



Annual Report

(1 September, 2000 - 31 August, 2001)

Supporting students

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Careers Education and Placement Centre

The University of Hong Kong

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I. Preamble

1.1 The academic year of 2000-01 was overcast with economic gloom over negative equity, redundancies, salary cuts, and general pessimism which is only slightly lifted by hopes accompanying Beijing's successful bid for hosting the Olympic Games and China's imminent access to the World Trade Organisation. The impact was seen very clearly in the sharp drop of full-time job orders received by *JJIS* (Joint Institution Job Information System) and a corresponding increase in unemployment rate of new graduates.

1.2 As a remedial measure, the CePc stepped up direct and personal assistance to help new graduates find employment. This was offered in the form of an outplacement service and was proved to be highly successful.

1.3 At the same time an entrepreneurship programme is being offered, through the generous assistance and initiative of Mr Louis Pong, Chairman, L.P. Lammas International Limited and Careers Advisory Board member of HKU, to students, alumni and staff of the University. While it is too early to tell whether starting one's own business is a viable alternative to paid employment, it is a direction that is worth exploring given the fundamental paradigm shift in the world of work.

1.4 To address the challenges arising from the sharp downturn in the job market, the CePc divided its efforts to achieve goals in two directions : specific programmes aiming at targeted objectives and 'core' activities to provide support services to all students. The following are the targeted objectives that the CePc set for itself at the beginning of the academic year :

- (a) improving job search success of students from non-vocational disciplines;
- (b) closing the gap between study and work;
- (c) exploring employment opportunities in the new economy;
- (d) enhancing employers' satisfaction with HKU graduates;
- (e) improving graduates' competitive edge for premier employment opportunities;
- (f) raising average salary of new graduates;
- (g) exploring employing opportunities outside commerce and industry; and
- (h) encouraging students to enhance own marketability through self-learning programmes.

II. Achievements of targeted objectives in 2000 – 2001

Improving job search success of students from non-vocational disciplines

2.1 In line with the practice in the previous years, teaching departments were invited to schedule a session within their academic timetable for the CePc to talk to their students about career planning and how they might make use of their academic knowledge in the world of work. Twelve departments participated, of which seven were from non-vocational disciplines, and a total of 568 students attended the programme. Three departments, viz. Mechanical Engineering, Japanese Studies and Linguistics worked in close collaboration with the CePc by deploying their teachers to guide students in the use of career planning materials in the Career Development Track so as to help them explore and realize their goals step by step.



Closing the gap between study and work

2.2 To help students prepare for the world of work, the CePc continued its efforts in placing them into internships both within and outside Hong Kong. Liaison network was built up with the Institute of Human Resources Management, the HKU Graduates Association and Convocation to solicit internship positions.

2.3 As a result of these marketing efforts, 83 companies responded favourably (+30% from last year's 64), though the actual internship openings were fewer than last year (-20% from 372 to 298). Mostly project-based, the internships offered students exposure to a wide range of businesses : for instance, banks, financial institutions, audit, media, consumer products, consulting and telecommunication.

2.4 To promote HKU students for internship places in specific fields, a pilot exercise was undertaken to produce a résumé book for the advertising business. With selection exercises tailored to the requirements of the industry, 8 outstanding and committed students were nominated and one was appointed by Grey Worldwide. Impressed by the standard of the candidates, Grey further offered two internship places to this group in its Shanghai office. Subsequently, the résumé book was forwarded to two other companies in the field, which also showed interest. Action is being taken to follow-up on the development.

2.5 With China's imminent access to the WTO, the CePc made special efforts in organising the China VacTrain programme to provide participants with work experience in the Mainland. With 50% increase in funding grants by the University, 30 students from different academic disciplines were able to participate in the programme. They were placed into 8 multinational companies and 6 Mainland enterprises in 5 cities, viz. Beijing, Shanghai, Hangzhou, Guangzhou and Shenzhen. During the two-month internship, students were assigned duties relating to reporting, budgeting, accounting, marketing, hotel management, auditing, advertising, banking and property development. Over 80% of the participants rated the Programme as helpful in enabling them to broaden their horizon, understand the living/working conditions and the business environment in the Mainland, identify potential areas for future careers and assess their own suitability for a China-related career.

2.6 The CePc also provided substantial support to the Hong Kong Jockey Club Internship Programme in the assessment and selection of students. As a result, 47 students from the University were accepted and placed into a 5-week internship in various countries, e.g. France, Germany, Japan, UK and USA.

Exploring employment opportunities in the new economy

2.7 In the year under review, the CePc has completed studies on three new employment sectors i.e. Biotechnology, Logistics Management, International Trade, and undertaken a field trip to North-Western China. Actions will be taken in the coming year to follow-up on the findings of the study and the trip, and explore the possibility for HKU students to acquire employment and training opportunities in the new market.



Enhancing employers' satisfaction with HKU graduates

2.8 To assess employers' satisfaction with our students and graduates, a Recruiters' Conference was held at the beginning of the academic year to gather comments from recruiters and devise corresponding actions. Based on employers' feedback, a list of 'dos and don'ts for students attending training programmes' was prepared and distributed to students to encourage responsible behaviour at internships. A session on 'how to choose among the Big Five' was conducted to help students choose the most suitable employer, instead of taking up multiple job offers.

2.9 Besides, to validate the CePc's understanding of employers' requirements and our advice to students, campus interviewers were invited to complete a questionnaire on 'what do you look for and what do you find?'. Comments gathered were e-mailed to students to heighten their awareness of the common mistakes and the need to better prepare themselves for the coming interviews.

2.10 Employers are generally satisfied with students' performance at interview, internship and work. Findings of the employer surveys are presented at Appendix VII (a) to (c). In areas where our students are not particularly strong, such as decision making and planning skills, the CePc will take follow-up action to strengthen the relevant training modules in our programme and to draw students' attention to this feedback from employers.

