

Learning the Ropes of Business

了解 商業運作

BSP Programme gives high school students a taste of the world of work while providing companies with a valuable insight into the mindset of the younger generation
「商校交流計劃」既可讓高中生體驗職場實況，亦可協助企業了解年輕一代的心態



Manpower is one of the greatest challenges facing Hong Kong right now. Across a range of sectors, and from junior staff to senior executives, businesses are struggling to fill positions.

One way that companies can give a boost to their recruitment strategy is to participate in the Chamber's Business-School Partnership Programme. Since 2001, our members have opened their doors to local schools to introduce their businesses to the next generation of workers.

We are not suggesting that members try to poach students directly from the classroom. But increasing the awareness of your company, brand and industry among young people is one way to widen the pool of potential recruits. Meanwhile, being attuned to the shifting expectations of the younger generation can give businesses an edge when it comes to attracting the best new talent.



Lillian Cheng, Director of HR and Admin at Toppan Forms, which manufactures bank and loyalty cards, said that the company joined the BSP Programme because it shares HKGCC's goal of helping students to understand the commercial world. But she added that it also sows the seeds of interest among potential recruits who may later join the company's apprenticeships, graduate schemes and internships.

"The BSP Programme, certainly, is one of the channels which allows us to attract new blood and talent to start their career with us."

The hospitality industry – which has a high turnover rate generally – has been particularly affected as fewer young people choose to enter the sector. Wayne Mak, Managing Director of Rhombus Group, said that participating in the Chamber's programme is one way to cast a wider net when it comes to recruitment for the hotel company.

"For sure, the BSP programme is another source for exploring talent," he said.

Encouraging young people to join the power industry and enhancing their knowledge about the engineering profession are key aims of CLP, and the Chamber's programme helps them in this regard.

"Programmes such as BSP provide a direct engagement opportunity between schools and businesses, and this enables mutual understanding of each other," said

We are now recruiting member companies to join the 2018-19 Business-School Partnership Programme. If you are interested in participating, or learning more about the programme, please refer to our advertisement on P61.

Elaine Chong, General Counsel – Hong Kong of CLP Power. “We hope the young generation can be better equipped with life planning at an earlier stage through the programme, while CLP can attract young talent.”

Invaluable insight for businesses

Gaining an insight into the mindset of young people can also be extremely useful for companies when it comes to recruitment. Toppan Forms has noted that young people’s expectations for their lives and careers are evolving.

“What matter most to students and young people in recent years is not promotion, but people and purpose,” said Cheng from Toppan Forms. “Rather than just climbing the corporate ladder, they prefer a more open and familiar relationship with managers who listen, offer feedback and give encouragement regularly.

“The priority seems to be changing that the expectation of career progression will not necessarily reap financial rewards, but more importantly allow greater flexibility, an improved work-life balance, career variety and mobility.”

Mak from Rhombus also noted that students’ values have changed, influenced by social media, family and friends. There is also a growing emphasis on work-life balance. He added that there can be a noticeable gap between the real-world experience of work and students’ dreams and ideals. The BSP Programme helps by giving students a realistic impression of what to expect.

One particular trend noticed by CLP is that more female students are showing an interest in joining the company, and the power industry in general.

“We were impressed that they were enthusiastic in asking questions about our graduate trainee programme



and related academic requirements,” said Chong. “CLP is excited to welcome these young females to the engineering world.”

Students get to work

The BSP Programme connects each school with a company, and over the course of the academic year the students have the opportunity to listen to career talks and enjoy site visits, workshops and other activities. For most of the students, the programme provides their first taste of the world of work, and introduces them to jobs, career paths and even industries that they may not have encountered before.

Depending on which company their school is partnered with, they may find themselves donning hairnets or hard hats to explore factories and industrial sites, or getting creative by designing products.

It also gives them the opportunity to speak to employees and managers. Learning about day-to-day life can be both inspiring and grounding for the young students.

Betty Ling, a teacher at Raimondi College, said the programme not only provides the students with busi-





High-profile events

A number of students had the opportunity to participate in high-profile events including the Business Luncheons with Chief Executive Carrie Lam and Financial Secretary Paul Chan, and at the HeForShe event for gender equality on International Women's Day.

ness world exposure, it also enhances their communication skills, particularly by giving them the opportunity to meet high-level executives.

