

Rachel Lau Pui-ying, studying in the BBA Management programme, won the Pitch Perfect Programme 2023 held by the Hong Kong General Chamber of Commerce (HKGCC)

Tell us about the Pitch Perfect Programme

The programme ran for three months over four stages, with more than 80 students from 10 local universities taking part in training courses, company visits, internships and mentorships. The activities culminated in the semi-final and final rounds in which students underwent hypothetical job interviews with representatives from the sponsor companies and the Chamber leadership.

What were the highlights?

Competing in the final with students from other universities like HKU and HKUST. It was a mentally demanding yet valuable experience to compete on stage in front of the media and the judges. I had the rare experience to communicate with Mr George Leung Siu-kay, former CEO of HKGCC, and Mr Jeffrey Lam Kin-fung, LegCo member and Managing Director of Forward Winsome Industries Limited, as an HKGCC Student Ambassador 2023/24. In addition, as Grand Champion, I got the opportunity to job shadow a successful business leader for one day. I was thrilled to learn that Dr Allan Zeman will be my job shadowing business leader and am much looking forward to this wonderful opportunity for learning from such a charismatic leader!

What did you learn the most?

Expressing my true thoughts in front of seniors. I was really surprised to win this year and so I asked Mr Leung and Mr Lam why I was selected as champion. They told me that it was my willingness to express my true thoughts about the programme and critically think about the main points and viable solutions for solving the issues.

How did CB help you during the Pitch Perfect Programme?

The Department of Management hosts activities on students' people skills and I've been helping as a Student

Ambassador for the Department of Management on JUPAS Information Day and at JUPAS interview sessions after final exams this semester. By sharing with potential CityU Management students, I've had many opportunities to practice how to pitch and make adjustments after observing and communicating with my peers.

In addition, I'm the External Vice-President of the Business Proposal and Competition Club at CityU. CB has provided resources and a budget for us to get case competition-related training and competition opportunities. Being part of the organising committee of the CityU Case Competition 2023, I have had the hands-on opportunity to communicate and interact with the management level of our sponsor, Ping An OneConnect Bank.

What do you think are CB's strengths as a business school?

There are many opportunities and societies for exploring interests in different fields. I've had the opportunity to communicate with our trainer, Stargazers Consulting, and our sponsor company, Ping An OneConnect Bank, for further insights into the fintech industry. Moreover, CB has deep connections with industry for arranging talks and luncheons where CityU students can connect with industry leaders and successful business people. And it is easy for CityU business students to get connected with the industry of their interest through the diverse alumni network.

Did you have a supervisor in CB?

I would like to thank Professor Muammer Ozer in the Department of Management for teaching me and for offering opportunities to apply innovation. His insights have helped me to ace this programme.

工商管理學士(管理學)學生劉佩瑩榮獲香港總商會舉辦的2023年「完美求職計劃」總冠軍

請簡介「完美求職計劃」

該計劃在三個月內分四個階段進行，逾80名來自本地十所大學的學生參加了培訓課程、企業考察、實習及師友活動。準決賽及最後幾輪比賽最為緊湊，參賽學生要與贊助企業代表及總商會領導層進行模擬面試。

有甚麼重點活動？

能在決賽與港大、科大等大學的學生競爭。在台上面對媒體及評判，壓力甚大，但也是很寶貴的經歷。成為2023/24年度香港總商會學生大使，我能與香港總商會前總裁梁兆基先生、立法會議員兼永和實業有限公司董事長林健鋒先生交流，機會難得。作為總冠軍，我也獲得機會，跟隨一位商界領袖一天作「影子實習」。得知這位商界領袖是盛智文博士，我感到十分興奮。很期待有機會向這樣一位有魅力的領袖學習！

你受益最大的是哪一方面？

在高層面前表達自己的真實想法。今年能夠獲得總冠軍，真的很驚喜。我問梁先生和林先生為何我能奪冠。他們說是因為我敢於表達對計劃的真實想法，並對解決問題的要點及可行的解決方案慎思明辨。

商學院在「完美求職計劃」中對你有何幫助？

管理學系舉辦了多種培養學生交際能力的活動。在本學期的聯招課程諮詢日和期末考試後的聯招面試環節，我也擔任了學系的學生大使。我與有意入讀城大管理學系的學生交流，觀察同儕並與他們交流之後，有很多機會去練習如何推廣及作調整。

我也是城大商業提案和競賽學會的外務副主席。商學院提供多種資源和預算，讓我們獲得與商業案例競賽相關的培訓和比賽機會。我亦是2023年城大商業

案例競賽組委會成員，有機會與贊助商平安壹賬通銀行的管理層交流。

你認為城大商學院有甚麼優勢？

在商學院，我們有很多機會和各種學會，可發展不同領域的興趣。我有機會與培訓機構Stargazers Consulting及贊助公司平安壹賬通銀行交流，加深對金融科技行業的了解。商學院與業界亦有深入聯繫，不時安排講座和午餐會，讓城大學生與行業領袖和商界成功人士聯繫。

城大商學院學生也可以透過多種多樣的校友網絡，輕鬆聯繫上感興趣的行業。

你在商學院有指導老師嗎？

我要感謝管理學系Muammer Ozer教授的指導，及為我提供應用創新的機會。他卓越的識見助我在這個比賽中取得佳績。



Rachel Lau Pui-ying
劉佩瑩