

Where did the 2012 Bachelor of Arts 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 Arts 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 402 graduates from this programme, 365 responded to the survey. Their employment situations are listed below.

	BA				HKU Overall*			
	2012		2011		2012		2011	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	365	100%	373	100%	2782	100%	2878	100%
Employed	313	86%	311	83%	2195	79%	2321	81%
Unemployed seeking F/T job	3	0.8%	3	0.8%	9	0.3%	8	0.3%
Further Studies	46	13%	51	14%	549	20%	517	18%
Emigrated/Returned to home country	0	0.0%	3	0.8%	2	0.1%	4	0.1%
Not seeking F/T job	3	0.8%	5	1.3%	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.

Where did the 2012 Bachelor of Arts graduates go?

III. Further Studies

46 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>Others</i>
Arts	1	7	7	1	1	-
Business Administration/Management	-	-	2	-	-	-
Education	-	-	1	11	-	-
Law	-	-	3	-	1	1
Science	-	-	1	1	-	-
Urban Planning/Studies	-	-	1	-	-	-

No Response = 7

Source of Funds	No. of Graduates
Full Scholarship	1
Own Funds	21
Scholarship+Teaching Assistantship/Studentship	3
Government Grant + Loan	8
Scholarship + Own Funds	3
Teaching Assistantship/Studentship	3

No Response = 7

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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	29%	25%
June	47%	46%
July	64%	65%
August	81%	81%
September	90%	91%
October	94%	96%
November	96%	97%
December	97%	98%
January	98%	100%
February	100%	100%

No Response = 61

V. Employment Sectors

The majority of Bachelor of Arts 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	62%	59%
Community, Social & Personal Services	16%	14%
Educational Institutions	14%	20%
Civil Service	8.0%	6.9%

No Response = 29

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VI. Basic Salary and Gross Income

The remuneration received by Bachelor of Arts graduates is shown below.

	Basic Salary				Gross Income			
	BA		HKU Average*		BA		HKU Average*	
	2012	2011	2012	2011	2012	2011	2012	2011
Mean	\$13,570	\$12,904	\$18,662	\$17,650	\$14,098	\$13,297	\$19,598	\$18,350
Median	\$12,000	\$12,000	\$15,000	\$15,000	\$12,500	\$12,000	\$15,833	\$15,000
Minimum	\$2,000	\$7,000	\$2,000	\$3,000	\$6,000	\$7,000	\$6,000	\$4,000
Maximum	\$50,000	\$39,000	\$60,000	\$70,000	\$54,167	\$39,000	\$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 Arts graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	86 (38%)
Two	71 (31%)
Three	41 (18%)
Four	12 (5.3%)
Five	10 (4.4%)
Six	2 (0.9%)
Seven	2 (0.9%)
Eight or more	3 (1.3%)

No Response = 65

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VIII. Names of Employers and Job Titles

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

<u>Employers</u>	<u>Job Titles</u>
Civil Service -	
- HKSAR - Correctional Services Department	- Administrative Officer
- HKSAR - Department of Health	- Executive Officer II
- HKSAR - Education Bureau - Arts Education	- Research Assistant
- HKSAR - Food and Environmental Hygiene Department	- Executive Officer
- HKSAR - Government Records Service	- Research Assistant
- HKSAR - Home Affairs Department	- Executive Assistant
- HKSAR - Home Affairs Department	- Executive Officer
- HKSAR - Home Affairs Department	- Executive Officer
- HKSAR - Home Affairs Department	- Executive Officer II
- HKSAR - Home Affairs Department	- Liaison Officer
- HKSAR - Hong Kong Police Force	- Executive Officer
- HKSAR - Hong Kong Police Force	- Probationary Inspector
- HKSAR - Hong Kong Police Force - Police Translation Department	- Police Translation Officer II
- HKSAR - Immigration Department	- Executive Officer
- HKSAR - The Duty Lawyer Service	- Court Liaison Officer
- HKSAR - Trade and Industry Department	- Assistant Trade Officer
- HKSAR - Trade and Industry Department	- Assistant Trade Officer II
- HKSAR - Trade and Industry Department	- Trade Officer
- HKSAR - Transport Department	- Official Languages Officer
- Hospital Authority	- Executive Assistant
- Hospital Authority	- Executive Assistant I
Educational Institutions -	
- Chinese Foundation Secondary School	- Teacher
- Chinese Foundation Secondary School	- Teacher - Chinese
- Chinese YMCA College	- Teacher
- Choi Hung Estate Catholic Secondary School	- Administrative Assistant
- City University of Hong Kong	- Research Assistant
- Diocesan Girls' Junior School	- Assistant Primary School Mistress
- Heung To Middle School (Tin Shui Wai)	- Teaching Assistant
- HKU School of Professional and Continuing Education	- Executive Assistant
- HKU School of Professional and Continuing Education	- Executive Assistant
- Ho Lap Primary School (Sponsored by Sik Sik Yuen)	- Teacher
- Hong Kong Institute of Vocational Education	- Lecturer
- Islamic Kasim Tuet Memorial College	- Teacher
- Jockey Club Ti-I College	- Teaching Assistant
- Lok Sin Tong Yu Kan Hing Secondary School	- English Teaching Assistant
- Lung Cheung Government Secondary School	- Teaching Assistant
- Po Leung Kuk Wai Yin College	- Occupation's name not reported
- Pok Oi Hospital Tang Pui King Memorial College	- Teacher
- Pope Paul VI College	- Teaching Assistant
- Pui Ching Middle School	- Teacher
- St. Bonaventure College & High School	- Occupation's name not reported

