



新聞稿 PRESS RELEASE

To Editor

For Immediate Release

7 March, 1997

CUHK BA STUDENTS GET OPPORTUNITIES OF REAL BUSINESS EXPERIENCE

To better prepare BA students for the dynamic changes in the real business world, the Committee on Undergraduate Studies in Business, Faculty of Business Administration, The Chinese University of Hong Kong will launch the Elite Development Programme 97 this summer. The programme provides CUHK 2nd year BBA students an opportunity to acquire more practical knowledge and to get a feel of the real business world in the summer before entering their final year. During the three months of training period, students can apply their business knowledge learned from classrooms to practical situations.

The Elite Development Programme was first launched in 1996. It is different from general summer internship programmes as participating companies, students and the Faculty will have strong commitment throughout the programme. Students can from time to time seek advice from their supervisors from the Faculty and the respective companies will also assign a mentor to each student. In 1996, the Faculty was able to solicit support and participation of the following companies:

Arthur Andersen & Co. SC
Airport Authority
Bank of China Group
Lucent Technologies (AT & T)
Mass Transit Railway Corporation
Nanyang Commercial Bank Ltd
SAP Hong Kong (Software Co)
Securities & Futures Commission
Goldman Sachs (Asia),

11 students joined the programme and gained invaluable experience at work. A special committee to ensure the smooth running and improvement of the programme has been set up and chaired by Mr Joshua So, Securities and Futures Commission. The committee comprises

executives from participating companies and Faculty members of Business Administration.

This year, the Faculty will continue to run the programme and look forward to the participation of more companies so that more students can make best use of their summer vacation to gain hands-on working experience and be well prepared for their career after graduation.

The Faculty of Business Administration of The Chinese University of Hong Kong offers the first and leading BBA and MBA degree programmes in Hong Kong. Its mission is to stay as the premier provider of managerial and administrative personnel in Hong Kong and Asia. The Faculty provides students with well-balanced programmes as well as ample opportunities to develop leadership, management and communication skills. More than 90% of last year's graduates entered the commercial and industrial sectors and about 7% of graduates joined the civil service. In 1996, out of the nine students in Hong Kong being accepted as summer Administrative Officer interns, four were CUHK BBA students.