Improving graduates' competitive edge for premier employment opportunities

2.11 Amid the austere economic climate, greater efforts were made to solicit job opportunities from major organizations, both international and local. Among the 1,949 employers recruiting HKU students, the number of Fortune Global 500 corporations reached 114 (+43%) and the number of local publicly-listed companies increased to 96 (+16%). (Appendices IV and V)

2.12 To enhance HKU students' success rate in the selection process with these companies, a pilot programme called 'The Vanguard' was conducted to supplement the company-specific 'Selection Exercise Preparation' (SEP) sessions offered to shortlisted students.

2.13 Applying the major employers' screening criteria, 28 Vanguard were identified and invited to join the programme. All went through the one-day CePc Assessment Centre comprising aptitude tests, intray exercise, impromptu presentation, case study and group discussion to assess their performance on competencies looked for by the top employers. Individual feedback was given and skills to handle the various tests were discussed with the Vanguard. Substantial training materials were developed by the CePc for students' self practice in their own time. As a result, the group did achieve good results and many have joined organizations of their choice (e.g. Boston Consulting, HSBC, Standard Chartered Bank, PCCW, Accenture, Cathay Pacific Airways, PricewaterhouseCoopers, MTR, Maersk Line and Jones Lang LaSalle etc.).

2.14 This year, HKU students also secured the largest share of job offers (28%) made by major organizations participating in our Campus Recruitment Programme (CRP). [Appendix VI(a)] Besides, our graduates also did well in the SAR's AO and EO II recruitment.

2.15 The CePc is confident that the focused and targeted approach of the SEP and Vanguard is effective in achieving our aim, and efforts will be continued to run the programme in the coming year.



Raising average salary of new graduates

2.16 The effects of the Centre's efforts described in the preceding paragraphs have borne fruit, as reflected in the increased salary of the University's new graduates. The median gross salary of our Bachelor's Degree graduates of the year 2000 was \$13,000 per month, representing an increase of 9.1% over that of the previous year, while the median gross salary of higher degree graduates remained more or less the same (\$18,000 per month) over the last two years. Taking into account the overall downturn of the local economy during the year, this achievement of our new graduates came as a great encouragement to all colleagues in the CePc, as it could be a significant indicator of our achievement as well.

Exploring employment opportunities outside commerce and industry

2.17 In response to some students' comments that the CePc seemed to have placed too much emphasis on exploring employment opportunities in the commercial and industrial sectors, we launched a campaign in an attempt to extend our reach further to organizations in the community services sector. Over 400 appeal letters were sent to these organizations to canvass for vacancies. Unfortunately, only one organization indicated that they could take on one student for a research project. Arrangement is now being made for placing a student into the project. Despite the bleak response, the CePc will continue to follow up with these organizations and has set up a database of NGOs in the hope that with the revival of economy, we shall be able to reap the harvest.

Encouraging students to enhance own marketability through self-learning programmes

2.18 Besides organising structured programmes for students to prepare them for the transition from study to work, the CePc also placed a wide range of career planning and job search / application materials on our website to facilitate students' self-learning process. These materials include : guidelines on application letter and selection interview, assessment methods, Common Career Questions, Prospects Planner (a computer-assisted guidance system) etc.. The website was popular among students, as reflected in the high usage rate X about 158,000 hits were recorded during the year.

2.19 Parallel with these specific programmes are the 'core' activities conducted throughout the year to provide all students with the necessary support in career planning, part-time and summer employment, as well as job search / application upon graduation. As a considerable part of the Centre's resources had been devoted to the specific programmes described above, fewer sessions were offered on some of these core activities. However, the number of sessions on certain popular topics such as Application Letter and Assessment Methods far exceeded last year's figure. (Appendix I) The following paragraphs will present a summary of these core activities :

III. Careers Education

Career Talks

3.1 Career Talks on 13 industries and occupations were held alongside the Campus Recruitment Programme to complement the information students received from the recruitment talks. Senior practising executives, alumni working in the relevant industries, and professional organisations such as the Institute of Company Secretary were invited to give these talks. The Centre also co-operated with alumni associations in organising these talks to put students in touch with alumni and to strengthen the CePc's network of contacts.



Sessions on Written Application and Interview Skills

3.2 Lectures and small group daily briefing sessions on written application and interview skills were also organised alongside the Campus Recruitment Programme to prepare students for specific recruitment exercises to enhance their chance of success. These sessions were highly popular. 185 sessions were conducted attracting a total attendance of 2,632 (2,741 in 1999) while 92% of the participants rated these sessions as very useful.

Sessions on Assessment Methods

3.3 To enhance students' competitiveness in the recruitment selection process, lectures on assessment methods of the various tests such as aptitude tests, essay writing, in-tray exercises, group discussions and presentation exercises were conducted. These lectures also proved to be very popular with students, as reflected in the tremendous increase in attendance figure (1,160 as compared with 718 in the previous year) (+62%). 94% rated these sessions as very useful.

Work Shadowing Scheme

3.4 The CePc joined efforts with the Rotary International District 3450 and the South China Morning Post to organise a Work Shadowing Scheme. 17 Rotarians and 3 Careers Advisory Board members acted as Work Guides to 21 students for the latter to get a taste of the former's occupations. Students' shadowing reports were published in Jiu Jik, a publication of the South China Morning Post, for the benefit of other young job-seekers. Apart from achieving the initial objective of helping students form a tentative career goal, the Work Guides also enlightened students on many aspects such as work ethics and philosophies of life.

Key Skills and Communication Programmes

3.5 In collaboration with the Civil Engineering Department, Electrical and Electronic Engineering Department and the Faculty of Medicine, the CePc conducted a Key Skills Programme for the final-year CE students and a Communication Programme for Medical Interns and the final-year EEE and Nursing students.

