

JUMPST RT YOUR CAREERA





Nurturing the Seeds of Wisdom

A Note from PREPARE

Dear future graduates of Sunway,

It is our great pleasure to publish this graduation edition of Jumpstart in conjunction with our upcoming graduation batch in October 2011. Also, with respect to Graduation 2011, PRePARE Career Services is specially launching E2- Employment & Entrepreneurship 2011. This career event will focus more on graduate employment areas and at the same time exposing students to entrepreneurship.

PRePARE continually works towards our efforts in increasing employability of Sunway graduates through the LEAP programme. We hope that students will take ownership of their future careers and proactively participate in the different developmental activities organised via LEAP.

Remember, employers are looking for not just an academic student but an all-rounder than excels in leadership, soft skills and other relevant experiences.

Lastly, we hope you find this publication useful and relevant in preparing you for your next step. See you at the upcoming E2 events and activities!

Sincerely,

PLEPARE caveer services

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EVALUATE FOR EVALUATION FOR ENTREPRENEURSHIP FAIR 19-22 SEPTEMBER 2011

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CEO Forum - 19 Sep, 4.30pm - 6.00pm @ LT 7 Management Trainee Forum - 20 Sep, 4.30pm - 6.00pm @ LT 7 Running a Business in Malaysia - 21 Sep, 10.00am - 11.15am @ Audi 2 Graduate Recruitment Tea - 22 Sep, 4.30pm - 6.30pm @ MPH

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Where to Start?



CAREERS

1.20

As a "freshie" the job application can appear to be overwhelming. Here are some basic guides to help you kick-start the process.

Write your résumé

Résumé, or Curriculum Vitae. This is obvious. What may not be obvious though, is CV etiquette. Do not bore HR personnel with your memoirs. Your CV should generally not exceed one or two pages.

What's important is relevance. It may take a little more time, but instead of spamming a generic CV to a hundred companies, create a 'master' CV with all your data, and from that, customise a different CV to suit each company you apply for. After all, the last signal you want to send to a potential employer is that you're lazy.

Include contact information on your Résumé

Crucial! Also completely obvious. This section should consist of your name (obviously), phone number, and email at minimum. Photograph is optional, although becoming more popular nowadays.

Check the application process

Did the company request application via email? Do so! Snail mail? Do it! They have reasons for specifying channels, and it shows that you paid attention to what they had to say, a good signal to send.

If it is unspecified, generally post or email is the acceptable standard, although you may want to consider appearances, eg. Sending by post to a Law or Accounting firm to appear more formal, or email to a hip technology firm to appear modern.

Write a cover letter

The company doesn't want just another generic resume; tell them how their company suits you, and you them. The cover letter is really the first interview. Since this is non-verbal communication, your words are extremely important. This is the first impression the

company has of you, and can be the deciding factor in whether you get that interview or not.

Double, triple, and quadruple check your cover letter and CV for language, grammar, style, consistency and conciseness. Remember, it's not your life story. It's a summary of who you are and why you should be employed.

Be ready to enter 'professional mode'

The moment you send off your application letter/email/carrier pigeon, you are in the job market. Thus, be prepared at any time to receive a phone call from your potential employers, especially during office hours. This means keeping fresh in your mind who you applied to and for what position, and the ability to quickly go to a quiet place to take the call.

Also, you may want to reconsider having Katy Perry's "Peacock" as your caller ringtone (unless you're applying as a fashion designer or such). Keep your schedule free or flexible: postponing a Job interview because of a movie date is generally not a good idea.

All The Best!

An effective resume is a powerful tool in the jobhunting process. Here are some do's and don'ts when preparing your resume:



✓ DO spend time thinking about your strengths, achievements, skills and career aspirations. Your resume should bring to the attention of the employers these key areas.

✓ DO research the companies that you are applying to and take note of key words used in describing their hiring requirements, company's core values, mission and vision. As far as possible, attempt to replicate these words in your resume.

DON'T send a generic resume to all companies that you are applying for but tailor-make each one of them to suit the different hiring requirements of the employer.

DO ensure that your resume is accomplishments-driven. That is to say, it should focus on the skills you have picked up, significant achievements and relevant work or extra-curricular experiences.

DON'T waste space in your resume with irrelevant details like hobbies, height, weight, race etc. Every line matters and should capture what is most important for the employer to know about you.

