

The Chinese University of Hong Kong
Faculty of Business Administration
Undergraduate Office



Outstanding Business Students Academy (傑出商學生計劃)

Welcome to the Faculty of Business Administration (CUBA)! Life at the CUBA offers you plenty of learning and development opportunities to make your university life both rewarding and challenging. Outstanding Business Students Academy (OBSA) is open to all eligible Year 1, Year 2 or 3 business students to apply this year. Students who are expected to have at least 2 and a half academic years in CUHK are eligible to apply OBSA.

What is OBSA?

OBSA comprises Year 1, Year 2 and Year 3 business students with outstanding academic achievements and active participation in extra-curricular activities and social services. It is a structured enhancement programme organized by the Undergraduate Office of CUBA with aims at nurturing students:

- to equip with essential capabilities for business executives including global business sense, strong presentation skills, teamwork spirit, professional image and etc.;
- to identify their personal strengths and realize their career aspirations; and
- to become well-rounded persons who are confident to excel in the business world and contribute to our community.

OBSA admits around 60 students every year. All OBSA must meet the membership retaining criteria in order to retain their membership in OBSA. Non-OBSA students meeting selection criteria can apply for OBSA too. But, places provided to Year 2 or above new members will be very limited.

OBSA Activities

OBSA offers a series of training activities during the academic years. OBSA who admitted in academic year 2007-2008 are required to attend ALL mandatory training within 1.5 or 2 academic years in CUHK in order to obtain the OBSA certificate. Normally, OBSA activities will be held in weekday evenings (6:30pm afterwards) on Saturdays (full day). The tentative training schedule is listed in the next page.

Selection Criteria for Year 1 students

Students should:

- Students who are expected to have at least 2 and a half academic years in CUHK; (To check your eligibility, please refer to the table at P. 5);
- be able to demonstrate strong commitment to OBSA;
- have good academic performance
 - EAS students: Grade C or above in both English Language (Syl. B) and Chinese Language in HKCEE,
 - JUPAS students: Grade C or above in AS Use of English and AS Chinese Language & Culture in HKALE (HKCEE results may be considered if JUPAS students cannot meet the requirement on HKALE results),
 - Mainland students: a minimum score of 120 (for total score of 150) or 720 (for total score of 900) in English results in JEE/TOEFL and communicate effectively in Cantonese,
 - Non-local students: good grades in public examinations and communicate effectively in English (written & oral), Chinese (written) and Cantonese (oral);
- have extensive participation in extra-curricular activities and/or community service (leadership experience is preferred);
- have good knowledge of current affairs; and
- be proactive, outgoing, positive and responsible.

Selection Criteria for Year 2 or above students

Students should:

- Students who are expected to have at least 2 and a half academic years in CUHK; (To check your eligibility, please refer to the table at P. 5)
- be able to demonstrate strong commitment to OBSA;
- have good academic performance with a minimum cumulative G.P.A. of 3.2 as of September 2007;
- have good language skills in English (written & oral), Chinese (written), Cantonese (oral) and Putonghua (oral);
- have extensive participation in extra-curricular activities and/or community service (leadership experience is preferred);
- have good knowledge of current affairs; and
- be proactive, outgoing, positive and responsible.

To apply:

- Please apply online via the Student Database at <http://www3.baf.cuhk.edu.hk/bbadb> from **August 15, 2007 (Wed) to 12th September, 2007 (Wed), 9:00 am.**
 1. You are required to update your personal record in the Student Database. All information from the database will be used to create your online resume and it will be taken into consideration in our application selection. You are reminded to attach a photograph for UGO's reference.
 2. After updating your personal record, please go to the **"Online Applications"** section and "Register" for the Outstanding Business Students Academy, fill in the information required in the online application.

Application Timeline

Open for Application	August 15, 2007 (Wed)
Application Deadline for OBSA:	September 12, 2007 (Wed) 9:00am
Email Announcement for Interview Timeslot	September 14, 2007 (Fri) 4:00pm
Interview Timeslot Selection at UGO	September 14, 2007 (Fri) 4:00pm – September 17, 2007 (Mon) 2:00pm
Interview	September 18-19, 2007 (Tue-Wed)
Announce Result	September 21, 2007 (Fri)

If you are interested in OBSA, you are advised NOT to register courses to be held in weekday evenings and on Saturdays.

