

# Where did the 2012 Bachelor of Social Sciences graduates go?

## I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2012 to answer the following questions about Bachelor of Social Sciences 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 2012

Of the 184 graduates from this programme, 171 responded to the survey. Their employment situations are listed below.

|   | BSocSc |      |      |      | HKU Overall* |      |      |      |
|---|--------|------|------|------|--------------|------|------|------|
|   | 2012   |      | 2011 |      | 2012         |      | 2011 |      |
|   | No.    | %    | No.  | %    | No.          | %    | No.  | %    |
| <b>No. of respondents</b>                 | 171    | 100% | 183  | 100% | 2782         | 100% | 2878 | 100% |
| <b>Employed</b>                           | 127    | 74%  | 152  | 83%  | 2195         | 79%  | 2321 | 81%  |
| <b>Unemployed seeking F/T job</b>         | 1      | 0.6% | 0    | 0.0% | 9            | 0.3% | 8    | 0.3% |
| <b>Further Studies</b>                    | 40     | 23%  | 30   | 16%  | 549          | 20%  | 517  | 18%  |
| <b>Emigrated/Returned to home country</b> | 0      | 0.0% | 0    | 0.0% | 2            | 0.1% | 4    | 0.1% |
| <b>Not seeking F/T job</b>                | 3      | 1.8% | 1    | 0.5% | 27           | 1.0% | 28   | 1.0% |

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

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### III. Further Studies

40 graduates proceeded to postgraduate studies. The tables below show the academic programmes that they pursued and their sources of funds.

| Field of Study                     | Academic Programme |                |                                   |   |                          |                   |
|------------------------------------|--------------------|----------------|-----------------------------------|---|--------------------------|-------------------|
|                                    | <i>Ph.D.</i>       | <i>M.Phil.</i> | <i>Taught Master (Coursework)</i> | <i>Postgraduate Diploma / Certificate</i> | <i>Bachelor's Degree</i> | <i>Sub-degree</i> |
| Accounting                         | -                  | -              | -                                 | -   | -                        | 1                 |
| Arts                               | -                  | 1              | 3                                 | -   | -                        | -                 |
| Business Administration/Management | -                  | -              | 1                                 | -   | -                        | -                 |
| Education                          | -                  | -              | -                                 | 7   | -                        | -                 |
| Law                                | -                  | -              | -                                 | -   | 1                        | -                 |
| Medical Science                    | -                  | -              | 2                                 | -   | -                        | -                 |
| Science                            | -                  | -              | 1                                 | -   | -                        | -                 |
| Social Sciences                    | 1                  | 5              | 6                                 | 1   | -                        | -                 |
| Social Work                        | -                  | -              | 3                                 | -   | -                        | -                 |
| Urban Planning/Studies             | -                  | -              | 3                                 | -   | -                        | -                 |

No Response = 4

| Source of Funds                                | No. of Graduates |
|--|------------------|
| Full Scholarship                               | 1                |
| Own Funds                                      | 23               |
| Scholarship+Teaching Assistantship/Studentship | 1                |
| Government Grant + Loan                        | 5                |
| Scholarship + Own Funds                        | 2                |
| Teaching Assistantship/Studentship             | 2                |

No Response = 6

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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 |      |
|---------------|--|------|
|               | 2012   | 2011 |
| May or before | 23%  | 30%  |
| June          | 39%  | 47%  |
| July          | 52%  | 62%  |
| August        | 72%  | 81%  |
| September     | 80%  | 88%  |
| October       | 92%  | 95%  |
| November      | 95%  | 97%  |
| December      | 100%   | 97%  |
| January       | 100%   | 98%  |
| February      | 100%   | 100% |

No Response = 25

### V. Employment Sectors

The majority of Bachelor of Social Sciences graduates were employed in Commerce & Industry, while others were employed in Community, Social & Personal Services, Educational Institutions and the Civil Service.