Where did the 2012 Bachelor of Arts graduates go?

- St. Paul's School (Lam Tin)	- Associate Teacher
- The Chinese University of Hong Kong	- Research Assistant
- The Hong Kong Institute of Education	- Research Assistant
- The University of Hong Kong	- Executive Assistant
- The University of Hong Kong	- Executive Assistant
- The University of Hong Kong	- Research Assistant
- The University of Hong Kong	- Research Assistant
- The University of Hong Kong - Centre of Development and Resources for Students	- Technical Assistant
- The University of Hong Kong - Faculty of Arts	- Demonstrator
- Tin Shui Wai Government Secondary School	- Teacher
- Tivoli Anglo-Chinese Kindergarten	- English Teacher
- True Light Middle School	- Teacher
- Tung Wah Group of Hospitals Yau Tze Tin Memorial College	- Teaching Assistant
- Organization's name not reported	- Teaching Assistant
- Organization's name not reported	- Teaching Assistant
- Organization's name not reported	- Teaching Assistant
- Organization's name not reported	- Tutor
Community, Social and Personal Services -	
- Big Totz	- Playgroup Teacher
- Caritas - Hong Kong	- Teaching Assistant
- Christian Gospel Disciples Church	- Church Worker
- Credit Union League of Hong Kong	- Executive
- Edvenue Limited	- Sales Executive
- EF Education First Limited	- Marketing and Outreach Coordinator
- GT Education Centre	- Teacher
- Happy Sound Music Limited	- Piano Tutor
- Hong Kong Arts Centre	- Assistant Administrative Officer
- Hong Kong Arts Centre	- Programme Officer
- Hong Kong Arts Festival Society Limited	- Occupation's name not reported
- Hong Kong Disneyland Management Limited	- Entertainment Host
- Hong Kong Overseas Studies Centre	- Education Consultant
- Hong Kong Philharmonic Orchestra	- Artistic Planning Officer
- Hong Kong Trade Development Council	- Web Editor
- Hulu Culture	- Project Officer
- Hulu Culture	- Project Officer
- iPRECIATION Hong Kong	- Assistant Project Executive
- Jebson History Project Library	- Research Assistant
- Kumon Hong Kong Co., Ltd.	- English Teacher
- Lan Kwai Fong Association	- Marketing Officer
- Learning Infinity Tutorial Centre	- Tutor
- Management Society for Healthcare Professionals	- Management Trainee
- Modern Bachelor Education Center	- Tutor
- NTK Academic Group Limited	- Customer Service Officer
- P & E Tutorial Centre Limited	- Tutor and Curriculum Developer
- Savantas Liberal Arts Academy	- Programme Administrator
- Schoeni Art Gallery International Limited	- Public Relation & Marketing Executive
- So In Education Centre Limited	- English Tutor
- The Absolutely Fabulous Theatre Connection Company Limited	- Project Officer
- The British Council	- Occupation's name not reported
- The Hong Kong Institute of Architects	- Administrative Assistant
- The Hong Kong International Film Festival Society Limited	- Executive Assistant
- The Hong Kong Jockey Club	- Management Trainee

Where did the 2012 Bachelor of Arts graduates go?

