

Where did the 2014 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2014 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 2014

Of the 56 graduates from this programme, 38 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2014		2013		2014		2013	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	38	100%	36	100%	2839	100%	2788	100%
Employed	36	95%	32	89%	2246	79%	2188	78%
Unemployed seeking F/T job	0	0.0%	0	0.0%	9	0.3%	7	0.3%
Further Studies	1	2.6%	1	2.8%	533	19%	541	19%
Emigrated/Returned to home country	1	2.6%	2	5.6%	20	0.7%	21	0.8%
Not seeking F/T job	0	0.0%	1	2.8%	31	1.1%	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	
	2014	2013
May or before	47%	38%
June	57%	46%
July	67%	58%
August	80%	79%
September	90%	79%
October	93%	92%
November	93%	92%
December	97%	96%
January	100%	96%
February	100%	100%

No Response = 5

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	
	2014	2013
Commerce & Industry	88%	84%
Educational Institutions	6.1%	0.0%
Community, Social & Personal Services	6.1%	9.7%
Civil Service	0.0%	6.5%

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*	
	2014	2013	2014	2013	2014	2013	2014	2013
Mean	\$17,117	\$15,813	\$20,291	\$18,778	\$17,753	\$17,462	\$21,265	\$19,547
Median	\$15,000	\$14,000	\$17,200	\$15,000	\$16,125	\$15,000	\$18,000	\$16,000
Minimum	\$12,000	\$10,000	\$5,000	\$5,000	\$12,000	\$11,000	\$5,000	\$5,000
Maximum	\$26,000	\$30,000	\$63,000	\$83,333	\$26,333	\$40,000	\$105,000	\$83,333

* 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	(15%)
Two	9	(33%)
Three	6	(22%)
Four	4	(15%)
Five	2	(7.4%)
Seven	1	(3.7%)
Eight or more	1	(3.7%)

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>
Educational Institutions -	
- The Hong Kong Polytechnic University	- Research Assistant
- The University of Hong Kong	- Research Assistant
Community, Social and Personal Services -	
- Hong Kong Exchanges and Clearing Limited	- Marketing Officer
- Hong Kong Jockey Club	- Channels Management Trainee
Commerce and Industry -	
- AlphaSights Ltd.	- Analyst
- ATAL Engineering Ltd.	- Graduate Trainee
- Bank of China (Hong Kong) Limited	- Management Trainee
- Bank of China (Hong Kong) Limited	- Relationship Manager
- Bank of China (Hong Kong) Limited	- Senior Clerk
- Chanel	- Communication Assistant
- Credit Agricole Corporate & Investment Bank	- Trainee
- DBS Bank (Hong Kong) Limited	- Management Associate
- Dow Jones Publishing Company (Asia), Inc.	- Marketing Assistant
- Fitch Ratings	- Occupation's name not reported
- GRI Group Ltd	- Marketing Executive
- Hang Seng Bank Ltd.	- Management Trainee
- Hong Kong Home	- Project Coordinator
- Hong Kong Television Network Limited	- Marketing Executive
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Analyst
- Hudson Global Resources (Hong Kong) Limited	- Consultant
- Jebsen & Company Limited	- HRIS Analyst
- JPMorgan Chase & Co.	- Analyst
- LVMH Asia Pacific Group	- Human Resources Executive
- Nanyang Commercial Bank, Ltd.	- Assistant Relationship Manager
- Palm Capital Asia Partners Limited	- Marketing and Communication Executive
- Picture This Gallery	- Gallery Assistant
- Samsung Asset Management (Hong Kong) Limited	- Analyst
- Shanghai Commercial Bank Ltd	- Management Trainee
- The Dairy Farm Company Limited	- Graduate Trainee
- The Dairy Farm Company Limited	- Occupation's name not reported
- The Link Real Estate Investment Trust	- Management Trainee
- Organization's name not reported	- Assistant Marketing Manager

No Response = 3

Note: Some of the 2014 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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