| Sector                                | % of graduates |      |
|---------------------------------------|----------------|------|
|                                       | 2012           | 2011 |
| Commerce & Industry                   | 49%            | 37%  |
| Community, Social & Personal Services | 22%            | 23%  |
| Educational Institutions              | 17%            | 28%  |
| Civil Service                         | 13%            | 12%  |

No Response = 15

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### VI. Basic Salary and Gross Income

The remuneration received by Bachelor of Social Sciences graduates is shown below.

|                | Basic Salary |          |              |          | Gross Income |          |              |          |
|----------------|--------------|----------|--------------|----------|--------------|----------|--------------|----------|
|                | BSocSc       |          | HKU Average* |          | BSocSc       |          | HKU Average* |          |
|                | 2012         | 2011     | 2012         | 2011     | 2012         | 2011     | 2012         | 2011     |
| <b>Mean</b>    | \$14,121     | \$13,459 | \$18,662     | \$17,650 | \$14,354     | \$13,845 | \$19,598     | \$18,350 |
| <b>Median</b>  | \$12,000     | \$12,000 | \$15,000     | \$15,000 | \$12,500     | \$12,667 | \$15,833     | \$15,000 |
| <b>Minimum</b> | \$8,000      | \$4,000  | \$2,000      | \$3,000  | \$8,000      | \$4,000  | \$6,000      | \$4,000  |
| <b>Maximum</b> | \$41,495     | \$28,985 | \$60,000     | \$70,000 | \$41,495     | \$28,985 | \$150,000    | \$70,000 |

\* 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 Bachelor of Social Sciences graduates is shown in the following table.

| No. of job offers received | No. of graduates (% of graduates) |
|----------------------------|-----------------------------------|
| One                        | 45 (48%)                          |
| Two                        | 25 (27%)                          |
| Three                      | 13 (14%)                          |
| Four                       | 4 (4.3%)                          |
| Five                       | 3 (3.2%)                          |
| Six                        | 2 (2.2%)                          |
| Eight or more              | 1 (1.1%)                          |

No Response = 24

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### VIII. Names of Employers and Job Titles

The job titles of Bachelor of Social Sciences graduates in full-time employment and the names of their employers are listed below.

| <u>Employers</u>   | <u>Job Titles</u>                       |
|--|---|
| <b>Civil Service -</b>   |   |
| - HKSAR - Civil Service Bureau   | - Occupation's name not reported        |
| - HKSAR - Education Bureau   | - Executive Assistant                   |
| - HKSAR - Environmental Protection Department - Environmental Campaign Committee         | - Project Coordinator                   |
| - HKSAR - Food and Environmental Hygiene Department                                      | - Executive Officer II                  |
| - HKSAR - Home Affairs Department  | - Executive Officer                     |
| - HKSAR - Hong Kong Police Force   | - Police Inspector                      |
| - HKSAR - Hong Kong Police Force   | - Police Inspector                      |
| - HKSAR - Hong Kong Police Force   | - Police Inspector                      |
| - HKSAR - Labour and Welfare Bureau  | - Assistant Secretary                   |
| - HKSAR - Legislative Council  | - Translator                            |
| - HKSAR - Social Welfare Department  | - Executive Officer                     |
| - HKSAR - Student Financial Assistant Agency   | - Executive Officer                     |
| - Hospital Authority   | - Patient Care Assistant                |
| <b>Educational Institutions -</b>  |   |
| - City University of Hong Kong   | - Research Assistant                    |
| - HKTA The Yuen Yuen Institute No.1 Secondary School                                     | - Teaching Assistant                    |
| - HKU School of Professional and Continuing Education                                    | - Clerical Assistant                    |
| - Hong Kong Baptist University   | - Research Assistant                    |
| - Lok Sin Tong Wong Chung Ming Secondary School  | - Student Guidance & Teaching Assistant |
| - Shatin Pui Ying College  | - Teacher                               |
| - The Chinese University of Hong Kong  | - Junior Research Assistant             |
| - The Hong Kong Institute of Education   | - Research Assistant                    |
| - The Hong Kong University of Science and Technology                                     | - Programme Assistant                   |
| - The University of Hong Kong  | - Research Assistant                    |
| - The University of Hong Kong  | - Research Assistant                    |
| - The University of Hong Kong  | - Research Assistant II                 |
| - The University of Hong Kong  | - Research Assistant II                 |
| - The University of Hong Kong  | - Research Assistant II                 |
| - The University of Hong Kong - Faculty of Business and Economics                        | - Occupation's name not reported        |
| - The University of Hong Kong - Faculty of Social Sciences - Centre on Behavioral Health | - Research Assistant                    |
| - The University of Hong Kong - School of Business                                       | - Research Assistant I                  |
| <b>Community, Social and Personal Services -</b>   |   |
| - Beacon College   | - Teaching Assistant                    |
| - Eduarts Limited  | - Administrative Assistant              |
| - Education For Good CIC Ltd.  | - Program Officer                       |
| - Edvenue Limited  | - Trainer                               |
| - Hong Kong Council of Early Childhood Education and Services                            | - Project Officer                       |
| - Hong Kong Cyberport Management Company Limited   | - Project Assistant                     |
| - Hong Kong Design Centre  | - Graduate Intern                       |