DO consider presenting your resume in bullet point style so that it is readerfriendly. DO quantify wherever possible to give an idea of the scale of things you are describing (number of people you led, sales target achieved, etc.)

DON'T exceed 2 pages. A resume ought to be a snapshot of your background and achievements. Employers do not have time

DON'T just settle for a typical resume design or format that looks like any other. You can make yours stand out by simply playing around with different elements such as using bold fonts, block letters, colours (but minimal please), underlining, bullets/symbols, alignment etc, especially on headings.

DON'T merely report, but use action verbs in stating your achievements and experiences, eg. 'led, organised, sold, collaborated, communicated etc.

DO print a copy of your resume for proofreading to ensure that it is error-free.

DON'T correct your resumes manually (liquid paper or pen) but type and reprint it. Not a time to save trees here.

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Instead of carelessly spending your hard-earned cash and at the end of 10 years realizing you have nothing in hand, plan and manage it wisely. Your goal is long term financial sustainability. Here are some guides worth considering:

+ FINANCIAL GOALS

- In view of the current and next phase in your life, not forgetting retirement, one should set financial goals.
- Consider goals like car, marriage, house, holidays, retirement.
- With these goals, plan your financial strategy on attaining them be they savings, investment etc.

+ BUDGET

- Start a monthly budget.
- With your NET salary (not GROSS) earned, budget your expenses accordingly.
- Always budget for emergency funds in case of unexpected events like car accidents or medical emergencies.
- Live within your means and live on your credit card to get you by.
- Live by your budget. It is only as good as your commitment to it.

SAVINGS

- One should save at least 10% of your salary every month. Better to slowly increase it to 20-30% as things become more manageable.
- Make saving a habit. Every month you must intentionally set aside an amount when you receive your salary and bank it into a savings/fixed deposit.

+ INVESTMENTS

- This is where you can further build your wealth to achieve your financial goals.
- Explore and be educated on different investment means like shares, unit trust funds, property etc.

- Keeping your money all in fixed deposits may not be your answer as they earn very minimally with no capital growth.
- Remember: Don't put all your eggs into one basket, plan a balanced portfolio of investments.

+ INSURANCE

- This is also essential for your protection in the event of unfortunate incidents like death, critical illnesses, accidents etc.
- Basic insurances to consider are life and medical insurances. For a young working adult, it is wise to have at least a basic policy. As you become more financially capable, you can slowly increase your coverage level.
- Owning assets involves mortgage or house insurance and motor insurance.

+ BORROWING

- As convenient as a credit card is, it is a form of debt. Use it carefully within your affordability.
- Bigger borrowings will come in when you are looking at the purchase of larger assets. Most importantly, study the loan policy (monthly installment, interest rates, terms and conditions etc) and choose the most viable option given your affordability level.
- Remember that borrowing is not free money but you need to pay it back and with interest. Your goal is to own more than you owe.

Though money is not the key to happiness, the lack of it due to improper planning or poor management of money can also lead to misery and further crisis in life.

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Dress for Success



Fashion Tips for Job Interview

Catwalk-Ready

Not literally, of course, barring model agency applications. However, you should be prepared to walk your talk. First impressions count, and this includes the first visual impression as you walk in the office for the interview. It is important NOT to dress to impress, but to dress the part, as if you're already working there. That means dressing to fit in, as much as possible.

Hair Couture

As a rule, a low-key approach is best: think formal dinner, not Hollywood red carpet. For ladies, shoulder-length or shorter hair is fine, as long as it isn't all over the place. Do not under any circumstances hide your face. For guys, anything shorter than shoulder-length is preferable. More conservative companies may prefer shorter styles. In most places in Asia, onytails are out. The key is neatness.

Accessovise or Die

Well, not really. Keep accessories elegant and minimalist. Do not blind your interviewer with excessive amounts of bling. For ladies, simple stud earrings (not more than one per ear) are a good choice, no dangly bits please. A simple locket or necklace looks good, but leave the prom stuff at home. For guys, if you have an earring, take it out for the interview. Limit your accessories to a non-sports watch (optional) and a standard tie.

