

# Quality Enhancement Grant Scheme

**Final Evaluation Report**

**Project No. : 27/QEGS/B-08-09**

## Part A

Project Title : Project FLY – to enhance the employability of Associate Degree students through increasing students' understanding of themselves and the market

Name of Grantee : Hang Seng School of Commerce

Project Period : From September 2009 (month/year) to August 2011 (month/year)

## Part B

Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.
2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.
3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.
4. Outcomes and deliverables of the Project.

Signature: \_\_\_\_\_



Organization Chop: \_\_\_\_\_



Name of Authorized Person: Dr. H S Chui

Name of Grantee Hang Seng School of Commerce  
Organization: \_\_\_\_\_

Position of Authorized

Person: President

Date: 18 Nov 2011

# Quality Enhancement Grant Scheme


## Part B

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.

Project Objective	Ways to achieve	Activities related to the objective	Extent of attainment of the objective	Evidence or indicators of having achieved the objective
Enhance the recognition and employability of Associate Degree students in HSSC	Provide easier access to careers-related information	Establish a website to consist of 3 parts: (1) recruitment page (2) information on careers workshops and internship opportunities (3) alumni page	Fully achieved	<ul style="list-style-type: none"> <li>- completed the final phrase of official launch to users on 23 August 2011</li> <li>- Part 1: Recruitment page: Job corner function has been in use since 23 August 2011. Registered corporate members could post job vacancies for our students' online application. (Picture 1)</li> <li>- Part 2: Information: All internship opportunities and careers workshops materials have been uploaded in the website (Picture 2)</li> <li>- Part 3: Alumni page: Alumni could update their information in the alumni page and access the Newsletter, browse through any alumni event (e.g. mentorship) (Picture 3)</li> </ul>
		Publish a pocket-size guide	Fully achieved	<ul style="list-style-type: none"> <li>- 2310 out of 9000 copies of the pocket size guide were distributed during the period from 1 November 2010 to 31 August 2011. They were mainly distributed to HSMC students and visiting students of other institutions.</li> <li>- We would continue to distribute the guide to students, both of students in our college and other institutions with similar students' profile.</li> </ul>
	Provide trainings to sharpen students' edge in the job application process	Conduct careers workshops	Fully achieved	<ul style="list-style-type: none"> <li>- We have organized 2 Career Development Programmes in academic years 2009/2010 and 2010/2011 respectively.</li> <li>- The topics covered "Building work competence through business etiquettes", "Matching your CV with job description", "Matching your cover letter with job description" etc. (Table 1 &amp; 2)</li> </ul>
		Conduct mock interviews	Fully achieved	<ul style="list-style-type: none"> <li>- Mock interviews were included in the two Career Development Programmes. Students were able to practice job interviewing skills.</li> </ul>

# Quality Enhancement Grant Scheme

Picture 1



**count** **Job Searching Results**


Keyword(s):   [Advanced Search](#)

Displaying : 1 - 20 of 29 result(s) Results Page 1 | 2 |

Show Jobs

Remarks: 1. "#": The job that you applied before.

Posted Date	Closing Date	Position	Company	Exp. (Yrs)	Salary(HKD)
30-Nov-11	15-Jan-12	Part-time Data Entry Clerk	SUP Publishing Logistics (HK) Limited	-	530 - 535 (Hourly)
25-Nov-11	25-Dec-11	Counter Service Officer	Hang Seng Bank Limited	-	-
25-Nov-11	11-Dec-11	Financial Services Trainee	Hang Seng Bank Limited	-	-



**MENTORSHIP PROGRAMME** [more](#)

# Quality Enhancement Grant Scheme

Picture 2


恒生管理學院  
HANG SENG  
MANAGEMENT COLLEGE

CAREERS OFFICE

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**Internship**


- Programme Details
- Application Method - Companies
- Current Internship Opportunities
- Internship Arrangement

**Programme Details**


To get you understand the Internship Placement Programme, we have published an Information Sheet Frequently Asked Questions Documents for your perusal. Welcome to download them from below for information.

**Files reference**

- Frequently Asked Questions [Download](#)
- Information Sheet [Download](#)



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**Information**

- General Information
- Industry Information
- Building Job Applications
- Interviews Preparation
- Social and Business Etiquettes
- Careers Pocket Guide
- Careers Office Newsletter
- Employment and Ethics
- Useful Website

**Interviews Preparation** [Back](#)


Once you get an interview opportunity, you should be well-prepared for success. Below is information for job interview preparation. (The materials are for HSMC students only. Students are required to login to access the materials.)