"Some students had the chance to have direct dialogue with CEOs, which gives them real-life examples of the planning of successful businessmen and businesswomen," she said.

After participating, students are better able to develop a clear pathway for the future, said Au Man Hung, teacher at ECF Saint Too Canaan College. They also gain key insights into the attributes needed in particular industries.

"Through different activities, students learn from insiders in the business," she said, "such as their reasons for entering the industry, and the knowledge and attitude required."

The Saint Too Canaan students were partnered with Rhombus Group. During hotel visits, the students were surprised to learn about the complexity of the organizational structure behind the calm operation of the front desk.

They particularly enjoyed meeting Hotel Manager Benjamin Fung, who shared how he had experienced several setbacks before entering the hotel industry.

Wong, one of the students on the programme, said that after listening to the twists and turns of the manager's career path she understood that "people come first" in the hotel sector. "The way you treat people is essential," she added.

Mak from Rhombus said that the programme shows students how the industry operates. "It also allows the young people to understand their own character and personality, and find out whether the hotel industry is suitable for them or not."

Some students report that the experience has directly influenced their career plans. "I love to help people," said Chan, another Saint Too Canaan student. "I want to major in hotel management and enter the hotel industry after graduation."

At Nilorn East Asia Limited, a Swedish branding and design firm, students from Heep Yunn School visited the warehouse and production line as well as the company's offices.

Such site visits can address misconceptions about certain types of work, as the students noted in their report: "We had always imagined a warehouse to be messy and dirty. However, it turned out to be an extremely tidy and organized place, with the boxes numbered systematically and placed on shelves neatly."



Lee, one of the students, said she hopes to become a designer so particularly appreciated the behind-the-scenes access. “It helped me understand the importance of market needs in the design process, so that both the menswear and womenswear have their own styles and characteristics.”

Carmen So, teacher at Heep Yunn School, said that the BSP scheme helps students uncover where their strengths lie and refine their future plans.

“Through joining the activities organized by the companies, students can discover their interests and talents, and make the right choice when applying for universities or even jobs in the future.”

At Nilorn, the students did some work packing products in the factory. This was an eye-opener for the students, who reported that although they enjoyed the experience, they also found it very tiring. Providing students with such insights into the realities of work can be just as helpful as firing them up with ambition.

They were also tasked with designing a set of products, including care labels, packaging and buttons, as So explained.

“Students had the chance to put theory into practice by using their creativity in an authentic setting,” she

said. “They enjoyed the process and have learnt a lot from the constructive feedback from the company.”

Often the young participants are surprised about what they see. During a factory visit to Toppan Forms, for example, the students were particularly interested in the strict security measures implemented in the manufacturing plant.

“They were interested in the machinery and equipment, and the automated technology concept behind it,” said Stemon Ching, Senior HR Assistant at Toppan Forms. “The students said it was a unique experience which gave them a different view and understanding of the manufacturing industry.”

Sometimes, the key takeaway from the programme is not personal career development or specific industry insights. One student, Yung, was fascinated to learn about the Corporate Social Responsibility (CSR) programme at Nilorn.

“I had learnt about CSR from textbooks, but it was not until I listened to the staff that I really understood what it means,” she said. Noting that CSR is a key part of Nilorn’s operating philosophy, she said she ultimately hopes to work at a company which values CSR when she graduates. 🌸

Closing Ceremony and Career Sharing

At the Closing Ceremony for the 2017-2018 Business School Partnership Programme, Chamber CEO Shirley Yuen presented certificates to the students who had delivered the most outstanding activity reports. A group of students helped the Chamber’s staff to organize the ceremony, and also acted as MCs. The event also included a Career Sharing session, with representatives from the Young Executives Club talking to the students about their jobs and industries.