<ul style="list-style-type: none"> - The Hong Kong Jockey Club - The Open Classroom Limited - The Rock Foundation Limited - Twinkle Star Studio - Wise Children Education Centre - Organization's name not reported - Organization's name not reported - Organization's name not reported 	<ul style="list-style-type: none"> - Museum Operation Assistant - Teacher - Education Assistant - Violin Teacher - Chinese Teacher - Assistant Officer - Corporate Communicator - Piano Teacher
Commerce and Industry -	
<ul style="list-style-type: none"> - Abercrombie & Fitch Hong Kong Limited - American International Assurance Company (Bermuda) Limited (AIA) - American International Assurance Company (Bermuda) Limited (AIA) - American International Assurance Company (Bermuda) Limited (AIA) - American International Assurance Company (Bermuda) Limited (AIA) - AmorePacific HK Company Limited - Anglo-Eastern Group Ltd - Aristo Education Press Limited - Art Map Limited - Asia Television Limited - Bank of China - BNP Paribas - Canon Hong Kong Company Limited - Castco Testing Centre Ltd. - Cathay Pacific Airways Limited - Cathay Pacific Catering Services (H.K.) Ltd. - Cheung & Liu, Solicitors - Clearco Limited - College IR Asia Ltd. - Consulado General de Chile en Hong Kong - Consumer Search Hong Kong Ltd - Continental Books Limited - Crossings Executive Search - Crowncraft Commercial Company Limited - Daishowa Paper Products & Packaging (H.K.) Co. Ltd - Datavords Hong Kong Limited - Deloitte Touche Tohmatsu - Deloitte Touche Tohmatsu - Deltapath Commerce & Technology Limited - Dow Jones Publishing Company (Asia), Inc. - DR-MAX Limited - Dynamic Duo Co. Limited - EDKO Film Ltd. - Elegance Data Printing Services Limited - Elegance Data Printing Services Limited - Elegante Arts Packaging Co Ltd - Elegence Jewellery International Limited - Emily Yip & Co - Ernst & Young - Ernst & Young - Finest Office Furniture Supplies Limited 	<ul style="list-style-type: none"> - Loss Prevention Agent - Financial Planner - Manager (Wealth Management) - Manager of Wealth Management and Protection - Wealth Management and Protection Manager - Management Trainee - Secretary - Editor - Editor - Production Assistant - Customer Service Officer - Temporary Assistant - Management Trainee - Assistant Manager - Airhostess - Supervisor Trainee - Legal Secretary - Digital Marketing Executive - Associate - Administrative Secretary - Interviewer - Intern - Researcher - Business Planner - Customer Service Executive - Project Coordinator - Audit Associate - Audit Associate - Unified Communications Specialist - Customer Service Officer - Assistant Editor - Associate Public Relation - Marketing Executive - Junior Translator - Translator - Sales Marketing Executive - Sales Marketing Executive - Administrative Assistant - Business Development Junior - Staff Accountant - Showroom Sales

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- Fremont Company Limited	- Occupation's name not reported
- FringeBacker Limited	- Community Outreach Officer
- Giorgio Armani Hong Kong Limited	- Clerk
- Glory Sky Capital Holdings Limited	- Executive Assistant
- Godiva Chocolatier (Asia) Limited	- Store Associate
- Grayscale Ltd	- Marketing Assistant
- Guang Yi Company Limited	- Secretary
- Gulf Sports Management	- Marketing Director
- Guosen Securities (HK)	- Associate
- Hermes Enterprise Co.	- Market Assistant
- Hitachi Chemical Co. (Hong Kong) Ltd	- IT Coordinator
- Hong Kong Dragon Airlines Limited	- Flight Attendant
- Hong Kong Economic Times Limited	- Reporter
- Hong Kong Television Network Limited	- Creative Trainee
- Hong Yip Service Co. Ltd.	- Customer Service Ambassador
- Hong Yip Service Co. Ltd.	- Occupation's name not reported
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Customer Care Officer
- Hung Tak Drapery Hardware Ltd.	- Secretary
- Huyi Global Information Resources (Holding) Company Hong Kong Limited.	- Occupation's name not reported
- I-Admin (HK) Ltd	- Trainee
- IGC Group Limited	- Partner
- Iglu Property Consultant Limited	- Office Coordinator
- International Conference Consultants Ltd.	- Project Executive
- IPSOS Hong Kong Limited	- Data Collection Executive
- Itochu Textile Prominent (Asia) Ltd.	- Management Trainee
- Jones Lang LaSalle	- Assistant Facilities Officer
- JTB (Hong Kong) Limited	- Planning Coordinator
- Kai Shing Management Services Limited	- Property Officer Trainee
- KFY Limited	- Assistant Brand Manager
- King Fook Jewellery Group Ltd	- Management Trainee
- K-Matrix Digital Intelligence Limited	- Project Executive
- Lane Crawford (Hong Kong) Limited	- Management Trainee
- Linklaters (HK) Limited	- Learning and Development Assistant
- Louis Vuitton Hong Kong Limited	- Retail Management Trainee
- Mad Head Limited	- Senior English Writer
- Man Sang Jewellery Co Ltd	- Sales Executive
- Maninvest Asia Limited	- Officer Trainee
- Marks and Spencer (Asia Pacific) Limited	- International Management Trainee
- Marks and Spencer (Asia Pacific) Limited	- Salesperson
- Mayer Brown JSM	- Graduate Recruiter
- MEGA Wealth Management (Asia) Limited	- Assistant Manager
- Mentholatum (Asia Pacific) Ltd	- Administrative Assistant
- Ming Pao Newspapers Limited	- Editor
- Ming Pao Newspapers Limited	- Editor
- MUJI (Hong Kong) Company Limited	- Management Trainee
- Nespresso	- Boutique Specialist
- Netel Technology (Holdings) Limited	- Marketing Planner
- New World First Bus Services Limited	- Assistant Officer
- Ogilvy & Mather	- Account Coordinator
- Ogilvy & Mather	- Account Coordinator
- One TV Media Global Ltd.	- Contract Administrator
- Oriental Press Group	- International News Reporter
- Oriental Press Group	- News Agency Reporter