Window Dressing

The general look you should be aiming for is professional, subdued. The goal is to look like someone who would fit in at the company, not a visiting celebrity. Dark pants or skirts (longer than the knee while seated), black polished shoes, a work-shirt or blouse in neutral colours and a black or grey business jacket are acceptable. This does not mean dress boring, however. There's Classy, and there's Classical. Is it time to change your wardrobe? That depends on your current wardrobe. If you have long-sleeved shirts, dark slacks and a nice jacket and shoes, you're ready to go.

Every day I'm Shuffling

Body language; you wear it just as much as you wear an outfit. The most tasteful, professional-looking ensemble will be ruined if you slouch in like an old man. The goal is to look relaxed and alert. You'll find that adopting this posture actually affects you mentally, as well. Having an upright posture, straight-aheadlooking eyes, and a firm handshake will rub off on your own attitude, and help you appear and act confident (not arrogant), professional and energetic.

Other things: Be Prepared

Nothing impresses a potential employer less than a candidate not knowing what the company does (or worse the name of the company). You don't need to be an expert on the company, but should have a good grasp of everything that's publicly available on the company, and at the very least what's on their website.

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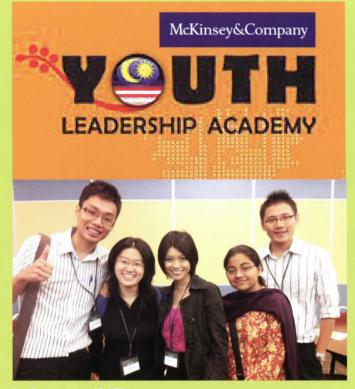
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by Sonia Lim (BAF)

Through a notification from LEAP, I came to know about the Youth Leadership Academy (YLA) organized by McKinsey and Co. Briefly, the curriculum of this programme centers around leadership development and the concept emphasises mentor-mentee relationship. Participants are given the opportunity to work on a project in either Business Entrepreneurship, Social Entrepreneurship or Sustainable Development, and these participants are assigned to mentors selected from a pool of young professionals and successful leaders of Malaysian companies.

The YLA class 2011 consists of diverse participants from different backgrounds, universities and talent pools thus exposing me to a wider scope of networks and learning through sharing of experiences. Although there were hurdles due to distance, time, and opinions, I learnt the art of give-and-take as well as the meaning of commitment, having contributed efforts in pushing each initiative through and building the foundation of my team's project. This further helped me to cultivate team spirit throughout the entire process.

Most importantly, I learnt that every journey begins with a single step, and that it is more blessed to give than receive. It does not take millions to create an impact but only a drop to create a wave reaction! It was overall an extremely enriching and inspiring experience for me because I was surrounded by people who were passionate towards making the world a better place with creative and innovative ideas, of course Malaysia to begin with. I am truly thankful to have been blessed with the opportunity of being a part of the YLA!

LeaP 🕨

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Management Trainee Forum

Fast Forward: From Freshie to Management 20 Sept 2011. 4.30pm-6.00pm @ LT7

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Entrepreneurship

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Graduation Edition 🛠 11



'It was a humungous uphill task of learning everything from scratch!'

Associate Prof <u>Dr</u> Foo, Head of the School of Business, recounts his FIRST JOB experiences with us. It all begins very long time ago as he puts it...

My first job...

I got my first job immediately after my STPM as an articled clerk in Hanafiah Raslan Mohamad (HRM). At that time, HRM was the largest local accounting firm in Malaysia. It later merged with Arthur Andersen.

My first day of work...

It was too long ago for me to recall with any accuracy, but I think during those days it was perhaps a mixture of fear and anxiety from doing something unknown as well as some feeling of excitement of venturing into a new phase of your life.

Challenges I faced as a Freshie...

As a fresh STPM graduate without all the type of soft-skills preparation that most universities now provide, it was a

humungous uphill task of learning everything from scratch. I didn't even do accounting in STPM and consequently it was ground zero from the start. So everything was a challenge, from working with people to the technical aspects of the job.

Critical lessons learnt...

It is most important to have a good attitude and strong character. Life was difficult during my time. You had to take whatever was thrown at you and you had to undertake any and every task assigned to you.

My most memorable experience...

Again, it was a long time ago but most of the memories I have are of the people I worked with. Some of them I am still in touch with. It is "But one thing must never change and it is the importance of the 'human heart'. Your humanity must never change."

about the relationships that you had fostered over the years.

Did I like my first job?