3.6 The main topics in the Key Skills Programme included Problem Solving, Working with Others and Improving Own Learning and Performance. It was conducted in the format of workshops comprising exercises, role-play, case study, group discussion and short lectures. Each student was required to complete and submit a portfolio of evidence to reflect on and consolidate what they had learned during the sessions. Subsequent to the Programme, the students attended a mock interview conducted by their teachers to give them an opportunity to practise presenting and expressing themselves in an interview situation.

3.7 The Communication Programme was focused on effective written and verbal communication at writing application letter and attending selection interview. Guidelines and practicum sessions on these topics were explained and demonstrated to participants by Counsellors / Officers of the CePc while mock interviews were organised and conducted by the Department / Faculty concerned. The teaching staff, supported by practising professionals, role-played interviewers and offered valuable advice to the graduating students.



3.8 The Key Skills and Communication Programmes were well received by the participants who gave encouraging and favourable comments on the contents of the Programmes and on the way they were delivered. In the light of the participants' feedback, the CePc has conducted a review of the programmes and is now in the process of organising the next round for the coming batch of graduating students.

Consultation, Guidance and Counselling

3.9 Besides running group programmes for students, the Centre also provided one-to-one consultation and counselling sessions on a daily basis, referred them to alumni for advice, and gave them guidance through e-mail and Distillery (an e-mail discussion forum).

3.10 The attendance at Help Desk for individual consultation was 1,072, which showed a decrease of 19% over the figure of the previous year. This was obviously due to the increased number of students seeking in-depth counselling with counsellors. The overall evaluation was highly positive : 97% of these sessions was rated very useful. In order to cater for more students, the Center would consider replacing this one-to-one consultation sessions with small workshops to increase cost effectiveness.

3.11 For matters requiring in-depth counselling or of confidential nature, special arrangements were made by counsellors to see students individually outside Help Desk. The number of students who made use of this service increased from last year's 79 to this year's 326 (+313%).

3.12 The numbers of e-mail correspondence and distillery reached 1,813 and 344 respectively (32% increase and 26% drop respectively when compared with last year's figures). A point worth of note was the tremendous increase (63%) in the number of enquiries at the Enquiry Desk, reflecting the level of popularity of this service to students.

IV. Placement

Job Listing Service and Recruitment Programme

4.1 The job market saw an improvement at the beginning of the academic year, which gradually dwindled as the economy turned sluggish through the year. Compared with last year, full-time job vacancies advertised on JIJS dropped by 37% to 14,838, while the number of employers (3,612) was about 24% less than last year.

4.2 With employers turning to more short-term mode of employment, part-time and summer job vacancies increased. 1,949 organisations (+15%) recruited through the CePc for 17,687 part-time jobs (+26%), in addition to the 15,450 jobs generated by the Population Census exercise. Summer jobs also increased by 35% from 3,579 to 4,836. (Appendix II a)

4.3 Despite the drop in vacancies, employers were still keen to recruit the best candidates for their organizations. Participants at recruitment talks and exhibition maintained at last year's record of 99 and 10, with attendance of 8,170 and 1,104 respectively. Usage of campus facilities however decreased. 18 companies (-40%) conducted campus interviews, 9 companies (-50%) carried out recruitment tests, while applications collection services were offered to 81 companies (-7%). (Appendix II b)



NETjob and NETmatch

4.4 As a result of the Centre's active promotion, users of NETjobs and NETmatch continued to increase. This year, 307,231 users (+20%) of NETjobs were recorded, compared with 256,767 last year. As for NETmatch, employer subscribers grew by 16% (from 911 to 1,057), while student subscribers increased by 29% (from 5,477 to 7,067).

Customer Service

4.5 To free our staff from the laborious procedure of inputting vacancy information for more value-added customer service, on-line recruitment was promoted to employers. At the end of the year, job orders submitted on-line increased by 28% (from 1,668 to 2,131) saving considerable staff time. This allowed our Placement staff to follow up with all employers on recruitment results and offered extra assistance when required. Survey findings revealed that 90% of employers were satisfied with the services rendered.

Take-away Job Notices and Daily email of Job summary

4.6 The two services continue to complement the JIIS system which students and graduates find inefficient since it has not been up-dated in the last six years. A total of 1,112 students (multiple count) made use of the take-away job notices service and 4,532 copies of job notices were sold. The daily email job summary service was also popular among graduates, currently serving 1,250 subscribers.

System Support

4.7 Promotional letters were sent out in a more economical and efficient way, by 'WinfaxPro' and email, rather than by post. Furthermore, on-line questionnaires were used in employer surveys, which relieved staff from data input and tabulation for more direct service to students and employers.

V. Link between Employers and the University

5.1 During the year, the Centre continued to serve as a link between the University and the employer community through meetings of the Careers Advisory Board (CAB). The following key issues were discussed at Board meetings and suggested for the University's consideration :

- (a) The current 'power and duties' of the Board be revised and replaced by a new set of 'vision and mission' to reflect a more proactive and forward-looking role of the Board;
- (b) The Board's membership be expanded to encompass a wider representation of the various sectors of the employer community;
- (c) The CePc's job-site be contracted out to a commercial publisher to provide more efficient and effective services to students;
- (d) Working Groups be formed for each of the following activities identified for implementation by the CePc, viz :



- (i) strengthen links with employer community and broaden the University's client base,
- (ii) update the competency profile required of new graduates,
- (iii) review selection procedure used by employers,
- (iv) enhance HKU's position in the job market, and
- (v) enhance communication with University Senior Management and Senate

5.2 On items (a) and (b), the Vice-Chancellor has directed that the proposal to revise the terms of reference and membership composition of the CAB be withheld for the time being, pending a comprehensive review of the organizational structure of the Office of Student Affairs together with its composite units.

