



Fiona Cheng is a student at Holy Family Canossian College, who joined the Chamber's recent Business-Schools Partnership Programme to Eidealink Limited
鄭展幟是嘉諾撒聖家書院的學生，早前在總商會「商校交流計劃」下，獲安排參觀Eidealink Limited



探索就業出路

學生聽取學業和事業規劃方面的意見
鄭展幟

高中生（包括本人在內）總是對未來的出路感到茫然，對於在大學選修哪個學科，以至畢業後從事甚麼行業，都會感到不知

所措。我們亦常有一個觀念，認為未來職業只能局限於自己修讀的學科領域，例如理學院學生畢業後會成為醫生或藥劑師，文學院學生則擔任律師或教師等職位。

因此，能夠聽到業界人士介紹一家公司提供的不同職位，實在令我眼界大開。在總商會於年初舉行的「商校交流計劃」活動中，總監潘秀瑋講解廣告、公共關係、會計、資訊科技和人力資源

等領域的就業機會。今次講座讓我們有機會深入了解不同職位，從而認真思考未來前路。

她列出選擇第一份工作時應考慮的三個條件：知識應用、個人興趣、以及家人期望。

潘小姐以其個人經驗為例，說明我們在選擇和發展職業時，不應自訂界線或限制。

潘小姐隨後介紹從事廣告、公關、會計、資訊科技和人力資源行業的工作性質。她指出，廣告業由不同的團隊組成，如客戶服務部負責與客戶溝通，創作部專責撰稿、美術設計、媒體策劃及製作。參加講座之前，當與人談論廣告業，我們可能只會想到平面設計師。然而，這次講座展示了不同行業的特色和運作，讓我可進一步了解有關行業，有助我規劃事業發展。此外，她亦鼓勵我們探索各種不同的職業，深入認識它們的職能。

除了講解廣告業的事業發展，她亦闡述公共關係、會計、資訊科技和人力資源等方面的工作。

潘小姐說：「熱愛你的工作十分重要，這樣才能享受箇中樂趣。」

這番說話令我印象深刻，因為我一直以為許多人只為生計而工作，不太熱衷於其他事情。其實工作佔去人生的大半時間，應該好好享受自己的工作。潘小姐的忠告啟發了我，促使我思考工作的目的是為了追尋夢想，還是為了穩定的生活。當然對部分人來說，一份穩定的工作已經是他們的夢想，因此她的建議是人人都要為自己作出抉擇。✿

Business-School Partnership Programme

Some 130 students from Tak Oi Secondary School participated in an English interview skills workshop on 30 January under the Chamber's Business-Schools Partnership Programme. Elaine Chong, General Counsel – Hong Kong of CLP Power, shared with students some tips for improving their interview skills. Students also had the opportunity to sit through mock interviews with CLP staff.

Twenty-seven students from Munsang College visited Wyeth

Nutrition Hong Kong on 13 February under the Chamber's Business-Schools Partnership Programme. Clarence Chung, General Manager of Wyeth, introduced the business nature of the nutrition industry to the students. The students were then given a guided tour to the new sales channel at Harbour City and warehouse at Kwai Chung to understand their sales strategy as well as the operation of the supply chain system.

商校交流計劃

約130名德愛中學學生透過總商會的「商校交流計劃」，參加了1月30日的英語面試技巧工作坊。中華電力有限公司法律顧問（香港）鍾玉穎婷與他們分享改善面試技巧的秘訣，學生亦藉此機會與中華電力員工進行模擬面試。

透過總商會的「商校交流計劃」，27名民生書院學生於2月13日參觀惠氏（香港）控股有限公司。惠氏（香港）總經理鍾志偉向他們介紹營養業的業務性質。學生其後由專人帶領下，參觀了惠氏（香港）位於海港城的新銷售點和葵涌倉庫，以了解該公司的銷售策略，以及供應鏈系統的運作。

Finding the Right Career Path

High school students, myself included, are always confused about what we should do in the future. We don't know what we should study in university, nor what career we should pursue after graduation. We also feel we are restricted to what we can do in future based on what we study now. For example, bachelor of science students will go on to become doctors or pharmacists, while bachelor of arts students will become lawyers or teachers.

So it was refreshing to hear from someone in business about the wide variety of job opportunities that are actually available in just one company.

Flora Pun, Director of Eidealink Limited, explained what career opportunities are available in advertising, public relations, accounting, information technology and human resources, during the Chamber's Business-Schools Partnership Programme held earlier this year. The talk gave us the chance to learn more about different jobs and think more about our future careers.

She listed out three criteria that we should consider when choosing our first job: application of our knowledge; our interest; and family expectations.

Drawing on her own experience, Pun told us that we should not create boundaries or limitations when choosing a job and developing a career.

Pun introduced the characteristics of jobs in advertising, public relations, accounting, information technology and human resources. She pointed out that the advertising industry is made up of different teams, account services team is responsible to communicate with the clients, the creative team



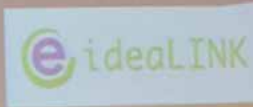
is responsible for copy writing, art and design, media planning as well as the production. Before the talk, when people talk about advertising, we may only think of those graphics designers. However, the talk illustrated the distinctive features and the operation of different fields. I was able to know more about those industries so that I can better plan my career. Besides, Pun also advised us to explore different jobs and understand more about their job functions.

Besides explaining what a career in the advertising industry involves, she also discussed public relations, accounting, information technology and human resources.



Students' View 學生評價：

Students find guidance in planning their future studies and careers, writes **Fiona Cheng**



“Although I have participated in other similar talks, this one was brilliant, because it made planning my future clearer and increased my confidence.”

— **Joanne Leung**

「我雖然參加過其他類似的講座，但今次這項活動甚有意義，令我對未來有更明確的規劃，增強自信。」

— **梁凱欣**



“The talk enabled me to understand what work is involved for different professions, and that each has its own characteristics. I realize it's important to identify my own interests, so that I can choose occupations that I will enjoy.”

— **Chloe Choi**

「是次講座讓我了解不同專業所涉及的工作，以及其各自的特色。我領會到發掘個人興趣，有助我選擇自己喜歡的職業。」

— **蔡皓怡**

“It is important that you like your job, so that you will enjoy your job,” said Pun.

This impressed me, as I believed that many people only work to earn a living, and had little aspiration to do other things. Our career is a huge part of our life, so it makes sense that we should enjoy it. Pun's advice inspired me and made me think if I should work to pursue my dream, or work for a stable life. Of course, for some people, a stable job is their dream, so her advice was that we all need to make our own choices. ✿



“Being a science student, I seldom pay attention to business. I always perceive businesses as being all about money and transactions. Participating in the Business-School Partnership Programme was a golden opportunity for me to broaden my understanding of the corporate world and learn that business is not that simple.”

— **Ada Chung**

「作為理科生，我很少留意商業動態。我一直認為商業世界就只有金錢和交易。『商校交流計劃』為我提供一個良機，讓我對商業社會加深認識。」

— **鍾佩婷**