

Where did the 2015 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2015 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 2015

Of the 53 graduates from this programme, 40 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2015		2014		2015		2014	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	40	100%	38	100%	3042	100%	2839	100%
Employed	37	93%	36	95%	2416	79%	2246	79%
Unemployed seeking F/T job	1	2.5%	0	0.0%	15	0.5%	9	0.3%
Further Studies	1	2.5%	1	2.6%	558	18%	533	19%
Emigrated/Returned to home country	0	0.0%	1	2.6%	14	0.5%	20	0.7%
Not seeking F/T job	1	2.5%	0	0.0%	39	1.3%	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	
	2015	2014
May or before	35%	47%
June	65%	57%
July	85%	67%
August	90%	80%
September	90%	90%
October	95%	93%
November	95%	93%
December	95%	97%
January	100%	100%
February	100%	100%

No Response = 16

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.

Sector	% of graduates	
	2015	2014
Commerce & Industry	89%	88%
Community, Social & Personal Services	11%	6.1%
Educational Institutions	0.0%	6.1%

No Response = 8

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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*	
	2015	2014	2015	2014	2015	2014	2015	2014
Mean	\$16,405	\$17,117	\$20,996	\$20,291	\$17,182	\$17,753	\$21,730	\$21,265
Median	\$16,000	\$15,000	\$17,500	\$17,200	\$18,000	\$16,125	\$18,000	\$18,000
Minimum	\$7,500	\$12,000	\$4,900	\$5,000	\$7,500	\$12,000	\$5,000	\$5,000
Maximum	\$25,000	\$26,000	\$100,000	\$63,000	\$25,000	\$26,333	\$100,000	\$105,000

* 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	9 (47%)
Two	5 (26%)
Three	3 (16%)
Four	1 (5.3%)
Six	1 (5.3%)

No Response = 17

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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>
Community, Social and Personal Services -	
- Hong Kong Trade Development Council	- Project Manager
- SMART Kids	- Teacher
- Teach4HK	- Teaching Fellow
Commerce and Industry -	
- AECOM	- Graduate Engineer
- Agora Group International Ltd.	- Researcher
- AIA Group Limited	- Customer Service Advisor
- AXA (Hong Kong) Life Insurance Company Limited	- Financial Planner
- Bank of China (Hong Kong) Limited	- Business Strategy Officer
- China Construction Bank (Asia)	- Assistant Manager
- CLP Power Hong Kong Limited	- Graduate Trainee
- Coleman Research Group	- Research Analyst
- DDB Worldwide Communications Group Inc	- Account Executive
- Deloitte Touche Tohmatsu	- Analyst
- Deutsche Bank AG	- Technology Analyst
- DFS Group Limited	- Management Trainee
- Flare Communications Group	- Account Executive
- GP Batteries International Limited	- Assistant HR Officer
- Kowloon Trading Company	- CEO
- Merck & Co	- Professional Sales Representative
- New World Development Company Limited	- Management Trainee
- Ogilvy & Mather	- Advertising Copywriter
- Portal Vision Limited	- Software Engineer and Marketing Account Manager
- The Dairy Farm Company, Limited	- Graduate Trainee
- The Face Shop	- Assistant Manager
- TMS Group	- Payroll Executive
- Wai Yuen Tong Medicine Co.,Ltd	- Management Trainee
Others -	
- Organization's name not reported	- Management Associate
- Organization's name not reported	- Senior Social Media Officer

No Response = 8

Note: Some of the 2015 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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THE UNIVERSITY OF HONG KONG



Careers and Placement,
Centre of Development and Resources for Students

- 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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