5.3 Regarding item (c), the Versitech has taken over from the CePc as the University's representative in the joint venture, while the latter would take up a secondary, supporting role in view of the fact that Versitech has more relevant expertise in handling business ventures, and the need for the Centre to devote its time to its primary role of giving assistance and advice to students.

5.4 Regarding item (d), five Working Groups have been set up and actions are being taken to implement the Board's Action Plan, which will be reported to the Board at its forthcoming meetings.

VI. Graduate Employment Destinations

6.1 The Centre conducts an annual employment survey in accordance with the requirement of the University Grants Committee (UGC). The data below are a summary of the salient points of the survey. The full report is available on the CePc homepage and on request.

Destinations of Bachelor's Degree Graduates

6.2 The survey was conducted in late November 2000 on the 2,748 graduates from the University. 94% of them responded to the survey. Unemployment rate dropped from 3.2% in 1999 to only 2.3% in 2000. 79% entered employment and 18% pursued further studies.

6.3 94% of those who entered employment secured their job offers within three months after final examinations. Of the employed graduates, 66% received more than one job offer, and about 56% received three or more offers.

6.4 Commerce and industry remained the largest employment sector for new graduates, accounting for 66% of the cohort, followed by community, social and personal services (20%), education (9.4%), and the civil service (4.8%). The major occupational groups for the 2000 cohort were Engineers / System Analysts / Computer Programmers (23%), Medical Doctors (7%), Teachers (6.9%), Accountants (6.1%), Marketing / Sales Executives (5.9%), Architects / Surveyors (4.9%), and Authors / Journalists / Related Writers (4.3%).

6.5 The median gross salary at \$13,000 per month was 9.1% higher than that of the previous year. The highest salaries recorded were a Sales Representative at \$74,967 per month, a Financial Analyst at \$62,167 per month, and a Trainee Solicitor at \$41,000 per month.

6.6 17.9% of the graduates pursued further studies (0.5% lower than in the previous year). 88% of them enrolled in local institutions, while 12% went overseas.



Destinations of Higher Degrees Graduates

6.7 There are two types of postgraduate programmes, namely research programmes and taught programmes. Employment situation relating to these two programmes is reported in the following sections.

Research Programmes

6.8 There were a total of 348 research postgraduates for the year of 2000. Of these, 206 graduates responded to our survey, representing a response rate of 59%. Unemployment rate dropped from 5.9% (9 graduates) in 1999 to 5.3% (11 graduates) in 2000. About three-fourth of this 'unemployed group' (or 8 out of the 11 graduates) had in fact been successful in securing job offers but declined to accept them, or resigned from the post, to await better opportunities.

6.9 The education sector continues to be the largest employment sector for research postgraduates, accounting for 57% of the cohort, followed by commerce and industry (28%), community, social and personal services (11%) and the civil service (4.4%). The three largest occupational groups in 2000 were : Teachers (32%), Physical and Life Scientists and Research Assistants (23%) and System Analysts / Computer Programmers (11%).

6.10 The number of graduates pursuing further studies increased from 14% in 1999 to 16% in 2000.

6.11 The average monthly gross income of research postgraduates was \$23,786.

Taught Postgraduate Programmes

6.12 There were a total of 749 taught postgraduates for the year of 2000. Of these, 596 graduates responded to our survey, representing a response rate of 80%.

6.13 Unemployment rate dropped from 4% (23 graduates) in 1999 to 2% (12 graduates) in 2000. About one-third of this 'unemployed group' (4 out of the 12 graduates) had in fact been successful in securing job offers but declined to accept them, or resigned from the post, to await better opportunities.

6.14 The number of graduates pursuing further studies dropped from 6.8% in 1999 to 4.2% in 2000. With the drop in further studies, a corresponding rise was registered in the number of graduates entering the workforce, from 504 (88%) in 1999 to 542 (91%) in 2000.

6.15 The commerce and industry sector continues to be the largest employment sector for taught postgraduates, accounting for 54% of the cohort, followed by education (27%), community, social and personal services (13%) and the civil service (6.1%). The three largest occupational groups in 2000 were : Barristers / Solicitors (39%), Teachers (25%), and Architects / Surveyors (11%).

6.16 The average monthly gross income of taught postgraduates was \$20,963.



VII. Administration and Staff

Smart Card Recording System

7.1 With technical support from the Computer Centre, the CePc has developed a Smart Card Recording System to record students' attendance information at programmes and activities conducted by the Centre. The information so recorded will provide the Centre with useful data for analysing the pattern of students' attendance, the relative popularity of various programmes and the correlation between attendance at programmes and success at job applications etc. The system will be set up and start operating in the new academic year.

Electronic Display Board

7.2 In order to ensure prompt and effective communication of recruitment and career information to students, the Centre is making a proposal to install an electronic display board at a central location in the campus. It is planned that details of recruitment activities and important messages from employers will be promptly announced through the system, which may enhance the students' chance of success at securing job offers or internship places.

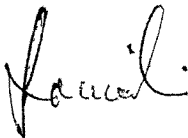
Security Installation

7.3 Some theft cases which occurred in the Meng Wah Complex alerted the Centre to the need to improve its office security. After consultation with the Estates Office, it was decided that a turnstile and an electronic lock controlled by a smart card system would be installed at the Centre's main entrance. Installation work was undertaken during the summer vacation and the system will be operational in the first semester of the new academic year.

Staff

7.4 During the year, counsellors and executives of the Centre attended a total of 20 conferences, seminars and training courses, as compared with 13 in the previous year. In-house training conducted by senior staff of the Centre was arranged for all support staff on compliance with ISO requirements and effective services to students and employers.

7.5 Ms Adeline Chan, Ms Eve Chan, Ms S L Tang, Clerk IIs and Ms Athena Leung, Executive Assistant, resigned from the CePc while Ms Amy Cheung, Executive Officer II, joined us in February, 2001.



