



IT FOR YOUTH Campaign

Prepared by

Office of Mr. Sin Chung Kai, Legislative Councillor (IT)

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INTRODUCTION

A competent and sufficient information technology workforce is the most precious asset of Hong Kong as an information society. Unfortunately, the number of students pursuing IT-related programs had declined substantially in recent years. The downward trend not only implied a shortfall of quality IT manpower but, more importantly, it will significantly stifle the healthy development of ICT industry where it is increasingly reliant on people with innovative and creative minds.

To encourage and prepare more youth to enter IT education and career, Office of Mr. Sin Chung Kai, Legislative Councillor (IT) will organize an “IT for Youth” Campaign from August to December 2005. The purpose of this campaign is to enable the public to understand the full range of opportunities and rewards opened by studying IT-related subjects. Through a number of public awareness programs, we hope to demonstrate to young people, teachers and career advisers that IT, as a driving force to the long-term economic growth of Hong Kong, is an exciting, challenging and rewarding career for all young people.

OBJECTIVES

- To encourage and prepare young people and secondary school leavers to develop their career in ICT industry.
- To promote ICT profession by highlighting to the public the full range of opportunities and rewards opened up by this industry.
- To provide post-secondary students latest information about courses and career guidance within ICT sector.

TARGET AUDIENCE

- Form 7 students who will sit for Hong Kong Advanced Level (HKAL) Examination in 2006
- Teachers and career advisers in secondary schools
- Parents
- The media as influencers
- Community in general

PARTNERSHIP

We will invite the following IT-related departments of all universities, non-profit making organizations, companies, trade associations and professional bodies of ICT industries and media to be the co-organizers/supporting organizations/sponsors of this campaign:

- Academia
 - City University of Hong Kong - Department of Computer Engineering and Information Technology, Department of Computer Science, Department of Electronic Engineering
 - Hong Kong Baptist University - Department of Computer Science
 - The Chinese University of Hong Kong - Department of Automation and Computer-Aided Engineering, Department of Computer Science and Engineering, Department of Electronic Engineering, Department of Information Engineering, Department of System Engineering and Engineering management
 - The Hong Kong Polytechnic University - Department of Computing, Department of Electrical Engineering, Department of Electronic and Information Engineering
 - The Hong Kong University of Science and Technology - Department of Computer Science, Department of Electrical & Electronic Engineering, Department of Information & System Management
 - The University of Hong Kong - Department of Computer Science, Department of Electrical and Electronic Engineering

- Trade associations and professional bodies
 - IT Matters for Hong Kong - Hong Kong Computer Society, Hong Kong Information Technology Federation, Hong Kong Wireless Technology Industry Association, Information and Software Industry Association

- Non-government organizations (NGOs)
 - Hong Kong Professional Teachers' Union
 - Hong Kong Federation of Youth Groups

- Media
 - MingPao

- IT companies:
 - Cisco Systems (HK) Ltd
 - Computer and Technologies Holding Limited
 - ERPO Systems Limited
 - Epson Hong Kong Ltd
 - ESRI China (HK)
 - Fuji Xerox (Hong Kong) Limited
 - Hutchison Global Communications Limited
 - IBM Hong Kong
 - Kingdee International Software Group (HK) Ltd
 - Legend Group Limited
 - Microsoft
 - Nokia (H.K) Limited
 - Oracle Hong Kong Limited
 - PCCW
 - Peoples
 - Sony Computer Entertainment Hong Kong Limited
 - Sun Microsystems of California Limited

ACTIVITY

The Campaign will encompass a number of programs, including:

Program	Schedule
vii. Manpower Study in Hong Kong ICT industry	Mid August
viii. Student survey	Early September
ix. Publication of ICT career guidance booklet	Early October
x. School visits	October - November
xi. IT career seminar	Mid November
xii. Media program	August - December

Details of each event are outlined in the following paragraphs.

ACTIVITY - i) Manpower Study of Hong Kong ICT industry

Objective:

To obtain data on the present and future manpower skills and requirements in ICT market so as to reflect to the Government the ICT manpower situation and formulate appropriate measures to the need of our industry.

Co-organizers:

IT Matters for Hong Kong - Hong Kong Computer Society (HKCS), Hong Kong Information Technology Federation (HKITF), Hong Kong Wireless Technology Industry Association (WTIA) and, Information & Software Industry Association (ISIA)

Time:

Mid August - Early September 2005

Target respondents:

Local ICT companies

Expected number of respondents:

60-80 companies

Dissemination of survey results:

- Report the findings at a media briefing in mid September.

