

## The 2012 High School Fair at Tamkang

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The 2012 TKU Job Fair took place on March 28 at 'Poster Street', Tamsui Campus. It featured stalls from 53 well-known Taiwanese enterprises. The President of TKU, Dr. Flora Chia-I Chang, who took part in the opening ceremony, noted that students can participate in the event to better understand the job market: "students should make the most of their opportunities. Perhaps they can complete their CV and secure an employment opportunity for when they graduate". In a survey conducted by Tamkang Times, students rated their preferred future companies in the following order: 1. Qanta Computer 2. Fubon Financial and 3. Fullon Hotels and Resorts.

In the recent Cheers Magazine survey of "Enterprises' favorite graduates", Tamkang graduates ranked first among private universities in each of the eight indicators assessed. Subsequently, during the job fair, the participating enterprises conducted a "follow-up survey" on each of these eight criteria. In the areas of 'stress management' and 'teamwork', Tamkang students' performance exceeded the enterprises' expectations. However, in several other key indicators, such as 'willingness to learn and adaptability' and 'problem-solving ability', students did not meet the expectations of the participating enterprises. Some of the enterprises noted that many of the students had not yet prepared a complete CV and therefore were unable to excel in the above-mentioned categories. This demonstrates that students' efforts in writing a resume and researching the companies they applied for was somewhat inadequate, according to participating enterprises.

The companies also explained the elements of students' performance that are valued most by industry. 34% of enterprises said that student

internships are the most important factor in their decision to hire new employees followed by work experience in general (26%), as well as participation in student societies (20%) and professional knowledge (20%).

The Chair of the TKU Department of Banking and Finance, Dr. Chiu Chien-liang, stated that students should first seek to thoroughly understand the professional knowledge in their field of study find a chance to take part in an internship program and try to obtain related professional licenses.