Louisa Li
Director

October, 2001

Careers Education Programmes Attendance Figures 2000 - 2001

Topics	<u>No. of Session</u>		<u>Difference</u>	<u>Attendance</u>		<u>Difference</u>
	<u>1999 - 00</u>	<u>2000 - 01</u>	%	<u>1999 - 00</u>	<u>2000 - 01</u>	%
Group Sessions						
1 Career Planning Talks	39	15	-62%	2,114	601	-72%
2 Career Talks	30	13	-57%	1,411	453	-68%
3 Sessions on Application Letter	43	77	79%	1,171	862	-26%
4 Sessions on Interview Skills	110	108	-2%	1,570	1,770	13%
5 Sessions on Assessment Methods	17	34	100%	718	1,160	62%
6 Management and Key Skills Training	20	21	5%	549	1,057	93%
7 Talks on Further Studies	6	8	33%	245	622	154%
8 Creative Job Search	6	Not offered	N.A.	114	Not offered	N.A.
9 Global e-Challenge 2001 by the YDC	1	2	100%	8	46	475%
Sub-total	272	278	2%	7,900	6,571	-17%

	<u>No. of Users</u>		<u>Difference</u>
	<u>1999 - 00</u>	<u>2000 - 01</u>	%
Face-to-face and E-sessions			
10 Job Club	Not offered	28	N.A.
11 Work Shadowing	Not offered	21	N.A.
12 Outplacement Programme	Not offered	2	N.A.
13 Face-to-face Guidance (other than Help Desk)	79	326	313%
14 E-counselling/enquiries/advice	1,378	1,813	32%
15 E-discussion (Distillery)	468	344	-26%
16 Help Desk	1,317	1,072	-19%
17 Enquiry Desk	7,970	12,953	63%
Sub-total	11,212	16,559	48%

	<u>No of visitors</u>		<u>Difference</u>
	<u>1999 - 00</u>	<u>2000 - 01</u>	%
Careers Exhibition			
18 Careers Time on-line	Not offered	106	N.A.
19 Labour Department	122	700	474%
Sub-total	122	806	561%
Total	272	278	2%
	19,234	23,936	24%

Placement Activities Attendance Figures 2000 - 2001**Recruitment Service**

	<u>1999 - 00</u>	<u>2000 - 01</u>	<u>Difference</u> %
<u>Graduate jobs advertised</u>			
No. of Employers	4,723	3,612	-24
No. of Vacancies	23,538	14,838	-37
- Commerce and Industry			
No. of Employers	4,283	3,102	-28
No. of Vacancies	20,382	12,743	-37
- Civil Service			
No. of Departments	9	66	+633
No. of Vacancies	1,084	314	-71
- Education			
No. of Schools	222	224	+0.9
No. of Vacancies	1,280	1,067	-17
- Social Services			
No. of Organisations	192	187	-2.6
No. of Vacancies	771	675	-12
- Dental Clinics			
No. of Dental Clinics	17	33	+94
No. of Vacancies	21	39	+86
<u>Summer jobs advertised (excluding internship)</u>			
No. of Employers	595	518	-13
No. of Vacancies	3,579	4836	+35
- Commerce and Industry			
No. of Employers	360	273	-24
No. of Vacancies	1,401	1,606	+15
- Civil Service			
No. of Departments	96	100	+4.2
No. of Vacancies	862	921	+6.8
- Education			
No. of Schools	71	76	+7.0
No. of Vacancies	378	1,395	+269
- Social Services			
No. of Organisations	68	69	+1.5
No. of Vacancies	938	914	-2.6
<u>Summer Internship advertised</u>			
No. of Organisations	64	83	+30
No. of Vacancies	372	298	-20
- Commerce and Industry			
No. of Employers	63	75	+19
No. of Vacancies	322	273	-15
- Civil Service			
No. of Departments	1	5	+400
No. of Vacancies	50	15	-70
- Social Services			
No. of Organisations	0	3	-
No. of Vacancies	0	10	-

(Cont'd)

	<u>1999 - 00</u>	<u>2000 - 01</u>	<u>Difference</u>
<u>Part-time jobs advertised</u>			
No. of Employers	1,697	1,949	+15
No. of Vacancies	13,989	17,687	+26
No. of Vacancies (Population Census Exercise included)	13,989	33,137	+137
- Private Tuition			
No. of Families	605	668	+10
No. of Vacancies	670	750	+12
- Commerce and Industry			
No. of Employers	718	773	+7.7
No. of Vacancies	6,367	11,804	+85
- Civil Service			
No. of Departments	23	24	+4.3
No. of Vacancies (General)	3,512	768	-78
No. of Vacancies (Population Census)	0	15,450	-
- Education			
No. of Schools	230	313	+36
No. of Vacancies	2,590	3,375	+30
- Social Services			
No. of Organisations	121	171	+41
No. of Vacancies	850	990	+16



Placement Activities 2000-2001
Campus Recruitment Programme

	<u>1999 - 00</u>	<u>2000 - 01</u>	<u>Difference</u> %
<u>Recruitment Talks</u>			
No. of Talks	99	99	-
Attendance	8,736	8,170	-6.5
<u>Recruitment Exhibitions</u>			
No. of Employers	10	10	-
Attendance	971	1,104	+14
<u>Campus Interviews</u>			
No. of Employers	30	18	-40
Attendance	1,362	1,087	-20
<u>Written Tests</u>			
No. of Employers	18	9	-50
Attendance	2,157	1,097	-49
<u>Collection of Applications (Full-time Vacancy Only)</u>			
No. of Posts	87	81	-6.9
No. of Applications	5,958	4,395	-26