Honestly, no, I didn't like my first job. It was all about work and you had no life outside of work. I stayed on in HRM for 4 years and when I sat for the last part of my MACPA examinations, I left for a job that gave me a bit more quality time with my family.

Would I do anything differently?

To say you never made any mistakes would also not be true. After all, life is about making mistakes. But this question is redundant as we can never go back and do things differently. So why bother to even think about this question? But to answer your question, absolutely yes I would have done things differently. But I don't think there should be any regrets.

My advice to fresh graduates...

It is difficult to give any advice to graduates today. Their world is so different from mine when I was their age. Things have changed so much. The technology, the culture, the priorities.

All I want to say to them is that change is good, most of the time. And change cannot be avoided. But one thing must never change and it is the importance of the 'human heart'. Your humanity must never change.

Attitude and character is still very important. Greed is still not good. Hard work, integrity, compassion, responsibility, commitment remain highly sought-after virtues.

It doesn't really matter what you know, it's who you are that will make the difference.

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a GOOD IMPRESSION

goes a long way...

Being the newest member of the company, you would like to make the best impression possible and a lasting one especially during those first few early days at the workplace. Your first impressions in the sight of others matter and may affect your future success in the organization. Here are some quick tips on how you can make a good impression:

① Colleagues

- Quickly learn up names of colleagues and remember them as best as you can.
- Join your new co-workers for lunches or after office hours activities.

② Grooming

- Observe the dress-code culture in the office and dress appropriately.
- To play safe, its best to always dress professionally.

③ The Organisation as a whole

- Know the company inside out- Mission, Vision, organisation chart, systems etc.
- Attend orientation sessions and familiarize yourself with the company.

④ Attitude

- You can never go wrong with a positive attitude showing your enthuasiasm and a keenness to learn new things.
- Important to show your Team Spiritloyalty, contributing proactively in discussions etc.

5 Take notes and Ask Questions

- Unless you have a photographic memory, consider taking notes.
- Suggest you keep a little notebook with you



where you can quickly jot down important information.

 It is always good to ask questions when in doubt and clarify your thoughts. Important: Do Not Assume.

6 Avoid Office Politics/Gossip

- Never ever get involve in this directly or indirectly. Stay clean of this and be a neutral party.
- Your goal is to focus on your work and your deliverables.

O Work full time

- It may be a 9 to 5 job, but it sure looks looks good on you if you can come in early and stay a little later (especially if most of your colleagues are still working).
- Sure there may be emergencies or days you fall sick, but as far as possible, attempt to have a good attendance record.

⑧ Managing your Boss

- Your boss need to know your progress at work. 3 key words : Accountability, Responsibility and Deliverables upon Deadlines.
- Be diligent and a self-starter, don't bring every minor problem to the boss.

As a newbie, sure challenges and obstacles will come your way. Don't worry if you fail to make the most perfect impression you should. Relax, learn from mistakes and move on. Put on a positive spirit and you should go far in not just a lasting impression but a good reputation.

-



The Graduan Aspire 300 Conference was held this July 16th at the KL Convention Centre. It consisted of two forums, beginning with "Building a Career in Malaysia", followed by "The Pursuit of Dreams". Both forums included a renowned panel of speakers from corporate CEOs like PwC's Johan Raslan to actors like Hans Isaac and Harith Iskandar. The result was an insightful and interactive exchange with the audience. Sunway University was privileged to have ten participants in attendance.

"I thought the forums were useful. Before this I only thought one thing; graduate, rush through four years of audit and climb the ladder to be the next most important person, but after participating in this forum I realised that maybe life is not all about climbing the ladder, and maybe climbing it too quickly would make you lose out on the more important things. You end up speeding to the top and missing out on so much you can learn at one level. I also learned that if I had the perception that overseas graduates are better than me,half the battle is lost in an interview." - Seah Sze Lyn (BAF)

"The forums were helpful. They inspired individuals to be different and follow our own aspirations. Be different, passionate in what you are doing. Even if you don't enjoy what you are doing now, it is not too late to change in the future. Follow your heart to make decisions." - **Nicholas Goh (BAF)**



Meet the Mentors

This is an activity initiated by the LEAP Platinum and Sunway Alumni Office to provide a platform for sharing of knowledge from the Alumni to the current students of Sunway; members of the LEAP Platinum. A half-day affair held this 25 June, five alumni mentors shared their experiences and knowledge with a group of twenty students. The event garnered very positive feedback from both mentors and participants:

-"Besides learning what we should expect when we begin our own journey in the corporate world, it was also really exciting to hear our mentors share their experiences and how they endured hardship throughout their journey to where they are right now. It's inspiring to hear how they had made decisions when opportunity came and took the path that had changed their lives forever. It was a priceless time spent over the weekend hearing some shared knowledge and getting some words of advice on how we should perform and respond when our career is on the line." - **Edmund Teo (SCT)**



-"It's an eye opener for me to be able to know what employers are looking for infresh graduates and also interesting to know how each mentor climbed up the corporate ladder in different ways, though in the end, it all came down to determination and hard work. By attending the session, I believe I'll be more confident when I apply for jobs in the future having known what employers are looking for, and having a better idea of what my path could be after the degree." - **Wong Si'Jie (BAF)**

-"More of these sessions should be held in the future. It's really good to participate and seek experiences/thoughts/ ideas from mentors as it broadens your mind and allows you to venture deeper into real-life situations rather than theoretical." - **Lee Wei Shiang (SCT)**



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Mr. Kelvin Wong Team Lead, Revenue Cost Division (for Asia Pacific Region) Joined Huawei in year 2007. ACCA Qualification

Mr. Kelvin Wong is a graduate from Sunway University College in year 2007 with the qualification of CAT & OBU. After his graduation, he found his 1st career at Huawei Technologies Malaysia Sdn Bhd as an Accounts Assistant. Throughout his 3 years of service at Huawei, Kelvin has worked as an Accounts Assistant till now became Team Lead, leading around 10 staff in Accounts Receivable team.

Throughout his 3 years of service, he learnt the working culture of MNC as well as the culture and practices of other countries in Asia Pacific Region. This experience allowed him a bird eye view on how MNCs manage the accounting operations. With these, Huawei develops your skills and competencies all-rounded in providing lots of learning opportunities to those who are ready to take initiative and be pro-active.

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Consideration of an OFFER...

For a fresh graduate, this decision doesn't come easily especially due to their inexperience in the job market. Here are some pointers given some common scenarios that graduates often find themselves stuck in:

(i) Only One Offer

Often, first-time job seekers tend to be both overly excited and anxious upon receiving their first offer. They end up saying 'Yes' too quickly or impulsively without giving it much thought. It may not be the optimal decision, from which regrets could come later.

In the event that you have gone for interviews and there is no response for a long time, and suddenly you receive a call to present you with an offer, what should you do?

Evaluate to see if that is the job you want and the package offered meets your expectations. Consider also other areas that could affect you like location of office, career prospects in the company, training & development, work values etc. If it meets your goals and expectations, all is well then.

If it does not, you may need to re-evaluate your job hunting and application strategy. However, in the event that there is a pressing need for you to earn an income, this offer could still be an opportunity to learn. Take things positively.

(i) Not Your Preferred Offer

What if it is not exactly the job you are looking for? Again do not give a hasty reply but request permission to extend the acceptance date.

It would be good if you can seek counsel from your career services advisors, lecturers or your parents in weighing your possible job options. Putting salary aside, view the offers as a whole in terms of the package offered to you.

As mentioned earlier, consider other areas like growth opportunities within the company, training & development, work culture and values etc.

What about if the employer that offered is not my preferred employer? It would be good then to follow up on your preferred employer to see when you can expect to hear from them. Nonetheless, one should not be too rigid targeting on their ideals. Be open to other employers as well. The offer could be a good one that could give you a fulfilling career.



(i) Multiple Offers

Some are fortunate to receive multiple offers at the same time. Similarly as the above, consider the various factors – overall package, culture, values, job responsibilities, pressures etc.

Weigh the pros and cons on offer especially in terms of your career prospects and training opportunities in the company. You may also want to research further on the company or even speak to people that you know in the company to make a more informed decision.

(i) Interview In Progress

It could be that you were offered a job but still have interviews to go for, especially with companies that are on par with the one who made you an offer.

Be honest with the employer that you would still like to go for these interviews to gain further insight and request for permission to revert to them on a later date. Do not be pressured to make a decision there and then. Ensure that you respond to the employer by the stated date.

When it comes to offers, the general rule is not to jump into a decision too quickly be it 'Yes' or 'No'. You can request time to consider and negotiate to revert on a later date. Always be courteous and thank the Employer for the offer, no matter what decision you will be making later.