Professional Training for OBS

	<i># Tentative Date</i>	<i>Training Activity</i>	<i>Mandatory activities for OBS</i>	<i>Remarks</i>
1	Sep 24 (Mon)	OBSA Orientation	Y	<u>OBS only</u>
2	Sep 27 (Thu)	Resume Writing Workshop (Basic) **	Y	Higher priority for OBS
3	Oct 11 (Thu)	EQ Personality Seminar **	Y	Higher priority for OBS
4	Oct 13 (Sat)	Presentation Skills Workshop **	Y	Higher priority for OBS
5	Oct 16 (Tue)	Smart Grooming Workshop for Interviews, Workplace & Social Etiquette **	Y	Higher priority for OBS
6	Oct 24 (Wed)	Resume Writing Workshop (Intermediate) ** (Prerequisite: Resume Writing Workshop (Basic))	Y	Higher priority for OBS
7	Oct 25-29 (Thu – Mon)	Resume Clinic (50 seats only) (Prerequisite: Resume Writing Workshop (Intermediate))	--	<u>OBS 2 only</u>
8	Oct 29 (Mon)	Interviewing Skills Workshops (Basic) **	Y	Higher priority for OBS
9	Oct 30 (Tue)	Mock Interview (Limited Seats) (Prerequisite: Interviewing Skills (Basic))	--	Higher priority for OBS
10	Nov 13 (Tue)	Interviewing Skills Workshop for Assessment Centre **	Y	Higher priority for OBS
11	Jan 22 (Tue)	Seminar on Business Ethics / Corporate Governance **	Y	Higher priority for OBS
12	Jan 29 (Tue)	Dining Etiquette Workshop (50 seats) **	--	<u>30 seats</u> will be reserved for OBS
13	Whole Year	Career Focus Group	Y	<u>OBS 2 only</u>

** The activity is open to all business students but OBS will be in higher priority.

The date of activities is tentatively provided. The confirmed date of the events will be provided during the online Application on Student Database at <http://www3.baf.cuhk.edu.hk/bbadb>.

Opportunity for more exposure

- Personal Assistant Training Scheme (PATS)
- Global Village Programme (GV)
- Leadership Development Programme (LDP)
- Elite Mentorship Programme
- Young Leaders Program

Application deadline in the previous year

- November, 2006
- January, 2007
- February, 2007
- April, 2007
- May, 2007

Membership Retaining Criteria for OBS

1. Students must show your commitment to OBSA including attend training activities punctually, be proactive in activities, do preparation/task for the activities required by trainers and etc.
2. If you have registered the workshop and cannot attend the activities due to sudden changes in your schedule, you have to obtain UGO's consent 3 days before the training.
3. If you have registered the workshop and cannot attend the activities due to unforeseeable reasons (e.g. sick leave), you have to obtain UGO's consent within 3 days after the training.
4. Students must not damage the image of CUHK or CUBA in any way in OBSA activities.

Criteria for Issuing OBSA Certificate

For OBS who admitted in 2007-2008 must meet with the following criteria in order to obtain OBSA Certificate

1. Students are required to participate in **all mandatory activities within 1.5 or 2 academic years in CUHK. (Please refer to P. 5)**
2. have good academic performance with a minimum cumulative G.P.A. of 3.2 as of the 2nd year of the admission to OBSA;

Enquiries

Please contact the following staff of Undergraduate Office, CUBA:

Miss Mavis Wan Email: maviswan@cuhk.edu.hk Tel: 2609-7643
Miss Erica Yip Email: ericayjp@cuhk.edu.hk Tel: 2696-1850

Some Highlights of OBSA Workshops:

<p><u>OBSA Orientation</u></p> <ul style="list-style-type: none"> - facilitate the OBSA network - Rules and regulation in OBSA 	OBS only
<p><u>Resume Writing Workshop (Basic) **</u></p> <ul style="list-style-type: none"> - Understand the benefits of clear, logical information - Learn how to increase the impact of a resume by using a clear structure, highlighting the key competencies - Learn how to write with greater clarity and in a tone that increases the appeal of your writing 	Higher priority for OBS
<p><u>EQ Personality Seminar **</u></p> <ul style="list-style-type: none"> - PDP Personality Test and self-analysis - Learn How to cope with different people with different personality in workplace - Summary of EQ Leadership 	Higher priority for OBS
<p><u>Presentation Skills Workshop **</u></p> <ul style="list-style-type: none"> - Learn how to analyze the case efficiently (create the presentation outline, presentation content structure, etc.) - Way to create the slide to present your idea and get more audience's attention - Learn how to organize your thoughts and express them confidently and concisely 	Higher priority for OBS
<p><u>Smart Grooming Workshop for Interviews, Workplace & Social Etiquette **</u></p> <ul style="list-style-type: none"> - Build the awareness of professional image management - Introduce the key elements of communication management for generating favorable first impressions during interviews - Cultivate basic self marketing skills for confidence boost 	Higher priority for OBS
<p><u>Resume Writing Workshop (Intermediate) **</u></p> <ul style="list-style-type: none"> - Discuss about the use of standard versus customized resume and covering letters - Discuss emphasize achievements vs. emphasize well roundedness - Learn the use of keywords and industry jargon - Deal with special situations, on-line applications <p>(Prerequisite: Resume Writing Workshop (Basic))</p>	Higher priority for OBS
<p><u>Resume Clinic (50 seats only)</u></p> <ul style="list-style-type: none"> - Learn how to differentiate your resume from others in a one-to-one setting <p>(Prerequisite: Resume Writing Workshop (Intermediate))</p>	OBS 2 only
<p><u>Interviewing Skills Workshop (Basic) **</u></p> <ul style="list-style-type: none"> - Introduce Interview formats - Introduce some Interview questioning techniques - Introduce Psychometric questionnaires - Learn How to project confidence and impress interviewer in the interview 	Higher priority for OBS
<p><u>Mock Interview</u></p> <ul style="list-style-type: none"> - Practice with our Trainer - Feedback and tips-sharing sessions <p>(Prerequisite: Interviewing Skills Workshop (Basic))</p>	Higher priority for OBS
<p><u>Interviewing Skills Workshop for Assessment Centre **</u></p> <ul style="list-style-type: none"> - Have a clear picture and understanding of the critical and major interview methodologies adopted by most companies - Formulate suitable preparation strategies to overcome the commonly asked questions, assessment methods and panel discussions during the recruitment and screening process - Acquire a hands-on approach to prepare for their interview 	Higher priority for OBS
<p><u>Seminar on Business Ethics / Corporate Governance **</u></p> <ul style="list-style-type: none"> - Get familiar with the corruption-prone areas and malpractices by case studies. - Understand the emerging trend of Corporate Governance, its reforms and good corporate governance practices. 	Higher priority for OBS
<p><u>Dining Etiquette Workshop (50 seats) **</u></p> <ul style="list-style-type: none"> - A cocktail and a full set of dinner will be provided to you to learn the dining etiquette from bread and butter to dessert, including wine tasting and cheese tasting. 	30 seats will be hold for OBS
<p><u>Career Focus Group</u></p> <ul style="list-style-type: none"> - Discuss about your resume writing, interviewing skills and career planning in a small group or one-to-one setting. 	OBS 2 only




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Eligibility to apply OBSA

Some Guidelines to read the table

- If you are a Year 1 student who study 4 years in CUHK (Expected to graduate on 2nd term of 2010-2011) and plan to exchange in 2nd semester in your 2nd Year of studies. You will be in Category C, that means you are eligible to apply for OBSA. You have to *attended all mandatory OBSA activities within 2 academic years in CUHK*.
- If you are a Year 1 student who study for 3 years in CUHK (Expected to graduate on 2nd term of 2009-2010) and plan to exchange in 1st semester in your 2nd Year of studies. You will be in Category I, that means you are eligible to apply for OBSA, but you have to *attended all mandatory OBSA activities within 1 and a half academic years in CUHK*.
- If you are a Year 1 student who study for 3 years in CUHK (Expected to graduate on 2nd term of 2009-2010) and plan to exchange for whole year in your 2nd Year of studies. You will be in Category K, that means you are NOT eligible to apply for OBSA.
- If you are a Year 2 student who study 4 years in CUHK (Expected to graduate on 2nd term of 2009-2010) and plan to exchange in 2nd semester in your 2nd Year of studies. You will be in Category N, that means you are eligible to apply for OBSA. You have to *attended all mandatory OBSA activities within 1 and a half academic years in CUHK*.
- If you are a Year 2 student who study for 3 years in CUHK (Expected to graduate on 2nd term of 2009-2010) and plan to exchange in 1st semester in your 2nd Year of studies. You will be in Category T, that means you are NOT eligible to apply for OBSA.