- Send a brief survey report to career teachers/advisors in secondary schools and NGOs which provide career planning services for young people.

- Incorporate survey results in the ICT Career Guidance Booklet (to be distributed to F.7 students from October to December).

Questionnaire

Refer to Annex 1

ACTIVITY - ii) Student survey

Objective:

To understand the factors influencing F.7 students' choices to pursue ICT programs with a view to facilitate IT departments of local universities to formulate strategy so as to attract more high quality students studying IT courses in the future.

Co-organizer:

Hon. Cheung Man Kwong, Legislative Councillor (Education)

Time:

Mid-late September 2005

Target respondents:

F.7 student

Expected number of respondents:

500-800 students

Dissemination of survey results:

- Report the findings at a media briefing in early October.
- Submit the survey report to IT department heads of all local universities.

Questionnaire:

Refer to Annex 2

ACTIVITY – iii) ICT Career Guidance Booklet

Objectives:

- To facilitate students making choices of ICT courses during their application of university programs under JUPAS.
- To demonstrate to students a full range of opportunities and rewards the ICT career opened up to them
- To enable the public to understand the importance of ICT to Hong Kong as a knowledge-based economy.

Name of the Booklet:

「踏上 IT 青雲路」升學選科指南(to be confirmed)

Language:

Chinese

Contents:

The booklet will be divided into 5 sections which cover messages from IT experts, business outlook of ICT industry, success stories of outstanding ICT professionals, program information offered by IT departments of local universities, etc.:

- Section 1: Column from IT celebrities (名人雋語)
- Section 2: the IT world (IT 大世界)
- Section 3: Company interview (公司透視)
- Section 4: Success stories (青雲路上)
- Section 5: IT courses information (選科攻略)

Refer to Annex 3 for details of each section.

Specifications:

Color, B5 size (15cm x 21 cm), 82 pages

Date of publication

Early October 2005.

Target readers:

F.7 students, career teachers and advisors

Number of copies:

9 000

Channels of distribution:

The booklets will be distributed at/sent to secondary schools, IT career seminar, Information Day to be held by various local universities

Channel of distribution	Unit	No. of copies	Subtotal
Deliver to secondary schools on request - From 6 and Form 7 students in Science / Commerce Stream	100 (schools)	30	3000
Distribute at Information day hosted by various local universities in late October or early November 2005			
<ul style="list-style-type: none"> ▪ City University of Hong Kong ▪ Hong Kong Baptist University ▪ The Chinese University of Hong Kong ▪ The Hong Kong Polytechnic University ▪ The Hong Kong University of Science and Technology ▪ University of Hong Kong 	3 (no. of IT departments)	250	750
	1	250	250
	5	250	1250
	3	250	750
	3	250	750
	2	250	250
Distribute at School visit	5	50	250
Distribute at IT career seminar	1	500	500
For sponsor's record	--	--	100
For Office of Mr. Sin Chung Kai's record	--	--	50
General public	--	--	700
Deliver to NGOs, public libraries, community centers / youth centers, etc	--	--	150
		Total	9000

ACTIVITY - iv) School visits

Objective:

To promote ICT industry to student and teachers and make them aware of the role of ICT profession in a knowledge-based economy.

Program:

In each school visit, Mr. Sin Chung Kai will invite a personality from the ICT industry to be the guest speaker to meet with Senior Form student (F.4 to F.7) in some secondary schools. The guest is expected to share his views on how youngsters shall equip themselves in a competitive, knowledge-based economy, and to discuss some hot IT topics with the students in an interactive environment.

Name of program:

「與科技名人對談」 (to be confirmed)

Period:

October to November 2005

Target audience:

F.4 to F.7 students

Guest speakers

Experts and well-known professionals in ICT industry to be invited:
Young IT entrepreneur, young IT academics, representatives from Campaign sponsors, leaders from IT trade associations / professional bodies

**Invitations will be sent to secondary schools Principal in late August for arranging school visit.

ACTIVITY - v) ICT Career Seminar

Objectives:

To provide participants with the characteristics of various ICT-related courses and their admission requirements.

To enable participants to understand the employment trend in ICT industry and market requirements for ICT skills from employer's point of view.

