

Where did the 2014 BBA(IBGM) graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2014 to answer the following questions about BBA(IBGM) graduates :-

- How many were employed six months after graduation?
- Among those who pursued further studies, what programmes were they enrolled in?
- Among those who were employed full-time, how long did it take them to get their first job offer?
- In which sectors were they employed?
- How much salary did they receive?
- How many job offers did they receive?
- Who were their employers and what were their job titles?

II. Employment Situations in 2014

Of the 24 graduates from this programme, 21 responded to the survey. Their employment situations are listed below.

	BBA(IBGM)				HKU Overall*			
	2014		2013		2014		2013	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	21	100%	19	100%	2839	100%	2788	100%
Employed	20	95%	18	95%	2246	79%	2188	78%
Unemployed seeking F/T job	0	0.0%	0	0.0%	9	0.3%	7	0.3%
Further Studies	1	4.8%	1	5.3%	533	19%	541	19%
Emigrated/Returned to home country	0	0.0%	0	0.0%	20	0.7%	21	0.8%
Not seeking F/T job	0	0.0%	0	0.0%	31	1.1%	31	1.1%

* HKU Overall refers to the figure for the total HKU population and includes M.B.,B.S. and B.D.S. graduates.

III. Further Studies

Since the number of respondents is smaller than 5, these information are withheld to protect privacy of the respondent(s).

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IV. Time Taken to Secure Employment

The time taken for graduates to secure employment is shown below.

By the end of	% of new graduates who have secured employment	
	2014	2013
May or before	41%	36%
June	53%	55%
July	53%	64%
August	53%	82%
September	71%	82%
October	76%	82%
November	82%	82%
December	88%	91%
January	100%	100%
February	100%	100%

No Response = 3

V. Employment Sectors

The majority of BBA(IBGM) graduates were employed in Commerce & Industry, while others were employed in the Civil Service.

Sector	% of graduates	
	2014	2013
Commerce & Industry	89%	86%
Civil Service	11%	14%

No Response = 1

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VI. Basic Salary and Gross Income

The remuneration received by BBA(IBGM) graduates is shown below.

	Basic Salary				Gross Income			
	BBA(IBGM)		HKU Average*		BBA(IBGM)		HKU Average*	
	2014	2013	2014	2013	2014	2013	2014	2013
Mean	\$27,086	\$19,250	\$20,291	\$18,778	\$31,341	\$19,817	\$21,265	\$19,547
Median	\$25,000	\$19,000	\$17,200	\$15,000	\$26,666	\$19,750	\$18,000	\$16,000
Minimum	\$10,500	\$9,000	\$5,000	\$5,000	\$10,500	\$9,000	\$5,000	\$5,000
Maximum	\$55,000	\$30,000	\$63,000	\$83,333	\$70,000	\$30,000	\$105,000	\$83,333

* HKU Average refers to the figure for the total HKU population and includes M.B.,B.S. and B.D.S. graduates.

VII. Number of Full-Time Job Offers

The number of job offers received by BBA(IBGM) graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	3 (18%)
Two	4 (24%)
Three	6 (35%)
Four	4 (24%)

No Response = 3

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VIII. Names of Employers and Job Titles

The job titles of BBA(IBGM) graduates in full-time employment and the names of their employers are listed below.

<u>Employers</u>	<u>Job Titles</u>
Civil Service -	
- HKSAR - Constitutional and Mainland Affairs Bureau	- Administrative Officer
- HKSAR - Food and Environmental Hygiene Department	- District Secretary
Commerce and Industry -	
- Bank of America	- Investment Banking Analyst
- Credit Suisse	- Analyst
- District15	- Marketing and Public Relation Executive
- Google	- Business Analyst
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Management Associate
- JPMorgan Chase & Co.	- Analyst
- JPMorgan Chase & Co.	- Analyst
- JPMorgan Chase & Co.	- Operations Analyst
- Microsoft Hong Kong Ltd	- Business Analyst
- MTR Corporation Limited	- Graduate Trainee
- New World Development Company Limited	- Management Trainee
- New World Development Company Limited	- Management Trainee
- Optimum Media Direction (OMD)	- Media Executive
- PricewaterhouseCoopers Limited	- Associate
- Red Fuse Communications	- Account Executive
- Standard Chartered Bank (Hong Kong) Limited	- Wholesale Banking and International Graduate
- Tom Lee Music (HK)	- Piano Instructor

No Response = 1

Note: Some of the 2014 graduates indicated willingness to talk to individual students about their work. Contact numbers can be obtained from career advisors at the Careers & Placement, CEDARS.

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- IX.** Similar information on graduates from other disciplines is available for reference in the Careers Library.
 Please contact CEDARS for further details.

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April 2015

The analysis is based on information provided by the respondents, and CEDARS
 should not be held responsible for any errors arising therefrom.

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