

# Equipping Students for the Job Market



The recruitment talks are very well attended

**H**iring season comes around every September, with the Big Four beginning their headhunt and multinationals commencing their management trainee recruitment programmes. The positions on offer are tremendous opportunities for employees and represent a quick path to success, something of which aggressive students are eager to take advantage.

The Department tailors numerous activities to boost

students' competence in the competitive job market. During autumn 2011, it introduced an intensive recruitment training workshop geared towards those applying for positions with the major auditing firms. The workshop featured mock-up interviews and real business case exercises, simulating the Big Four recruiting environment. About 90 students were invited to join the workshop, with every participant given a chance to present and

expert trainers commenting on their performance. The participants found the experience very rewarding and practical in their pursuit of coveted employment opportunities.

With this and other initiatives in place, along with well-supported accounting and business training over the years, our students are creating their own futures today.



Students actively engaging in discussion



Bear Tse (left) mingles with other Deloitte Club members and HR staff



Kathy Yuen (left) and her schoolmates complete their internships at KPMG



Ivy Chan and her teammates on the final day of 1st year KPMG internship training

## Revealing the Big Four Student Clubs

Every year, the Department of Accountancy (AC) sends dozens of students to the student clubs organised or sponsored by the Big Four, allowing them to get a taste of different Big Four cultures, better understand the accounting profession and maximise their potential. Accordingly, many of our AC graduates begin their careers in the Big Four accounting firms, already equipped with solid skills and relevant experience.

### What are the Big Four Student Clubs?

Members of the Big Four student clubs receive valuable internship opportunities, real-life work experience, and networking and professional training. In many cases, an early job offer will even be granted to the "right" participants!



Kathy Yuen (left) and her KPMG mentor, who has taught her many IT techniques

### What do our Students Say?

#### Clubs Benefits

"Since receiving on-the-job training through my student club I have built up a network, which will be beneficial to my future career," said Ivy Chan, a Year Two BBAAC student who has joined the KPMG Elite Programme.

Students can also gain unique work experience that can be difficult to attain

elsewhere. "During my internship with KPMG, I went to a mini-cocktail party as a celebration for the completion of a project. This was my first time to attend a business party! It was a wonderful night!" added Kathy Yuen, another Year Two BBAAC student.



Welcome party for PwC LEAPers

"It's a precious chance to experience the real situation of the business environment, which textbooks cannot cover," noted Christy Tang, a recent



Bear Tse (second right) takes part in an interview with Mr Peter Koo (middle), an Enterprise Risk Services Partner

BBAAC graduate, who participated in PwC LEAP and is now working as an Audit Associate.

"The internship and professional workshops provide valuable experience and are very important to me. Before graduation, I have identified the abilities that can equip me with the skills I will need to succeed in the workplace," explained Tim Chen, a Year Two BBAAMIS student and member of the Deloitte Club.

Joining the Big Four student clubs has helped our students to gain a better understanding of their career path and job nature, and allowed them to plan their careers at an early stage.

"Through attending the workshops at the Deloitte Club, I have learned more about the specific service line and as a result have decided to enter the business services sector of the Big Four. I believe it fits my goals for long-term career development," said Bear Tse, a Year Three BBAAC student.

### Selection Criteria

As exemplified by our students who have been successfully admitted to the Big Four student clubs, the following are desirable qualities that these clubs are seeking.

Good communicator

Strong sense of social awareness

Good team player

Strong business acumen

Highly motivated

Critical mindset

Logical and analytical

Committed to the work

Self-confident yet respectful

Students can join the briefing sessions and preparation workshops organised by the Department to gain a better understanding of the overall recruitment processes of the Big Four student clubs and to brush up on their soft skills, thereby helping them to stand out from the crowd.



Students at a departmental briefing on the Big Four student clubs



Two BBAAC students share their experiences with freshmen during the KPMG Elite Programme Information Session

For more information on the student clubs organised or sponsored by the Big Four accounting firms, please visit:  
 Deloitte Club: [http://careers.deloitte.com/china/students/students\\_internships.aspx](http://careers.deloitte.com/china/students/students_internships.aspx)  
 KPMG Elite Programme: <http://www.kpmg.com/cn/en/JoinUs/Elites/Pages/default.aspx>  
 PwC LEAP: <http://www.pwchk.com/home/eng/leap.html>

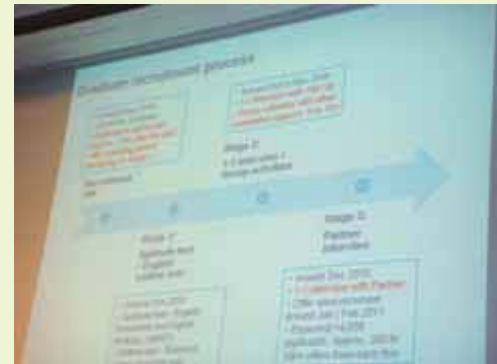


## Path to the Big Four

For most accounting students, joining a Big Four firm is a stepping-stone to building a successful career in accounting. Deloitte, Ernst & Young, KPMG and PwC are the four largest international accounting and professional service firms, handling the vast majority of audits for publicly traded companies and many private companies.





The Big Four value talent acquisition and have developed an elaborate process to screen prospective employees in their recruitment that includes aptitude and written tests, group discussions and one-to-one interviews with senior managers.

Students looking to work for Big Four firms not only need to have a good understanding of recruitment is conducted, but also need to be thoroughly prepared to stand out in the notoriously difficult recruitment exercise.



Professional trainer introducing the Big Four recruitment process

### Big Four Recruitment Schedule 2010/11

				
Application	Oct 2010	Oct 2010	Sept 2010	Oct 2010
Aptitude Test	Professional Career Battery (Oct 2010)	--	Numerical and Verbal Reasoning (Oct 2010)	Numerical and Verbal Reasoning (Oct 2010)
Written Test	--	Nov 2010	--	Psychometric Test (Oct 2010)
Assessment Centre	Group Discussion (Oct 2010)	Nov – Dec 2010	Case Study Presentation; 1-to-1 Manager Interview (Early Nov 2010)	Group Discussion and 1-to-1 Senior Manager Interview (Early Nov 2010)
Partner Interview	Nov – Dec 2010	Dec 2010	Nov – Dec 2010	Nov – Dec 2010
Offer	Dec 2010 – Jan 2011	Jan 2011	Dec 2010	Dec 2010



Over 85% of AC year 3 students attended the workshops



The relaxing atmosphere of the workshops enabled students to learn with ease

### Support from the Department

The Department fully supports the career development of its students by equipping them with the knowledge, skills and values needed in preparing for the challenges and opportunities of the highly competitive job market, especially in relation to the Big Four recruitment process.

As the 2010/11 academic year commenced in September, the Department invited a veteran from an international accounting firm to hold a number of workshops that were designed to equip students with valuable career information and interview tips for Big Four recruitment and beyond.

The workshops covered key areas of Big Four application procedures, including an overview of the recruitment process, an introduction to the structure of the one-to-one interviews and the key attributes that CPA firms are expecting from fresh graduates. They also highlighted the techniques and key skills required for group interviews and how students can best present their personal qualities to an interviewer.

The Department subsequently launched a CV consultation service to review students' application materials and advise them on how to polish their applications for the recruitment process. The Career and Internship Office ran a number of aptitude test workshops, providing students with mock examination papers and the necessary numeric and logical skills for getting answers precisely and quickly.

With all of this support from the Department and the University, our students are very well prepared for Big Four recruitment and the other opportunities that await them.