Co-organizer:

Hong Kong Federation of Youth Groups
Ming Pao

Name of the event:

「踏上 IT 青雲路」升學及就業前路講座 (to be confirmed)

Time:

November 2005

Target audience

F.7 students, career teachers, parents

Speakers:

- Mr Sin Chung Kai, Legislative Councillor (IT)
- Programme directors of IT departments of local universities
- Representatives from Campaign sponsors
- Representatives from IT trade associations
- Career consultants from NGO or co-organizers
- Young IT graduates (to share stories in developing career in ICT industry)

ACTIVITY - vi) Media program

1. Radio Program

This program is to enable the public to have a better understanding about ICT industry in Hong Kong and to encourage young people to develop their career in this industry.

In the program, Mr. Sin Chung-kai will act as a guest host / guest speaker to share and discuss with audiences latest issues and development of ICT industry. He will invite some experts/professionals in ICT industries and IT graduates to share their success stories with the public.

Name of the radio program:

「周末 e 科 net」 at RTHK channel2

Time

Saturday, 7:00pm to 8:00pm

Period:

Bi-weekly from mid September to November 2005

Number of episode:

Five

Length of each episode

About 5-10 minutes

Proposed contents:

- Findings of Manpower study in Hong Kong ICT industry
- Result of Student Survey
- Sharing success stories 1: Employment opportunities of IT graduates
- Sharing success stories 2: Young IT entrepreneur
- Sharing success stories 3: Women in ICT industry

2. Media interview

Media interviews will be arranged from time to time to promote the campaign.

3. Commentary / Feature article

Contribute regular features articles and commentaries to local newspapers, and newsletters of some NGOs, such as Hong Kong Professional Teachers' Union to discuss about the IT manpower issue in Hong Kong.

4. TV programme

Invite TV Magazine (新聞透視) at TVB Jade Channel to produce a feature stories of IT Manpower in Hong Kong. (This item has been completed in early August. The program has been broadcasted on 6 August 2005)

5. Press briefings and releases

Areas of opportunity include:

- Release of survey findings of Manpower study in Hong Kong IT industry
- Release of survey findings of Student Survey
- Release of survey findings of Student Survey
- IT Careers Seminar
- Publications of ICT Career Guidance Booklet
- School visits

6. Thematic webpage and eNewsletter

Latest news and event information will be promoted through:

- A thematic webpage set up in the website of Office of Mr. Sin Chung Kai (<http://www.sinchungkai.org.hk>)
- Bi-weekly e-Newsletter
- Press releases

BUDGET

The estimated total cost of the Campaign is about HK\$113,810 (excluding staff cost and operating expenses of Campaign which will be paid by Office of Mr. Sin Chung Kai).

For the expenses of publication of ICT Career Guidance Booklet, we will seek sponsorship to support printing, artwork and delivery expenses.

The Campaign will NOT generate any income and is expected to incur the following expenses:

Program	Amount	Sub-total
i) Manpower study of Hong Kong ICT industry		
• Printing of the questionnaire	200	
• Postage	300	500
ii) Student survey		
• Printing of the questionnaire	2000	
• Delivery charges & postage	1500	3500
iii) ICT Career Guidance Booklet		
• Artwork (HK\$200 x 82 pages)	16400	
• Printing (HK\$8.1 x 9000 pcs)	72900	
• Delivery charge & postage		
Courier to schools: HK\$75 x 100 = HK\$7500		
Courier to universities: HK\$100 x 6 = HK\$ 600		
Courier to sponsors: HK\$25 x 10 = HK\$250		
Deliver to NGOs by post: HK\$4.4 x 150 = HK\$ 660		
	9010	98310
iv) School visits		
• Souvenirs	1000	1000
v) IT Career seminar		
• Venue and equipment	3000	
• Backdrop	1000	
• Souvenirs	1000	
• Promotional materials	2000	
• Sundries	500	7500
vi) Media Program		
• Backdrop, souvenirs, printing & sundries for press briefing sessions	2200	
• Artwork of Thematic webpage	800	3000
	Total	113,810

ROLES AND DUTIES

Supporting organizations:

- Promotion of the campaign
- Providing relevant information for the publication of ICT Career Guidance Booklet
- Being guest speakers of the Campaign programs, such as radio program, school visits and IT Career Seminar

Office of Sin Chung Kai, Legislative Councillor (IT)

As the initiator of the Campaign, Office of Mr. Sin Chung Kai will act as the campaign secretariat and be responsible for the following duties:

- Event co-ordination and management
- Copywriting of the ICT Career Guidance Booklet
- Promotion of the Campaign
- Seeking sponsorship from IT business community for the publication of ICT Career Guidance Booklet
- Preparing work report and financial report of the Campaign
- Handling media and public enquiry

Annex 1 - Questionnaire of Manpower Study in Hong Kong ICT industry

Organizers:



Reference No: _____

Manpower study in Hong Kong IT industry

Disclaimer: All information collected is for research purpose only and will be published only in the form of statistical summaries without reference to individual establishments. Should you have any question regarding the survey, please contact Miss Wong at 2509-3237.