## Where did the 2012 Bachelor of Social Sciences graduates go?

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- Kely Support Group</li> <li>- Kidville Company</li> <li>- Little Kids Charitable Foundation Ltd.</li> <li>- Math Monkey Education Center (Kowloon Bay) Ltd</li> <li>- New Life Psychiatric Rehabilitation Association</li> <li>- Oasis of Hope Ltd</li> <li>- Potential Development Association Ltd.</li> <li>- Red Square Education Centre</li> <li>- Roads</li> <li>- Society for Community Organization</li> <li>- The Absolutely Fabulous Theatre Connection Company Limited</li> <li>- The College of Surgeons of Hong Kong</li> <li>- The Hong Kong Jockey Club</li> <li>- Yan Chai Hospital</li> <li>- Organization's name not reported</li> </ul>  | <ul style="list-style-type: none"> <li>- Youth Services Officer</li> <li>- Programme Coordinator</li> <li>- ABA Therapist</li> <li>- Tutor</li> <li>- Mental Health Education Officer</li> <li>- Assistant Therapist</li> <li>- Child Development Trainer</li> <li>- Instructor</li> <li>- Project Officer</li> <li>- Programme Assistant</li> <li>- Project Coordinator and Research Assistant</li> <li>- Executive Assistant</li> <li>- Human Resources Assistant</li> <li>- Assistant Supervisor</li> <li>- Tutor</li> </ul>  |
| <b>Commerce and Industry -</b> <ul style="list-style-type: none"> <li>- Advanced Card Systems Ltd.</li> <li>- Aigle Asia Limited</li> <li>- Artemis Associates</li> <li>- Baleno Kingdom Ltd</li> <li>- Bottega Veneta Hong Kong Ltd</li> <li>- Cathay Pacific Airways Limited</li> <li>- Chun Wo Construction &amp; Engineering Co Ltd</li> <li>- Convoy Financial Services Holdings Limited</li> <li>- Deloitte Touche Tohmatsu</li> <li>- DSS Group Limited</li> <li>- EDKO Film Ltd.</li> <li>- EGL Tours Company Limited</li> <li>- Esri China (HK)</li> <li>- Expert Systems Ltd.</li> <li>- Flame PR &amp; Production Ltd</li> <li>- Grand View Property Management Limited</li> <li>- Grey Advertising Limited</li> <li>- Hablo Co Ltd</li> <li>- Harvey Nichols Hong Kong Limited</li> <li>- Hong Kong Airlines Ltd</li> <li>- Hong Kong Housing Society</li> <li>- Hong Kong Television Network Limited</li> <li>- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)</li> <li>- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)</li> <li>- Hopewell Holdings Limited</li> <li>- Hui's Brothers Financial Group Limited</li> <li>- International Customer Loyalty Programmes Limited</li> <li>- KPMG</li> <li>- Likelike Communication</li> <li>- Marks and Spencer (Asia Pacific) Limited</li> <li>- Ming Pao Newspapers Limited</li> <li>- MYWA Swiss Watch and Jewellery (Far East) Limited</li> <li>- NC Communications Limited</li> <li>- PCCW Limited</li> <li>- PCCW Limited</li> <li>- Philips Electronics Hong Kong Ltd.</li> </ul> | <ul style="list-style-type: none"> <li>- Business Development Executive</li> <li>- Marketing and Retail Executive</li> <li>- Analyst</li> <li>- Management Trainee</li> <li>- Communication Assistant</li> <li>- Customer Service Officer</li> <li>- Corporate Communication Assistant</li> <li>- Occupation's name not reported</li> <li>- Associate</li> <li>- Management Trainee</li> <li>- Marketing Executive</li> <li>- Graduate Trainee</li> <li>- GIS Analyst</li> <li>- Account Executive</li> <li>- Public Relation Executive</li> <li>- Property Officer</li> <li>- Account Executive</li> <li>- Merchandising Trainee</li> <li>- Sales and Merchandising Assistant</li> <li>- Officer</li> <li>- Customer Service Officer</li> <li>- Creative Trainee</li> <li>- General Banking Officer</li> <li>- Management Trainee</li> <li>- Chief Analyst</li> <li>- Account Manager</li> <li>- Customer Relation Executive, Social Media Service</li> <li>- Human Resources Officer</li> <li>- Marketing Executive</li> <li>- Management Trainee</li> <li>- Reporter</li> <li>- Sales Coordinator</li> <li>- Accounting Executive</li> <li>- Graduate Trainee</li> <li>- Management Trainee</li> <li>- Human Resources Officer</li> </ul> |