Campus Recruitment Programme Participants 2000-2001

- A.T. Kearney (HK) Ltd.
- AC Nielsen (China) Ltd.
- American International Assurance Co. (Bermuda)
- Accenture
- Arthur Andersen & Co.
- Asia Market Intelligence Ltd.
- ASM Assembly Automation Ltd.
- Azeus Systems Ltd.
- Bain & Company (HK)
- BOC Credit Card (Int'l) Ltd.
- Boston Consulting Group International, The
- British Airways
- Cathay Pacific Airways Ltd.
- Chartersince Surveyors Ltd.
- China State Construction Engg (HK) Ltd.
- CLP Power Hong Kong Ltd.
- CP Associates Ltd.
- Dao Heng Bank Ltd.
- Delirium (HK) Ltd.
- Deloitte Touche Tohmatsu
- Display Research Laboratory
- DLJ Hutchison Direct Services Ltd.
- Dragages et Travaux Publics (HK) Ltd.
- Duty Free Shoppers Hong Kong Ltd.
- Ernst & Young
- Esquel Group
- ExxonMobil
- Gammon Construction Ltd.
- General Electric International Inc.
- Giordano Ltd.
- Grant Thornton
- Hang Seng Bank Ltd.
- Government of HKSAR - Census and Statistics Dept.
- Government of HKSAR - Civil Engineering Dept.
- Government of HKSAR - Civil Service Bureau
- Government of HKSAR - General Grades Office
- Government of HKSAR - Hong Kong Police Force
- Hong Kong & China Gas Co Ltd.
- Hong Kong Air Cargo Terminals Ltd.
- Hong Kong Cable Television Ltd.
- Hong Kong Dragon Airlines Ltd.
- Hongkong Electric Holdings Ltd.
- HSBC
- HSBC Investment Bank plc
- Hsin Chong Real Estate Management Ltd.
- Hutchison Global Crossing Ltd.
- Hutchison Telecommunications (HK) Ltd.
- IBM China/Hong Kong Ltd.
- Inchcape Motors Ltd.
- Infoislive.com Ltd.
- InfoTalk Corporation Ltd.
- Inlooktech.com Ltd.
- Intel Semiconductor Ltd.
- Ion Global
- Jardine OneSolution
- Johnson & Johnson (HK) Ltd.
- Jones Lang LaSalle Ltd.
- Jumpin Gym USA Ltd.
- Kerry Logistics (Hong Kong) Ltd.
- KGI Hong Kong Ltd.
- Kowloon-Canton Railway Corporation
- KPMG
- Liu Chong Hing Bank Ltd.
- Lorenzo Jewelry Mfg (HK) Ltd.
- Louis Vuitton Pacific Ltd.
- Maersk Hong Kong Ltd.
- McDonald's Restaurant (HK) Ltd.
- Mercer Management Consulting Ltd.
- Money Concept (Asia) Ltd.
- Monitor Co.
- Moores Rowland
- MTR Corporation
- Neptune Orient Lines Ltd.
- New World PCS Ltd.
- Nortel Networks (Asia) Ltd.
- Ove Arup & Partners Hong Kong Ltd.
- Pacific Century CyberWorks
- Pacific Century Insurance Co. Ltd.
- Parsons Brinckerhoff (Asia) Ltd.
- Pfizer Corporation
- PricewaterhouseCoopers
- Procter & Gamble HK Ltd.
- Royal & Sun Alliance Insurance (HK) Ltd.
- Shell HK Ltd.
- Shui On Building Contractors Ltd.
- Sino Group, The
- Swire Properties Ltd.
- Systek Information Technology Ltd.
- Television Broadcasts Ltd.
- Unisys China/Hong Kong Ltd.
- Wong's Electronics Co Ltd.
- Xerox (HK) Ltd.
- Yu Ming Investment Management Ltd.

Total no. of companies : 93

Advertisers from Fortune Global 500 Corporations

- ABB
- Abbott Laboratories
- ABN AMRO Holding
- Aetna (ING)
- Air France Group
- Alcatel
- American Express
- American International Group
- AMR
- AT&T
- Aventis
- AXA
- Bank of America Corporation
- Bank of China
- Bank of Tokyo-Mitsubishi
- BASF
- Bayer
- British Airways
- Cable & Wireless
- Christian Dior
- Cigna
- Citigroup
- Coca-Cola
- Compaq Computer
- Credit Lyonnais
- Credit Suisse
- Dai Nippon Printing
- Dell Computer
- Dentsu
- Deutsche Bank
- Dresdner Bank
- Eastman Kodak
- Electronic Data Systems
- Eli Lilly
- Emerson Electric
- Exxon Mobil
- FedEx
- Flextronics International
- Fortis
- Fuji Photo Film
- Fujitsu
- General Electric
- Goldman Sachs Group
- Groupe Danone
- Hewlett-Packard
- Hitachi
- Kimberly-Clark
- Kingfisher
- Kmart
- L.M. Ericsson
- Lucent Technologies
- Magna International
- Manpower
- Marks & Spencer
- Marubeni
- Matsushita Electric Components
- Matsushita Electric Industrial
- May Department Stores
- Mazda Motor
- McDonald's
- Merck
- Merrill Lynch
- Microsoft
- Mitsubishi Corporation
- Morgan Stanley Dean Witter
- Motorola
- Nestle
- New York Life Insurance
- Nokia
- Nortel Networks
- NTT Data Corporation
- Pfizer
- Pharmacia
- Power Corporation of Canada
- Procter & Gamble
- Prudential
- Rabobank
- Ricoh
- Royal & Sun Alliance Insurance Group
- Royal Philips Electronics
- Sanwa Bank
- Sanyo Electric
- Shell Group
- Siemens
- Skanska
- Societe Generale
- Sony
- Sumitomo
- Sumitomo Bank
- Sun Life
- Sun Microsystems
- Swiss Reinsurance

(cont'd)