Please fax the completed questionnaire to 2537-1469 on or before 31 August 2005. Thank you.

Section A – Recruitment of new IT staff

1. How many full time IT staffs did you recruit during the past 6 months? _____ (No. of headcounts)

2. What are your minimum requirements on their academic qualifications and experience?

(Choose 1 answer for each section only)

2.1 Academic qualifications

- Non-degree
- Degree
 - IT related discipline
 - Other discipline
- Master degree or above

2.2 Working experience

- No working experience is required
- 1-3 years in ICT industry
- 3-5 years in ICT industry
- More than 5 years in ICT industry
- Others, please specify: _____

2.3 Communication & language skills

- Written & oral English
- Written & oral Chinese
- Mandarin
- Inter-personal skills
- Others, please specify: _____

3. What are the most important attributes / personality required, on top of qualifications mentioned in Q2?

(Maximum 3 answers)

- Analytical thinking
- Creativity
- Able to work under pressure
- Team spirit
- Leadership
- Independent
- Loyalty
- Flexibility or adaptability
- Market sense
- Result-oriented
- Taking initiative
- Others, please specify: _____

4. What is the average salary for IT staff recruited during the past 6 months?

- Less than HK\$6001
- HK\$6001 – HK\$10000
- HK\$10001 – HK\$15000
- HK\$15001 – HK\$20000
- HK\$20001 – HK\$25000
- HK\$25000 – HK\$30000
- HK\$30001 – HK\$35000
- More than HK\$35000

5. Did you encounter any difficulties in recruitment process?

- Yes, the major difficulties are: *(Maximum 3 answers)*
 - Lack of relevant skills / expertise
 - Lack of relevant experience
 - Lack of relevant academic qualification
 - Dissatisfied with candidates' character / attitude
 - Rapid changes of skill set demanded by the market
 - Others, please specify: _____
- No

6. How many full time IT staffs will you recruit in the coming 6 months?

6.1 No. of new IT staff recruit

- 0
- 1-5
- 6-10
- 10-15
- More than 15
- Don't know

6.2 No. of new IT post open

- 0
- 1-5
- 6-10
- 10-15
- More than 15
- Don't know

Section B – Remuneration and staff turnover

7. How many full time IT staffs left your company during the past 6 months?

- 0 (Please go to Q9)
- 1-5
- 6-10
- 10-15
- More than 15
- Don't know (Please go to Q9)

8. What are their main reasons to leave? (Maximum 3 answers)

- Taking up an IT position in another company
- Taking up a non-IT position
- Personal reasons
- Starting own business
- Taking further studies
- Lay off by employer or company restructuring
- Others: _____
- No comment

9. Will you adjust the salary for IT staff in the next 6 months?

- Increase (please select the estimated % of change)
- Decrease (please select the estimated % of change)
- Remain unchanged
- Not decided yet

Percentage of change	
<input type="checkbox"/> 1-5%	<input type="checkbox"/> 15-20%
<input type="checkbox"/> 6-10%	<input type="checkbox"/> 21-25%
<input type="checkbox"/> 11-15%	<input type="checkbox"/> More than 25%

Section C – Skills and Training

10. Which type(s) of IT skills are mostly required to meet the needs of business in the next 6 months?

(Maximum 3 answers)

- IT management
- System analysis
- Application system development
- IT Research & product development
- IT education & training
- Computer operations
- Hardware support
- Software development & support
- Consultancy & specialist, please specify: _____
- Others, please specify: _____

11. Do you have the following IT manpower problems?

- Labor shortage
- Skills mismatch
- Others, please specify: _____
- No problem (Please go to Section D)

12. How do you solve this manpower shortage?

- Recruit from overseas
- Provide in-house training
- Outsource the job task
- Others, please specify: _____

Section D - Company background

When was your company/office established in Hong Kong? _____

What is the major business area of your company?

- Application Service Provider
- Software development
- Digital Entertainment & Games
- Information Security Solutions
- Internet Content Provider (ICP)
- IT Outsourcing Services
- Mobile & Wireless Applications and services
- Networking/ System Integration and Consulting
- Telecom Services Provider / Operator
- Others, please specify: _____

How many full time employees do you currently employ in Hong Kong?