Where did the 2012 Bachelor of Arts graduates go?

- Oxford University Press (China)	- Assistant Editor
- Oxford University Press (China)	- Assistant Editor
- Pacific Prime Insurance Broker Limited	- Business Development Officer
- Page One The Designer's Bookshop (H.K.) Limited	- Retail Assistant
- Pandora	- Management Trainee
- PARKnSHOP	- Trainee Buyer
- PCCW Limited	- Graduate Trainee
- PCCW Limited	- Management Trainee
- PCCW Limited	- Research Assistant
- Pernod Ricard HK Ltd	- Occupation's name not reported
- Pjala Holdings Ltd.	- Administration Officer
- PIL Logistics	- Occupation's name not reported
- Plug PR Agency	- Account Executive
- Poly Auction (Hong Kong) Limited	- Administrator
- PricewaterhouseCoopers Limited	- Associate
- PricewaterhouseCoopers Limited	- Associate
- PSD Group Limited	- Administrative Assistant
- Publicis Worldwide (Hong Kong) Limited	- Junior Digital Planner
- QED HK Ltd	- Marketing Executive
- Razorfish (HK) Co Ltd	- Project Executive
- Razorfish (HK) Co Ltd	- Project Executive
- Richmax	- Occupation's name not reported
- Saliemp Holding Limited	- Executive Assistant
- Sher Hong Kong	- Sales & Marketing Associate
- Sidefame Limited	- Merchandizing Assistant
- Sing Tao Newspaper Group Limited	- Reporter
- Sing Tao Newspaper Group Limited	- Reporter
- SinoRegent Group Ltd.	- Administrative Officer
- Sky On International Ltd.	- Official Manager
- Sotheby's Hong Kong Limited	- Graduate Trainee
- Sotheby's Hong Kong Limited	- Press Assistant
- Sun Hung Kai Properties Limited	- Leasing Officer
- Symantec Hong Kong Limited	- Marketing Specialist
- Talent Intelligence Limited	- Research Associate
- Telford International Company Limited	- E-account Assistant
- The Bread Digital Limited	- Project Executive
- The Dairy Farm Company Limited	- Marketing Executive
- Toray Industries (HK) Ltd	- Assistant Merchandiser
- Toshiba	- Occupation's name not reported
- Toy Hong Kong	- Assistant Merchandiser
- Tricor Services Limited	- Company Secretarial Associate
- Trimaran PR Asia	- Executive
- Union Power Holdings Limited	- Marketing Officer
- UNIQLO Co., Ltd.	- Manager Trainee
- Verity Consulting Limited	- Occupation's name not reported
- Watami International Company Limited	- Officer
- Wealthy Art International Limited	- Personal Assistant
- Wing Hang Bank Ltd.	- Financial Service Trainee
- Wisers Information Limited	- Information Officer (Education)
- World Model Co. Ltd.	- Administrative Assistant
- Organization's name not reported	- Administrator
- Organization's name not reported	- Assistant
- Organization's name not reported	- Associate
- Organization's name not reported	- Business Development Manager
- Organization's name not reported	- Freelance Copywriter

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- Organization's name not reported
- Organization's name not reported
- Organization's name not reported
- Organization's name not reported
- Organization's name not reported
- Organization's name not reported
- Organization's name not reported
- Organization's name not reported

Others -

- Organization's name not reported

- Marketing Assistant
- Marketing Assistant
- Officer
- Officer
- Operation Officer
- Trainee Officer
- Translator
- Translator

- Project Officer

No Response = 34

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 Arts 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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