1. Preparing on Presenting Yourself to Employer
2. Sample Interview Questions List
3. Sample Interview Assessment Form
4. Training Summary - Interviewing skills
5. Training Summary - Mock Interview
6. Salary Advice - How Much Do You Expect

*Motto: "You can fool someone, something, some of the time, but you cannot fool everybody, everything, all the time. So be sincere in job interview" (Mr. Benny Yim)*

**Files reference**

- Preparing on Presenting yourself to Employer [View Online](#)
- Sample Interview Questions List [View Online](#)



# Quality Enhancement Grant Scheme

Picture 3


恒生管理學院  
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CAREERS OFFICE

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**Alumni**

**Introduction**

[Introduction](#)

[Become Our Interviewer](#)

[Become Our Mentor](#)

 CAREERS EXPLORATION WORKSHOP

The Alumni Corner is especially designed for alumni to network with each other. We encourage our alumni to register and stay in touch with us. Registered alumni will be invited to events organized by the Careers Office for participation and have the rights to download our Careers Office Newsletter.

To register as HSMC alumni, please click:

[https://careers.hsmc.edu.hk/alumni\\_req.php](https://careers.hsmc.edu.hk/alumni_req.php)

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Home and Contact

4/F, 5/F, 6/F, 7/F, 8/F, 9/F, 10/F, 11/F, 12/F, 13/F, 14/F, 15/F, 16/F, 17/F, 18/F, 19/F, 20/F, 21/F, 22/F, 23/F, 24/F, 25/F, 26/F, 27/F, 28/F, 29/F, 30/F, 31/F, 32/F, 33/F, 34/F, 35/F, 36/F, 37/F, 38/F, 39/F, 40/F, 41/F, 42/F, 43/F, 44/F, 45/F, 46/F, 47/F, 48/F, 49/F, 50/F, 51/F, 52/F, 53/F, 54/F, 55/F, 56/F, 57/F, 58/F, 59/F, 60/F, 61/F, 62/F, 63/F, 64/F, 65/F, 66/F, 67/F, 68/F, 69/F, 70/F, 71/F, 72/F, 73/F, 74/F, 75/F, 76/F, 77/F, 78/F, 79/F, 80/F, 81/F, 82/F, 83/F, 84/F, 85/F, 86/F, 87/F, 88/F, 89/F, 90/F, 91/F, 92/F, 93/F, 94/F, 95/F, 96/F, 97/F, 98/F, 99/F, 100/F

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**Table 1 – Career Development Programme conducted by Dun & Bradstreet (HK) Ltd (D&B) in 2009/2010**

Topic	Date	Time	Number of participants	Mode of delivery
1. Induction Seminar	10 Dec 2009	9:10 am - 10:40am	65	Seminar
2. Career Exploration with your winning CV	12 Jan 2010	3:15 pm - 5:45pm	56	Workshop
	13 Jan 2010	3:15 pm - 5:45pm		
		6:00 pm - 8:30pm		
3. Preparation on Presenting Yourself to employers	26 Jan 2010	3:15 pm - 5:45pm	58	Workshop
	27 Jan 2010	3:15 pm - 5:45pm		
		6:00 pm - 8:30pm		
4. Mock Interview Skills	27 Feb 2010	9:30am - 6:30pm	13	Workshop
5. Building Work Competence through Business Etiquettes	24 Mar 2010	4:00 pm – 6:00pm	50	Workshop
	25 Mar 2010	4:00 pm – 6:00pm		
		6:15 pm - 8:15pm		
6. Sharing from HR Professionals	14 Apr 2010	9:10 am - 10:40am	41	Seminar

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**Table 2: Career Development Programme conducted by Human Dynamic Ltd in 2010/2011**

	Date	Time	Programme	Venue	No. of Attendance
1	18 Jan 2011 (Tue)	4:45 – 7:00 pm	Careers Seminar 1 Introduction & Career Exploration (including 15 mins introduction of Human Dynamic)	N501	76
2	27 Jan 2011 (Thu)	4:45 – 6:45 pm	Careers Seminar 2: Writing CV and Cover Letter	N501	66
3	16 Feb 2011 (Wed)	4:45 – 6:45 pm	Careers Seminar 3: Interviewing Skills – the Dos and Don'ts	N501	45
4	23 Feb 2011 (Wed)	4:45 – 6:45 pm	Careers Seminar 4: Building Work Competence (1) Professional Image and Business Etiquettes	N501	27
5	3 Mar 2011 (Thu)	4:45 – 6:45 pm	Careers Seminar 5: Building Work Competence (2) Social Skills and Office Etiquette	N501	24
6	18 Mar 2011 (Fri) Class A	4:45 – 7:45 pm	Careers Workshop 1: Matching your CV with job description	N301	20
7	19 Mar 2011 (Sat) Class B	9:30am – 12:30pm			
8	1 Apr 2011 (Fri) Class A	4:45 – 7:45 pm	Careers Workshop 2: Matching your Cover Letter with job description	N201	17
9	2 Apr 2011 (Sat) Class B	9:30am – 12:30pm			
10	15 Apr 2011 (Fri) Class A	4:45 – 7:45 pm			
11	16 Apr 2011 (Sat) Class B	9:30am – 12:30pm	Careers Workshop 3: Mock Interview	N201	19

# Quality Enhancement Grant Scheme

## 2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.

The project objective is to enhance the recognition and employability of associate degree students. To achieve this ultimate objective, we have established the Careers Office Website (<https://careers.hsmc.edu.hk>) and published a pocket-size guide to facilitate the career information flow to students. A series of Career Development Programmes (including Mock Interview) have been organized to enhance the job hunting skills of students.