Category	Total study year	2007-2008		2008-2009		2009-2010		2010-2011		Remarks
		Term 1 (T1)	Term 2 (T2)	Term 1 (T1)	Term 2 (T2)	Term 1 (T1)	Term 2 (T2)	Term 1 (T1)	Term 2 (T2)	
A Yr. 1 (No exchange)	4	OBS 1	OBS 1	OBS 2	OBS 2					Attend ALL mandatory workshops in 2 academic Years
B Yr. 1 (exchange 1 sem, T1 in Yr. 2)	4	OBS 1	OBS 1	Exchange	OBS 2	OBS 2				Attend ALL mandatory workshops in 2 academic Years
C Yr. 1 (exchange 1 sem, T2 in Yr. 2)	4	OBS 1	OBS 1	OBS 2	Exchange	OBS 2				Attend ALL mandatory workshops in 2 academic Years
D Yr. 1 (exchange 1 year in Yr. 2)	4	OBS 1	OBS 1	Exchange	Exchange	OBS 2	OBS 2			Attend ALL mandatory workshops in 2 academic Years
E Yr. 1 (exchange 1 sem, T1 in Yr. 3)	4	OBS 1	OBS 1	OBS 2	OBS 2	Exchange				Attend ALL mandatory workshops in 2 academic Years
F Yr. 1 (exchange 1 sem, T2 in Yr. 3)	4	OBS 1	OBS 1	OBS 2	OBS 2		Exchange			Attend ALL mandatory workshops in 2 academic Years
G Yr. 1 (exchange 1 year in Yr. 3)	4	OBS 1	OBS 1	OBS 2	OBS 2	Exchange	Exchange			Attend ALL mandatory workshops in 2 academic Years
H Yr. 1 (No exchange)	3	OBS 1	OBS 1	OBS 2	OBS 2					Attend ALL mandatory workshops in 2 academic Years
I Yr. 1 (exchange 1 sem, T1 in Yr. 2)	3	OBS 1	OBS 1	Exchange	OBS 1.5					Attend ALL mandatory workshops in 1.5 academic Years
J Yr. 1 (exchange 1 sem, T2 in Yr. 2)	3	OBS 1	OBS 1	OBS 1.5	Exchange					Attend ALL mandatory workshops in 1.5 academic Years
K Yr. 1 (exchange 1 sem, T2 in Yr. 2)	3			Exchange	Exchange					Recommend Grad. Class Training
L Yr. 2 (for study 4 years)	4	OBS 1	OBS 1	OBS 2	OBS 2					Attend ALL mandatory workshops in 2 academic Years
M Yr. 2 (exchange 1 sem, T1 in Yr. 2)	4	Exchange	OBS 1	OBS 1	OBS 1.5					Attend ALL mandatory workshops in 1.5 academic Years
N Yr. 2 (exchange 1 sem, T2 in Yr. 2)	4	OBS 1	Exchange	OBS 1	OBS 1.5					Attend ALL mandatory workshops in 1.5 academic Years
O Yr. 2 (exchange 1 sem, T1 in Yr. 3)	4	OBS 1	OBS 1	Exchange	OBS 1.5					Attend ALL mandatory workshops in 1.5 academic Years
P Yr. 2 (exchange 1 sem, T2 in Yr. 3)	4	OBS 1	OBS 1	OBS 1.5	Exchange					Attend ALL mandatory workshops in 1.5 academic Years
Q Yr. 2 (exchange 1 yr in Yr. 2)	4	Exchange	Exchange							Recommend Grad. Class Training
R Yr. 2 (exchange 1 yr in Yr. 3)	4			Exchange	Exchange					Recommend Grad. Class Training
S Yr. 2 (for study 3 years)	3									Recommend Grad. Class Training
T Yr. 2 (exchange 1 sem, T1 in Yr. 2)	3	Exchange								Recommend Grad. Class Training
U Yr. 2 (exchange 1 sem, T2 in Yr. 2)	3		Exchange							Recommend Grad. Class Training

 Eligible to apply OBSA
 Exchange
 N/A