- Honda Motor
- HSBC Holdings
- ING Group
- Intel
- Int'l Business Machines
- Itochu
- J.P. Morgan Chase
- Jardine Matheson
- Johnson & Johnson
- Johnson Controls
- Jusco

- Toppan Printing
- Toshiba
- UAL (United AirLines)
- UBS
- Unilever
- United Parcel Service
- Uny
- Walt Disney
- WorldCom
- Xerox
- Zurich Financial Services

Total no. of companies : 114 (+43%)



Advertisers from Hong Kong Publicly-listed companies 2000-2001

- ABC Communications (Holdings) Ltd
- Aeon credit Service (Asia) Co Ltd
- Allan International Holdings Ltd
- Automated Systems (Hong Kong) Ltd
- AV Concept Holdings Ltd
- Bank of East Asia Ltd The
- Carry Wealth Ltd
- Cathay Pacific Airways Ltd
- Celestial Asia Securities Holdings Ltd
- Champion Technology Holdings Ltd
- Chen Hsong Machinery Co Ltd
- Cheung Kong (Holdings) Ltd
- Chevalier (OA) Ltd
- China Overseas Land & Investment Ltd
- Chinese Estates Holdings Ltd
- Chow Sang Sang Holdings International Ltd
- Citic Pacific Ltd
- City Telecom (Hong Kong) Ltd
- CLP Holdings Limited
- Culturecom Ltd
- Dah Sing Financial Group
- Dao Heng Bank Group Ltd
- Dickson Concepts International Ltd
- Dickson Cyber Concepts
- e-kong Group Ltd
- Elec & Eltek International Holdings Ltd
- Fairform Manufacturing Co Ltd
- Fong's Steels Supplies Co Ltd
- Giordano International Ltd
- Gold Peak Industries (Holdings) Ltd
- Group Sense Ltd
- Hang Seng Bank Ltd
- Henderson Land Development co Ltd
- Herald Metal & Plastic Works Ltd
- Hong Kong & China Gas Co Ltd The
- Hong Kong Aircraft Engineering Co Ltd
- Hong Kong Construction (Holdings) Ltd
- Hong Kong Electric Co Ltd The
- HSBC Group plc
- Hsin Chong Construction Group Ltd
- Hutchison Whampoa Ltd
- Hysan Development Co Ltd
- i-Cable Communications Ltd
- International Bank of Asia Ltd
- Johnson Electric Industrial Manufactory Ltd
- Karrie Industrial Co Ltd
- Lee & Man Co Ltd
- Lei Shing Hong Ltd
- Luk Fook Holdings Co Ltd
- Lung Kee Metal Ltd
- Man Sang Jewellery Co Ltd
- Man Yue Electronics Co Ltd
- Mansion House Securities (Far East) Ltd
- Mei Ah (Hong Kong) Co Ltd
- Midland Realty (Strategic) Ltd
- Mirabell Footwear Ltd
- Moulin International Holdings Ltd
- MTR Corporation Ltd
- New World Cyberbase Ltd
- New World Development Co Ltd
- Ngai Lik Industrial Holdings Ltd
- Orient Overseas Container Line Ltd
- Orient Power Holdings Ltd
- Pacific Century CyberWorks Ltd
- Pearl Oriental Cyber Force Ltd
- Pico Hong Kong Ltd
- QPL International Holdings Ltd
- RNA Holdings Ltd
- Road King Infrastructure Ltd
- Saint Honore Cake Shop Ltd
- Shui On Construction & Materials Ltd
- Sino Land Co Ltd
- Smartone Telecommunications Ltd
- South China Morning Post
- Sun Hung Kai & Co Ltd
- Sun Hung Kai Real Estate Agency Ltd
- Sunday O/B Mandarin Communications Ltd
- Sunway Electronics Co
- Tai Fook Securities Group Ltd
- Takson Garment Manufacturing Co Ltd
- Techtronic Industries Co Ltd
- Television Broadcasts Ltd
- Texwinca Holdings Ltd
- Union Bank of Hong Kong Ltd
- Vanda Computer & Equipment Co Ltd
- Vanda Software Engineering Co Ltd
- Varitronix Ltd
- Vitasoy International Holdings Ltd
- VTech Computers Systems Ltd
- Welback Enterprises Ltd
- Wharf Ltd
- Wiltec Industries Ltd
- Wing Hang Bank Ltd
- Wing Lung Bank Ltd
- Yip's Hang Cheung (Holdings) Ltd

Total no. of companies : 96 (+16%)

Share of Job Offers from Campus Recruitment Programme Participants**(Audit Firms and Government Departments excluded)**

	1995-1996	1996-1997	1998-1999	1999-2000	2000-2001
HKU	79 (20%)	49 (34%)	85 (33%)	89 (22.9%)	184 (28%)
2 nd best local	81 (21%)	41 (28%)	53 (21%)	83 (21.3%)	144 (22%)
3 rd best local	64 (16%)	15 (10%)	30 (12%)	69 (17.7%)	102 (16%)
Other Local Universities	88 (23%)	2 (1%)	37 (14%)	115 (29.6%)	169 (26%)
Overseas Universities	78 (20%)	39 (27%)	51 (20%)	33 (8.5%)	53 (8%)
Total	390 (100%)	146 (100%)	256 (100%)	389 (100%)	652 (100%)
No. of Companies	28	12	29	21	37

Note : Information for 1997 - 1998 is not included due to poor response to the survey.

