto:cctchoi@hkcc-polyu.edu.hk">cctchoi@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Hospitality Management)</td>
<td>Ms Lancy Tsang Email: <a href="mailto:cclancy@hkcc-polyu.edu.hk">cclancy@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Human Resources Management)</td>
<td>Dr Doreen Tse Email: <a href="mailto:ccdoreen@hkcc-polyu.edu.hk">ccdoreen@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Information Systems and Knowledge Management)</td>
<td>Mr Marcus Chan Email: <a href="mailto:ccmarcus@hkcc-polyu.edu.hk">ccmarcus@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Logistics and Supply Chain Management)</td>
<td>Dr Stephen Ching Email: <a href="mailto:ccsc@hkcc-polyu.edu.hk">ccsc@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Marketing)</td>
<td>Dr Pamela Kwok Email: <a href="mailto:ccpam@hkcc-polyu.edu.hk">ccpam@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Associate in Business (Tourism and Recreation Management)</td>
<td>Ms Daisy Fung Email: <a href="mailto:ccdaisy@hkcc-polyu.edu.hk">ccdaisy@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Higher Diploma in Event Management and Marketing</td>
<td>Mr Danny Lau Email: <a href="mailto:ccdanny@hkcc-polyu.edu.hk">ccdanny@hkcc-polyu.edu.hk</a></td>
</tr>
<tr>
<td>Higher Diploma in Financial and Investment Planning</td>
<td>Mr Michael Wong Email: <a href="mailto:ccwongcw@hkcc-polyu.edu.hk">ccwongcw@hkcc-polyu.edu.hk</a></td>
</tr>
</tbody>
</table>
One College, Two Campuses

Hung Hom Bay Campus
- Comprising a 6-storey low block and a high 19-storey block, this campus offers terraces of green which give a vast sense of space.
- Located next to the PolyU Student Halls of Residence, the campus is within 10 minutes' walk from the Hung Hom MTR station.

West Kowloon Campus
- A symbol of wisdom, the "arch of triumph" design of this campus is made up of two 16-storey towers where high speed elevators take students up to its library and lecture halls.
- Located next to Charming Garden and Olympic City, the campus is within 10 minutes' walk from Yau Ma Tei MTR station.

Specially-designed Learning Facilities on Both Campuses
Both campuses each have more than 50 standard classrooms and 9 lecture theatres, and both campuses each boast the following specially-designed learning facilities:
- 2 ‘Tomorrow Classrooms’ equipped with the latest audio-visual equipment
- 6 - 7 IT laboratories
- Spacious computer centre with a seating capacity of 270 - 300
- Library equipped with advanced e-resources centre
- 5 language laboratories
- 7 group discussion rooms at the Hung Hom Bay campus
- 18 group discussion rooms at the West Kowloon campus

Light Up Your Study in New Landmark Campuses
Outclassing the other 28 quality nominations in the New Construction Category, HKCC’s Hung Hom Bay campus has received the Merit Award in the Green Building Award 2008 given out by the Professional Green Building Council. Other recipients of the Award include the celebrated Beijing National Aquatics Centre (also known as the Water Cube) and the Nokia Beijing Economic-Technological Development Area (BDA) campus.
Hong Kong Community College

Hung Hom Bay Campus: 8 Hung Lok Road, Hung Hom, Kowloon
West Kowloon Campus: 9 Hoi Ting Road, Yau Ma Tei, Kowloon
Tel: (852) 3746 0123
Fax: (852) 2994 8721
Email: ccoffice@hkcc-polyu.edu.hk
Website: http://www.hkcc-polyu.edu.hk

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