人是香港當前面對的一大挑戰。從初級員工到高級行政人員，各行各業的公司都正苦苦尋找人手來填補職位空缺。

企業要促進招聘策略的方法之一，是參加總商會的「商校交流計劃」。自2001年起，我們的會員已向本地中學敞開了大門，為下一代的職場新力軍介紹公司業務。

我們並不是建議會員嘗試走入校園，直接爭聘學生。然而，增加年輕人對貴公司、品牌和行業的認識，是更廣泛網羅人才的途徑之一。與此同時，理解年輕一代的期望轉變，可為企業帶來優勢，有助他們吸引最頂尖的新一代精英。

專門製造銀行卡和會員卡的凸版資訊（香港）有限公司董事——人力資源及行政部鄭麗莉指出，加入商校交流計劃的原因是公司與總商會的目標一致，就是協助學生認識商業世界。不過，他又指計劃能引起潛在僱員的興趣，促使他們日後參加公司的學徒、畢業生和見習生培訓計劃。

「商校交流計劃絕對是企業吸納新血和人才的其中一個渠道，讓我們協助他們在事業的發展踏出第一步。」

酒店業的員工流失率普遍偏高，面對愈來愈少年輕人選擇入行，業界所受的影響尤其嚴重。隆堡集團常務董事麥基榮表示，參加總商會這個計劃是公司擴大招聘人手的方法之一。

他說：「商校交流計劃無疑是發掘人才的另一來源。」

鼓勵青年人投身電力業和加深他們對工程業的認識，是中電的主要目標，而總商會的計劃正好能在這方面提供協助。

「商校交流計劃這類活動讓學校和企業有機會直接接觸，互相了解。」中華電力法律總顧問（香港）鍾王穎婷續道：「我們希望年輕一代可透過計劃及早為人生規劃作更好的準備，而中電亦可吸納年輕人才。」

為企業提供精闢的觀點

了解青年人的心態對企業招聘極有助益。凸版資訊發現青年人對人生和事業的期望正在轉變。

「近年，學生和年輕人最關心的並不是升職，而是人事關係和目標。」凸版資訊的鄭麗莉解釋：「除了攀上事業階梯，他們更重視與上司建立更開放、更深厚的關係，能夠聆聽他們的想法、給予意見和鼓勵。」



閉幕禮和職業分享

在「2017-2018年度商校交流計劃」的閉幕典禮上，總商會總裁袁莎妮向活動匯報表現最出色的學生頒授證書。部分學生協助總商會職員籌備典禮，並擔任典禮司儀。是次活動還包括職業分享環節，由卓青社的代表與學生分享他們的工作和行業。

總商會現正招募會員公司參與「2018-2019年度商校交流計劃」。如閣下有興趣參加或了解計劃詳情，請參閱本刊第61頁的廣告。



大型活動

多位學生有機會參與大型活動，包括行政長官林鄭月娥和財政司司長陳茂波的商界聯席午餐會，以及國際婦女節提倡性別平等的「他為她」運動。

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— Lillian Cheng, Director, HR and Admin
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商校交流計劃絕對是企業吸納新血和人才的其中一個渠道，讓我們協助他們在事業的發展踏出第一步。

—— 凸版資訊 (香港) 有限公司
董事—— 人力資源及行政部 鄭麗莉

「他們的優先考慮似乎有所改變，對事業發展的期望未必是獲得金錢回報，更重要是提供更大的彈性、改善工作與生活平衡、職業多元化和流動性。」

隆堡的麥基榮亦察覺到在社交媒體、家庭和朋友的影響下，學生的價值觀已經轉變，他們日益重視工作與生活平衡。他補充，現實世界的工作經驗與學生的夢想和理想之間可能會有明顯的落差。商校交流計劃可助學生看清實況，從而調整期望。

中電發現，有興趣加盟該公司、投身電力行業的女同學有上升趨勢。

鍾玉穎婷說：「她們踴躍發問，就見習工程師計劃和相關的學歷要求提出了很多疑問，令我們印象深刻。中電熱烈歡迎這些年輕女性投入工程世界。」

學生投入工作

「商校交流計劃」為每間中學和公司進行配對，學生在學年內有機會參加職業講座、實地考察、工作坊及其他活動。對大多數學生來說，計劃讓他們初嘗職場體驗，讓他們了解工作實況、職業路向，甚至一些從未接觸過的行業。