IMPORTANT NOTES:

- Always seek to receive offers formally in writing
- Never negotiate your offer until you have been offered a position
- Evaluate the offer from the overall compensation benefits offered (work hours, other benefits like medical, training opportunities, annual leave etc)
- Big Picture: Questions to ask yourself....

Is the work environment supportive of your growth objectives?

Are employees valued here?

What's the growth potential of the company itself?

Do you foresee yourself growing in this organisation?

Where will you likely be in 3-5 years time if you stay in the company?

Employabilitycheck

How far are you from being the perfect job candidate? Here is a quick check-up in terms of your employability level for the job market. Please rate yourself from 1 to 5 [as below] by filling in the boxes next to the questions:

1 NO WAY! 2 Hmm Guess NOT 3 Guess SO 4 YUP :) 5 Definitely	dude!
1. I have an impressive CV or resume ready to be submitted.	
2. I am confident in presenting myself and performing well in an interview.	
3. I have leadership experiences in extra-curricular activities.	
4. I can work well with others in a team and contribute positively.	
5. I am confident in delivering a good presentation in front of people.	
6. Hard work is not an option for my progress in my career.	
7. I am able to take feedback from a superior and reflect on it.	
8. I am willing to undertake challenging tasks and learn new things.	
9. I have a good academic track record (at least average of distinctions).	
10. I believe I can learn fast given proper coaching.	
11. I can speak up and justify my thoughts in a work meeting/discussion scenario.	
12. I dislike mediocrity and strive to perform excellently in any task given.	
13. I am able to identify problems and trouble- shoot them and not just present the issue immediately to my superior.	
14. I can speak fluently and successfully communicate my points across most of the time.	
15. I do not wait to be asked but rather I always take initiative.	
TOTAL SCORE	

RESULTS

From your rating above, total the scores to determine which category you fall into, as shown below.

> 60 Shining Star!

- ✓ You could be what the employers are looking for! Don't get too confident, there is always much more to learn out there so keep it up!
- ★ There is a world of opportunities for you, given you mantain a good attitude
- ✓ Focus on branding yourself towards the employer of your choice. Research on what the targeted company requires of you.

35 -59 Work in Progress!

- •Q Room for growth! You need to push yourself to the next level. Employers seek a proactive worker who is willing to go the extra mile with a good attitude.
- -Ò- Work on being ACTIVE in your extra curricular activities while mantainig a good academic track record.
- Hone your soft skillscommunication, leadership, etc. Time to lead and speak up!

<35 Wise up ..

- It is a demanding world out there and you may find it a challenge to compete with other graduates.
- There is hope if you resolve to do something about it. Your attitude makes all the difference here.
- You need to strive to be an all-rounder. Start thinking of how you can pick up soft skills and increase your outof-classroom exposure.



Pelebrating

33000 just a figure on a balance sheet?

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Strategies, transactions, audit, risk and tax > www.rsmrktgroup.com RSM RKT Group is an independent member firm of RSM International, an affiliation of independent accounting and consulting firms. RSM is currently represented by independent members in over 70 countries and brings the talents of 3,113 partners and 33,000 professionals in 730 offices worldwide.

Achieving a common goal together.



The RHB Management Associate Programme (MAP) aims to develop and mould young talents for the RHB Banking Group. With an intensive and comprehensive development programme, fresh graduates will be equipped with the relevant skills and knowledge through classroom trainings and on-the-job attachments.

At RHB, we believe in changing with the times so we can always provide what our customers need and desire. To do that, we need fresh talents that will help us grow because we believe in Growing Together With You.

Requirements

- Malaysian citizens with a minimum of a second-class upper (minimum CGPA of 3.5) Bachelor's degree from a well-recognised university
- Active involvement in extracurricular activities and has leadership experience
- Excellent communication and interpersonal skills
- A self-starter, fast learner and able to work independently as well as in a team

Email your application to: career@rhbbank.com.my Only shortlisted candidates will be notified.



Photo accredited to Ahmad Ariff Bin Ali, winner of 1001 Portraits of RHB, 2011 Photography Contest.

ALUMNI

ALUMNI.

alum•ni \ə - 'ləm-nī\ plural of alumnus :: a person who has attended or has graduated from a particular school, college, or university

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