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|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- PMQ Management Co.Ltd.</li> <li>- Porda Havas International Finance Communications Group</li> <li>- RR Donnelley Asia Printing Solutions Limited</li> <li>- Sheffield Haworth (Asia) Limited</li> <li>- Sing Tao Newspaper Group Limited</li> <li>- Sir Hudson International Limited</li> <li>- Standard Chartered Bank (Hong Kong) Limited</li> <li>- Standard Chartered Bank (Hong Kong) Limited</li> <li>- Standard Chartered Bank (Hong Kong) Limited</li> <li>- Sunta Chemical Limited</li> <li>- Swire Resources Ltd.</li> <li>- Tysan Foundation Limited</li> <li>- Xtra Communications Limited</li> <li>- YesWine</li> </ul> | <ul style="list-style-type: none"> <li>- Management Trainee</li> <li>- Marketing Executive</li> <li>- Project Coordinator</li> <li>- Research Associate</li> <li>- Reporter</li> <li>- Management Trainee</li> <li>- Management Trainee</li> <li>- Project Assistant</li> <li>- Temporary Clerk</li> <li>- Account Officer</li> <li>- Administrative Assistant</li> <li>- Assistant Geologist</li> <li>- Marketing Assistant</li> <li>- Marketing Assistant</li> </ul> |
| <b>Others -</b> <ul style="list-style-type: none"> <li>- Organization's name not reported</li> </ul>  | <ul style="list-style-type: none"> <li>- Athlete</li> </ul>  |

No Response = 14

Note: Some of the 2012 graduates indicated willingness to talk to individual students about their work. Contact numbers can be obtained from career advisors at the Careers & Placement, CEDARS.



## Where did the 2012 Bachelor of Social Sciences graduates go?

- 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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