因應學校與哪家公司夥拍，同學們或需戴上髮網或安全帽，考察工廠和工地，又或需設計產品，發揮個人創意。

計劃還讓他們有機會與員工和經理交談分享。對於年輕學生來說，了解日常工作既富啟發性，又可為他們打好基礎。

高主教書院凌麗嫻老師說，計劃不但讓學生接觸商業世界，還提高他們的溝通技巧，特別是讓他們有機會與高級行政人員會面。

她說：「部分學生有機會與總裁直接對談，這正好是活生生的實例，向同學們示範應如何做好規劃，為日後成為出色的商家努力。」

基督教中國佈道會聖道迦南書院歐萬紅老師表示，學生參加計劃後，更能為未來訂立明確的道路，還深入了解到特定行業所需的條件。

她說：「通過不同的活動，同學們向行內人士學習，例如他們入行的原因，以及行業所需的知識和態度。」

聖道迦南書院的學生獲安排參觀隆堡集團。學生參觀酒店期間，得知前台平靜暢順的運作背後原來涉及複雜的企業架構，無不大表驚訝。

他們尤其喜歡與酒店總經理馮炳儉會面，聽他分享投身酒店業前所經歷的幾番挫折。



參加計劃的王同學表示，聽罷總經理細說其職業生涯中的波折，她領悟到酒店業「以人為先」的原則。她又說：「待人接物的方式至關重要。」

隆堡集團常務董事麥基榮指出，計劃向學生展示行業的運作方式。他說：「這還讓年輕人了解自己的性格和個性，從而得知酒店業是否適合自己。」

部分學生指出，這種體驗直接影響了他們的職業規劃。聖道迦南書院的陳同學表示：「我熱心助人，打算主修酒店管理，畢業後投身酒店業。」

協恩中學的學生則到訪瑞典品牌設計公司Nilorn East Asia，參觀了公司的倉庫、生產線和辦公室。

這些實地考察有助消除學生對某些工種的誤解。正如同學們匯報時指出：「我們一直以為倉庫總是髒亂不堪。不過，事實證明倉庫也可以是一個極為整潔、有條不紊的地方，所有貨箱都有系統地編上號碼，並整齊地排放在貨架上。」

其中一位學生李同學表示，她希望成為設計師，因此特別欣賞計劃安排學生一睹企業的幕後運作。「這有助我明白洞

悉市場需要在設計過程中的重要性，令男女裝的設計各具風格和特色。」

協恩中學的蘇老師說，計劃有助學生發掘個人長處，從而調整他們的未來規劃。

她說：「藉著參加公司舉辦的活動，學生可從中發掘自己的興趣和才能，並在日後報讀大學甚至求職時，能夠作出正確的選擇。」

在Nilorn的廠房，學生學習包裝產品，讓他們大開眼界。同學們在匯報中坦言，雖然他們很享受是次的工作體驗，但同時也感到疲累不已。為學生揭開職場的真實一面，如同激發他們的雄心壯志一樣，都可令同學們獲益。

蘇老師解釋，同學們亦要設計一系列產品，包括護理標籤、包裝和鈕釦。

「學生有機會在真實環境中發揮創意，把理論付諸實踐。」她又稱：「他們樂在其中，而公司給予的實用反饋，亦讓他們獲益良多。」

年輕的參加者往往會對周遭的所見所聞感到驚訝。例如，參觀凸版資訊的廠房期間，學生對製造廠實施的嚴格安全措施尤感興趣。

凸版資訊高級人力資源助理程景暘說：「學生對機器和設備及其背後的自動化技術概念深表興趣。他們認為這是一次獨特的體驗，讓他們對製造業產生了不同的看法和理解。」

有時，計劃的主要得著並不在於個人的職業發展或對特定行業的見解。翁同學考察Nilorn期間，了解到該公司的企業社會責任計劃，並對此深表欣賞。

她說：「我在教科書認識到企業社會責任，但直到聽畢該公司的職員作出講解後，才真正明白箇中的含意。」她指出，企業社會責任是Nilorn經營理念的重要一環，她希望畢業後能加入一家重視企業社會責任的公司。✿

