

Where did the 2012 Bachelor of Business Administration 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 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 2012

Of the 38 graduates from this programme, 30 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2012		2011		2012		2011	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	30	100%	36	100%	2782	100%	2878	100%
Employed	24	80%	33	92%	2195	79%	2321	81%
Unemployed seeking F/T job	0	0.0%	0	0.0%	9	0.3%	8	0.3%
Further Studies	4	13%	3	8.3%	549	20%	517	18%
Emigrated/Returned to home country	0	0.0%	0	0.0%	2	0.1%	4	0.1%
Not seeking F/T job	2	6.7%	0	0.0%	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.

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	
	2012	2011
May or before	53%	48%
June	71%	60%
July	71%	76%
August	76%	80%
September	76%	80%
October	82%	84%
November	88%	84%
December	94%	96%
January	94%	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 Community, Social & Personal Services and Educational Institutions.

Sector	% of graduates	
	2012	2011
Commerce & Industry	86%	89%
Community, Social & Personal Services	9.1%	3.6%
Educational Institutions	4.5%	7.1%

No Response = 2

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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*	
	2012	2011	2012	2011	2012	2011	2012	2011
Mean	\$17,618	\$17,936	\$18,662	\$17,650	\$18,450	\$18,984	\$19,598	\$18,350
Median	\$15,000	\$15,700	\$15,000	\$15,000	\$16,125	\$17,342	\$15,833	\$15,000
Minimum	\$10,000	\$10,000	\$2,000	\$3,000	\$10,000	\$10,000	\$6,000	\$4,000
Maximum	\$39,000	\$40,000	\$60,000	\$70,000	\$40,667	\$40,000	\$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 Business Administration graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	4 (22%)
Two	5 (28%)
Three	5 (28%)
Four	1 (5.6%)
Five	2 (11%)
Eight or more	1 (5.6%)

No Response = 6

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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>
Educational Institutions -	
- The University of Hong Kong	- Project Assistant
Community, Social and Personal Services -	
- Hello Education Group Limited	- Course Director
- Hong Kong Productivity Council	- Trainee Consultant
Commerce and Industry -	
- Dah Sing Bank, Ltd.	- Graduate Trainee
- Dragonchip Limited	- Electronic Engineer
- Ernst & Young	- Staff Accountant
- Estée Lauder Companies	- Regional Marketing Coordinator
- Gammon Construction Limited	- Assistant Engineer
- Hong Kong Aircraft Engineering Company Limited (HAECO)	- Graduate Trainee
- Hong Kong Aircraft Engineering Company Limited (HAECO)	- Graduate Trainee
- Industrial and Commercial Bank of China Limited	- Trainee
- Intelligence Analytica Limited	- Analyst
- Meinhardt (Hong Kong)	- Graduate Engineer
- Morgan Stanley	- Analyst
- MTR Corporation Limited	- Graduate Engineer
- National Concord Engineering Ltd	- Assistant Engineer
- Saatchi and Saatchi Services (Hong Kong) Limited	- Account Auditor
- Social Media Broadcasts (SMB) Limited	- Digital Analyst
- Swire Properties Ltd.	- Engineer Trainee
- The Dairy Farm Company Limited	- Trainee
- UBS AG	- Graduate Trainee

No Response = 3

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.



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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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