IT staffs _____ Total (including IT staffs) _____

Company name: _____ Your name: _____

Contact number: _____ Date: _____

***End of Questionnaire. Thank you ***

高考生選科意向調查

擬稿

各位同學：

這是一項由單仲偕立法會議員（資訊科技界）辦事處進行的問卷調查，旨應屆高考生報讀專上院校課程的選科取態，並了解他們對資訊科技業的看法。懇請你花大概五分鐘填妥問卷，而有關資料只作問卷分析之用。謝謝。順祝 高考順利!

立法會議員(資訊科技界)

單仲偕 謹上

1. 你報讀專上院校課程(包括學士及副學士課程)時，會優先考慮下列哪些因素?

(請依次排列，1 為最重要，2 為次之，3,4,5 如此類推)

- 該課程相關事業的發展前景，如：就業機會、畢業生薪酬水平、社會地位、工作環境等
- 經濟發展趨勢、社會對該學科的評價
- 個人志趣和能力
- 自己的讀書成績
- 院校的名氣、地點、師資、校園環境
- 院校提供的學生支援服務，如：獎學金、實習機會、交流活動、師友計劃等
- 父母師長的建議
- 同輩朋友的選擇
- 其他，請註明： _____

2. 你曾／打算向哪些人士尋求升學選科的意見? (可選擇多項)

- 校內的老師／升學輔導老師
- 青少年機構的升學輔導顧問或社工
- 父母親友
- 學兄學姊
- 同輩朋友
- 其他，請註明： _____

3. 你通常透過哪些途徑了解升學資料? (可選擇多項)

- 校內的老師／升學輔導老師
- 傳媒
- 升學輔導機構
- 父母親友
- 學兄學姊
- 大學網頁
- 其他，請註明： _____

4. 若你透過大學聯合招生辦法(JUPAS)報讀專上院校的課程，你會否選擇把資訊科技或相關課程放在組別 A(即首三項報讀課程)之內?

- 會 (請回答 4.1 及 4.2 題)
- 不會(請回答 4.3 題)

4.1 你選擇報讀資訊科技或相關課程的原因是什麼? (請依次排列, 1 為主要原因、2 為次之, 3,4,5 如此類推)

- 較其他學科容易被取錄
- 個人志趣
- 資訊科技工作有挑戰性
- 資訊科技業在內地的發展機會大
- 資訊科技業的行業發展前景樂觀
- 資訊科技業有持續進修的機會
- 資訊科技業的社會地位高
- 政府重視資訊科技業
- 父母師長的建議
- 同輩朋友的選擇
- 其他, 請註明: _____

4.2 若你報讀資訊科技或相關課程, 你會以哪些條件選擇院校/學系?

(請依次排列, 1 為主要條件、2 為次之, 3,4,5 如此類推)

- 院校的名氣、師資
- 院校的地點、校園環境
- 提供到大型企業實習的機會
- 到海外或內地交流的機會
- 設有獎學金
- 課程內容、教學模式、功課及考試量
- 其他, 請註明: _____

4.3 你不選擇報讀資訊科技或相關課程的原因是什麼?

(請依次排列, 1 為主要原因、2 為次之, 3,4,5 如此類推)

- 該等學系的收生標準與自己的讀書成績不配合
- 沒有興趣或能力
- 資訊科技業的行業發展前景不樂觀
- 父母師長反對
- 少有同輩朋友選擇該等學科
- 資訊科技的技術轉變太快
- 地位不夠專業
- 資訊科技從業員的薪酬水平低、工作時間長、工作刻板
- 有關資訊科技的課程可於日後才進修(如: 第二學士學位、研究院等)
- 政府不重視資訊科技業
- 其他, 請註明: _____

5. 依你之見, 你認為以下行業的未來發展前景較好?