Share of Job Offers from Job Listing Services Clients

	1995-1996	1996-1997	1998-1999	1999-2000	2000-2001
HKU	139 (26%)	228 (17%)	151 (16%)	155 (16%)	208 (11%)
2 nd best local	69 (13%)	241 (18%)	166 (18%)	147 (15%)	252 (14%)
3 rd best local	48 (9%)	228 (17%)	160 (17%)	152 (16%)	283 (16%)
Other Local Universities	214 (40%)	535 (40%)	405 (44%)	426 (44%)	868 (48%)
Overseas Universities	65 (12%)	107 (8%)	50 (5%)	94 (10%)	208 (11%)
Total	535 (100%)	1339 (10%)	932 (100%)	974 (100%)	1819 (100%)
No. of Companies	108	240	164	277	182

Note : Information for 1997 - 1998 is not included due to poor response to the survey.

Employers' Satisfaction with HKU Graduates at Work**Comments from Campus Recruiters**

	Poor %	Fair %	Satisfactory %	Good %	Outstanding %	Total %
Attitude	-	-	38	54	8	100
Common Sense	-	8	23	61	8	100
Language Ability	-	15	31	39	15	100
Theoretical Knowledge	-	8	33	59	-	100
Practical Competence	-	15	39	46	-	100

Total no. of companies : 13

Source: Graduate Employment User Survey 2001



Employers' Satisfaction with HKU Students at Internship**Comments from China VacTrain Companies**

	Items	Satisfactory %	Good %	Outstanding %	Total %
1.	Spoken Putonghua	36	32	32	100
2.	Written Chinese	30	35	35	100
3.	Spoken English	25	45	30	100
4.	Written English	24	43	33	100
5.	Communication	9	60	31	100
6.	Analytical Reasoning	27	50	23	100
7.	Problem Solving	46	27	27	100
8.	Creativity	46	32	22	100
9.	Planning	27	41	32	100
10.	Producing Result	8	46	46	100
11.	Initiative	18	50	32	100
12.	Drive	23	46	31	100
13.	Emotional Stability	5	64	31	100
14.	Work Attitude	-	40	60	100
15.	Ethical Behaviour	-	60	40	100
16.	Improves Own Learning	40	40	20	100
17.	Common Sense	30	70	-	100
18.	Team Work Skill	10	70	20	100

Total no. of companies : 13

Employers' Satisfaction with HKU Students at Interviews**Comments from Campus Interviewers**

	Items	Poor %	Fair %	Satisfactory %	Good %	Outstanding %	Total %
1.	Dress & Grooming	-	2	3	58	37	100
2.	Manner & Courtesy	-	2	15	53	30	100
3.	Likeability	-	2	16	53	29	100
4.	Emotional Stability	-	5	40	45	10	100
5.	Analytical Reasoning	-	5	56	39	-	100
6.	Planning Skills	3	3	66	28	-	100
7.	Natural	-	8	31	47	14	100
8.	Enthusiasm in the Job	-	8	36	46	10	100
9.	Decision Making	-	9	71	20	-	100
10.	Interpersonal Sensitivity	-	13	54	30	3	100
11.	Meet Employer's needs	3	10	43	41	3	100
12.	Practical Orientation	-	13	56	30	1	100
13.	Spoken English	-	15	56	24	5	100
14.	Interesting	2	13	42	40	3	100
15.	Communication Skills	-	15	36	44	5	100
16.	Straight Forward & Direct	-	15	44	39	2	100
17.	Asking Questions at the end	3	12	28	48	9	100
18.	Appropriate & Business-like	3	13	58	26	-	100
19.	Knowledge about Employer's Company	2	15	39	36	8	100
20.	Leadership	5	12	54	29	-	100
21.	Clear Career Objective & Career Plan	5	12	56	26	1	100
22.	Supported with Specific Evidence	3	16	39	39	3	100
23.	Lateral Thinking	2	20	52	26	-	100

Total no. of companies : 16



**EMPLOYMENT SITUATION
(2000 BACHELOR'S DEGREE)**

Faculty/School	Population	Respondents	Employed	Unemployed	Further Studies	Emigrated/ Returned to Home Country	Not Seeking Employment
Architecture	119	113	95.0%	104	92.0%	/	/
Arts	543	506	93.2%	387	76.5%	17	3.4%
Business	146	137	93.8%	132	96.4%	1	0.7%
Dentistry	58	52	89.7%	48	92.3%	4	7.7%
Education	63	61	96.8%	54	88.5%	2	3.3%
Engineering	577	547	94.8%	490	89.6%	8	1.5%
Law	154	140	90.9%	13	9.3%	/	/
Medicine	209	191	91.4%	191	100.0%	/	/
Science	442	417	94.3%	271	65.0%	17	4.1%
Social Sciences	437	411	94.1%	340	82.7%	10	2.4%
TOTAL	2748	2575	93.7%	2030	78.8%	59	2.3%
						461	17.9%
						2	0.1%
						23	0.9%

**EMPLOYMENT SITUATION
(2000 RESEARCH & TAUGHT POSTGRADUATE PROGRAMMES)
(Full-time Students Only)**

	Population	Respondents	Employed	Unemployed	Further Studies	Emigrated/ Returned to Home Country	Not Seeking Employment
Research Programmes : (by programme title)							
Ph.D.	171	69	47	7	2	12	1
M.Phil.	177	137	99	4	30	3	1
Sub-total	348	206	146	11	32	15	2
Taught Postgraduate Programmes : (by faculty/school)							
Architecture	107	89	83	3	1	/	2
Arts	14	2	1	/	/	/	1
Dentistry	17	10	8	/	1	10.0%	/
Education	179	156	152	3	/	/	1
Engineering	17	15	14	/	1	/	/
Law	201	152	133	/	11	7	1
Medicine	12	8	7	/	1	/	/
Social Sciences	87	77	62	4	9	/	2
Professional & Continuing Education*	115	87	82	2	1	/	2
Sub-total	749	596	542	12	25	8	9
TOTAL	1097	802	688	23	57	23	11

* SPACE offers over 100 postgraduate and professional programmes, most of which are part-time. In 2000, there were 115 graduates from one full-time programme Postgraduate Certificate in Laws