The website was officially launched by three phrases. The 1<sup>st</sup> phrase was launched to the students and staff on 24 December 2010. The 2<sup>nd</sup> phrase was launched to alumni on 21 January 2011 and the final phrase was launched to corporations on 23 August 2011. As at 31 August 2011, we have 1162 students, 176 HSSC/HSMC staff, 15 corporations and 826 alumni registered in the website. Since the launch of website to the corporations till 31 August 2011, there were 15 jobs posted in the website by 5 corporations. Alumni could also update their personal information via the website. Newsletter could be downloaded for any snapshots of alumni and career events. Careers Office has updated career-related information such as but not limited to “Impact of statutory minimum wages on student employees and student interns”, “work values employer wants from a fresh graduate”, “Sample interview question list” etc in the website for preview. Therefore, all of our registered users can benefit from the website for information sharing.

Two Career Development Programmes were successfully conducted in the academic years 2009/2010 and 2010/2011 respectively. Attendance rate has been shown in the Tables 1 & 2 on pages 6 and 7. Evaluation results were summarized as follows to reflect the impact to our students.

### Career Development Programme in 2009/2010 by D & B

The objective of this programme is to equip students with skill of career planning and making successful job application. The strategies to achieve the objective are by enhancing 3As of the students, namely “Awareness, be Affirmative and Ability” through seminars and workshops. From the evaluation, it showed that the workshop was successful in raising students’ awareness of the value of career planning, the importance of preparation and the essential skills required for making successful job application. The students were made to become more confident and affirmative due to a better understanding of what and how they can do to get prepared.

### Career Development Programme in 2010/2011 by Human Dynamic

The objective of this programme is to enhance more students’ awareness of the challenges ahead through 5 seminars; and then sharpen the job hunting skills of a small and committed group of students through 3 workshops. Students commented that they had learned a lot from the trainers in the workshops. Human Dynamic adopted an interactive training approach with group exercise, games and videos to facilitate the training.



# Quality Enhancement Grant Scheme

With regard to the pocket size guide, we have distributed 2310 out of 9000 printed copies to students in our college and visiting students of other institutions. Some students commented that the guide was handy for use. The information was useful. To enlarge the impact, we have uploaded the guide in the website for free download and preview. In other words, it might be reached by overseas students without distance boundary.

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3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.

## Financial position as at 31 August 2011

<b>Expenditure items</b>	<b>Approved budget (a)</b>	<b>Committed or actual expenditure (b)</b>	<b>Balance [(a)-(b)]</b>
a. Manpower	300,000	300,000	0
b. Equipment / facilities			
c. Services	731,500	730,058	1,442
d. General expenses	27,500	12,390	15,110
e. Others	20,000	10,000	10,000
<b>Total</b>	<b>1,079,000</b>	<b>1,052,448</b>	<b>26,552</b>
<i>Project Income (if any)</i>			<b>0</b>
<i>Total Balance</i>			<b>26,552</b>

To ensure the sustainability of the Career Development Programmes, we have uploaded the summary notes provided by the trainers into the website. Students are required to login the website to preview the materials for revision. Careers Officer has also been employed to operate the careers office continuously.

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## 4. Outcomes and deliverables of the Project.

<b>Deliverables</b>	<b>Outcome</b>	<b>Modes of dissemination</b>
Careers Office Website ( <a href="https://careers.hsmc.edu.hk">https://careers.hsmc.edu.hk</a> )	<ul style="list-style-type: none"> <li>- The public can access the website with limited access rights.</li> <li>- Our students can access the website with user ID and password for using Job Corner and browsing career training materials.</li> <li>- Registered corporations can post job vacancies to our students free of charge</li> <li>- Registered alumni can access the website for updating their personal information and previewing alumni/career events snapshots and upcoming events.</li> </ul>	We promoted our website to users by email and announcement, in the orientation programmes, career events/functions.
9000 printed copies of pocket-size guide	2310 out of 9000 copies of the pocket size guide were distributed during the period from 1 November 2010 to 31 August 2011. They were mainly distributed to HSMC students and visiting students of other institutions. We would continue to distribute the guide to students, both of students in our college and other institutions with similar students' profile.	We promoted the pocket size guide through our alumni and referrals.
Two career development programmes	<ul style="list-style-type: none"> <li>- We have conducted 2 seminars and 4 workshops in the career development programme 2009/2010.</li> <li>- We have conducted 5 seminars and 3 workshops in the career development programme 2010/2011.</li> </ul>	We promoted the career development programmes via the website, posters around the campus, and email etc.
Careers Officer	Recruited a Careers Officer to ensure smooth operation of the careers office.	N/A