(請依次排列, 1 為最好、2 為次之, 3,4,5 如此類推)

- | | | |
|--------------------------------|-------------------------------|------------------------------------|
| <input type="checkbox"/> 會計 | <input type="checkbox"/> 零售 | <input type="checkbox"/> 教育服務 |
| <input type="checkbox"/> 金融及證券 | <input type="checkbox"/> 資訊科技 | <input type="checkbox"/> 公共關係及廣告 |
| <input type="checkbox"/> 銀行 | <input type="checkbox"/> 電訊 | <input type="checkbox"/> 房地產及物業管理 |
| <input type="checkbox"/> 運輸及物流 | <input type="checkbox"/> 傳媒出版 | <input type="checkbox"/> 會議及展覽 |
| <input type="checkbox"/> 旅遊及餐飲 | <input type="checkbox"/> 醫療服務 | <input type="checkbox"/> 保險 |
| <input type="checkbox"/> 酒店 | <input type="checkbox"/> 美容護理 | <input type="checkbox"/> 時裝設計及採購 |
| <input type="checkbox"/> 法律服務 | <input type="checkbox"/> 建築測量 | <input type="checkbox"/> 其他: _____ |

Annex 3 -

Proposed contents

Section 1 - Column of IT celebrities (名人傳語)

Experts within ICT industry are invited to contribute a short article (about 400 – 600 words) to share their views on any one of the following topics:

- Role of IT professional in a knowledge-based economy
- Message to encourage youngsters to enter ICT career
- Tips for youngsters to equip themselves in a knowledge based economy
- General comments on IT manpower in Hong Kong
- Tips for career planning
- IT celebrities' success stories
- Other suggested topics

The following information will be included in this section:

- Name and title of the contributor
- Brief biography (about 50 words or in form of side box)
- Body of the article (about 400-600 words)
- Organization / company logo
- Contributor's photo

List of contributors:

- Professor Paul Ching-Wu Chu, President, the Hong Kong University of Science and Technology (to be confirmed)
- Mr. Anthony SK Wong, Commissioner for Innovation and Technology (to be confirmed)
- Campaign sponsors
- Mr. Sin Chung Kai, Legislative Councillor (IT)

Number of pages:

13 column contributors x 1 pages = 13 pages

Proposed contents

Section 2 – The IT world (IT 大世界)

- a) Survey results of *Manpower Study in Hong Kong ICT industry*
- This survey, with an objective to obtain data on the present and future manpower skills and requirements of local ICT industry, is jointly conducted by the Office of Mr. Sin Chung Kai and four IT-related trade associations in August 2005. The survey results, including the latest employment situation and skills requirements of IT profession will be presented in this section.
- b) ICT industry outlook
- Mr. Charles Mok, column writer of Hong Kong Economic Journal (Technology section) and member of Digital 21 Strategy Advisory Committee, will be invited to contribute a feature article to discuss the global and local manpower trend in ICT industry.
- c) Interviews with IT-related trade associations and professional bodies
- This section will introduce the development and potentials of four sub-sectors within ICT industry. The four industry sub-sectors include:
 - Digital entertainment
 - Information security
 - Software development
 - Wireless and mobile applications
 - Information to be included in this section:
 - Brief introduction of the sub-sector
 - Career path
 - Required skills / training / qualifications for entering such field

Interviews will be arranged with IT leaders from the following trade associations and professional bodies:

- Hong Kong Digital Entertainment Association
- Information Systems Audit and Control Association (Hong Kong Chapter)
- Information and Software Industry Association
- Hong Kong Wireless Technology Industry Association

Number of pages:

Part a) - 4 pages

Part b) - 2 pages

Part c) - 4 sub-sector x 3 pages = 12 pages

Total - 18 pages

Proposed contents

Section 3 – Company interview (公司透視)

A number of company interviews will be included in this section to highlight career path / prospect and, recruitment and training policy for IT staff in these companies, to give readers a better understanding on the working environment and job nature of IT profession.

Proposed interviewees:

- A digital entertainment company
- A local IT company
- An IT multi-national corporation
- A telecom services provider

Number of pages:

4 interviewees x 3 pages = 12 pages

Proposed contents

Section 4 – Success stories (青雲路上)

Scope:

Two or three outstanding IT personalities will be invited to share their success stories:

- Their reasons to study IT course/ enter IT industry
- Some impressed experience during their study / work
- Their career plan

Number of pages:

3 interviewees x 2 pages = 6 pages

Proposed contents

Section 5 – IT course information (選科攻略)

In 2004-05, there are more than 30 ICT-related degree courses offered by local universities. The particulars of these courses will be provided in this section:

- Course title and description
- Duration of study
- Admission requirements
- Characteristics of programme, such as internship, scholarship, exchange program, etc
- Course admission profile
- Employment profile of graduates
- Famous alumni / teaching staff (how to define? Need to be careful!!!)
- Prospect for further study / professional development
- Enquiry and contact
- Student activities and photos

Number of pages:

Number of course x 1 pages = About 30 pages