

Where did the 2013 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2013 to answer the following questions about Bachelor of Business Administration 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 2013

Of the 46 graduates from this programme, 36 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2013		2012		2013		2012	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	36	100%	30	100%	2788	100%	2782	100%
Employed	32	89%	24	80%	2188	78%	2195	79%
Unemployed seeking F/T job	0	0.0%	0	0.0%	7	0.3%	9	0.3%
Further Studies	1	2.8%	4	13%	541	19%	549	20%
Emigrated/Returned to home country	2	5.6%	0	0.0%	21	0.8%	2	0.1%
Not seeking F/T job	1	2.8%	2	6.7%	31	1.1%	27	1.0%

* 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	
	2013	2012
May or before	38%	53%
June	46%	71%
July	58%	71%
August	79%	76%
September	79%	76%
October	92%	82%
November	92%	88%
December	96%	94%
January	96%	94%
February	100%	100%

No Response = 8

V. Employment Sectors

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

Sector	% of graduates	
	2013	2012
Commerce & Industry	84%	86%
Community, Social & Personal Services	9.7%	9.1%
Civil Service	6.5%	0.0%
Educational Institutions	0.0%	4.5%

No Response = 1

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VI. Basic Salary and Gross Income

The remuneration received by Bachelor of Business Administration graduates is shown below.

	Basic Salary				Gross Income			
	BBA		HKU Average*		BBA		HKU Average*	
	2013	2012	2013	2012	2013	2012	2013	2012
Mean	\$15,813	\$17,618	\$18,778	\$18,662	\$17,462	\$18,450	\$19,547	\$19,598
Median	\$14,000	\$15,000	\$15,000	\$15,000	\$15,000	\$16,125	\$16,000	\$15,833
Minimum	\$10,000	\$10,000	\$5,000	\$2,000	\$11,000	\$10,000	\$5,000	\$6,000
Maximum	\$30,000	\$39,000	\$83,333	\$60,000	\$40,000	\$40,667	\$83,333	\$150,000

* 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 Business Administration graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	7 (30%)
Two	9 (39%)
Three	6 (26%)
Four	1 (4.3%)

No Response = 9

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VIII. Names of Employers and Job Titles

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

<u>Employers</u>	<u>Job Titles</u>
Civil Service -	
- HKSAR - Office of the Government Chief Information Officer	- Analyst / Programmer II
- Hospital Authority	- Executive Assistant II
Community, Social and Personal Services -	
- Hong Kong Cyberport Management Company Limited	- Occupation's name not reported
- Organization's name not reported	- Programmer
Commerce and Industry -	
- Ambition	- Consultant Trainee
- American International Assurance Company (Bermuda) Limited (AIA)	- Wealth Management and Protection Manager
- Cathay Pacific Airways Limited	- Flight Attendant
- Conrad Electronic International (HK) Ltd.	- Online Marketing Executive
- CSL Limited	- Consultant
- Deloitte Touche Tohmatsu	- Analyst
- Denon Group	- Media Analyst
- Goldman Sachs (Asia) LLC	- Analyst
- GP Acoustics (HK) Limited	- Product Management Executive
- Hang Seng Bank Ltd.	- Functional Trainee
- Hang Seng Bank Ltd.	- Occupation's name not reported
- Hang Seng Bank Ltd.	- Occupation's name not reported
- McCann Worldgroup Hong Kong Limited	- Account Executive
- MTR Corporation Limited	- Graduate Engineer
- Nanyang Commercial Bank, Ltd.	- Relationship Officer
- Nissin Foods Holdings Co.	- Management Trainee
- Northstone Peak Investment Advisors Limited	- Financial Analyst
- Ove Arup & Partners Hong Kong Limited	- Graduate Engineer
- Page Group	- Consultant
- Roland Berger	- Junior Consultant
- Samsung Electronics	- Staff
- YGM Marketing Limited	- Assistant Buyer
- Organization's name not reported	- Analyst
- Organization's name not reported	- Human Resources and Administration Officer
- Organization's name not reported	- Program Manager
Others -	
- Organization's name not reported	- Table Tennis Coach

No Response = 2

Note: Some of the 2013 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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The analysis is based on information provided by the respondents, and CEDARS
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