

## Where did the 2011 Bachelor of Business Administration graduates go?

### I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2011 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 2011

Of the 38 graduates from this programme, 36 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2011		2010		2011		2010	
	No.	%	No.	%	No.	%	No.	%
<b>No. of respondents</b>	36	100%	18	100%	2878	100%	2812	100%
<b>Employed</b>	33	92%	17	94%	2321	81%	2226	79%
<b>Unemployed seeking F/T job</b>	0	0.0%	0	0.0%	8	0.3%	8	0.3%
<b>Further Studies</b>	3	8.3%	1	5.6%	517	18%	541	19%
<b>Emigrated/Returned to home country</b>	0	0.0%	0	0.0%	4	0.1%	7	0.2%
<b>Not seeking F/T job</b>	0	0.0%	0	0.0%	28	1.0%	30	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	
	2011	2010
May or before	48%	53%
June	60%	67%
July	76%	73%
August	80%	80%
September	80%	87%
October	84%	93%
November	84%	93%
December	96%	93%
January	100%	100%
February	100%	100%

No Response = 7

### V. Employment Sectors

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

Sector	% of graduates	
	2011	2010
Commerce & Industry	89%	88%
Educational Institutions	7.1%	0.0%
Community, Social & Personal Services	3.6%	13%

No Response = 4

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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*	
	2011	2010	2011	2010	2011	2010	2011	2010
<b>Mean</b>	\$17,936	\$13,960	\$17,650	\$16,662	\$18,984	\$14,116	\$18,350	\$17,336
<b>Median</b>	\$15,700	\$12,000	\$15,000	\$13,000	\$17,342	\$12,000	\$15,000	\$13,500
<b>Minimum</b>	\$10,000	\$10,000	\$3,000	\$2,000	\$10,000	\$10,000	\$4,000	\$4,000
<b>Maximum</b>	\$40,000	\$28,000	\$70,000	\$99,999	\$40,000	\$28,000	\$70,000	\$100,000

\* 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 (29%)
Two	7 (29%)
Three	7 (29%)
Five	1 (4.2%)
Six	2 (8.3%)

No Response = 8

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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>
<b>Educational Institutions -</b>	
- HKU School of Professional and Continuing Education	- Assistant Information Technology Officer
- The University of Hong Kong	- Research Assistant
<b>Community, Social and Personal Services -</b>	
- Hong Kong Trade Development Council	- Executive Trainee / Marketing Officer
<b>Commerce and Industry -</b>	
- Abercrombie & Fitch	- Assistant Manager
- Apple Inc.	- Specialist
- Atkins China Limited	- Graduate Engineer
- Bank of China (Hong Kong) Limited	- Management Trainee
- Bank of China (Hong Kong) Limited	- Management Trainee
- Cathay Pacific Airways Limited	- Flight Attendant
- Ching Kee Drainage Services Company	- Director
- Dah Chong Hong Holdings Limited	- Assistant Buyer
- DFS Hong Kong Limited	- Management Trainee
- Fujitsu Hong Kong	- Product Executive
- Golden Lady Trading Co., Ltd.	- Marketing Assistant
- Hang Seng Bank Ltd.	- Management Trainee
- KPMG	- Auditor
- Michael Page International	- Consultant
- Moody's Analytics Hong Kong Limited	- Associate Analyst
- Morgan Stanley	- Analyst
- Ove Arup & Partners	- Graduate Engineer
- PCCW Limited	- Graduate Trainee
- Royal Bank of Scotland plc (The)	- Graduate Trainee
- Saatchi & Saatchi Advertising	- Account Executive
- Sun Hung Kai Properties Limited	- Structural Engineering Trainee
- Towers Watson	- Occupation's name not reported
- Unilever Hong Kong Ltd.	- Management Trainee
- Organization's name not reported	- Assistant Manager
- Organization's name not reported	- Trainee

No Response = 4

Note: Some of the 2011 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 2011 Bachelor of Business Administration 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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Herman Chan  
Director of Careers and Placement

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The analysis is based on information provided by the respondents, and CEDARS  
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