

Where did the 2014 BBA(IS) graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2014 to answer the following questions about BBA(IS) 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 41 graduates from this programme, 38 responded to the survey. Their employment situations are listed below.

	BBA(IS)				HKU Overall*			
	2014		2013		2014		2013	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	38	100%	25	100%	2839	100%	2788	100%
Employed	25	66%	19	76%	2246	79%	2188	78%
Unemployed seeking F/T job	0	0.0%	0	0.0%	9	0.3%	7	0.3%
Further Studies	11	29%	5	20%	533	19%	541	19%
Emigrated/Returned to home country	0	0.0%	0	0.0%	20	0.7%	21	0.8%
Not seeking F/T job	2	5.3%	1	4.0%	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.

Where did the 2014 BBA(IS) graduates go?

III. Further Studies

11 graduates proceeded to postgraduate studies. The tables below show the academic programmes that they pursued and their sources of funds.

Field of Study	Academic Programme				
	Ph.D.	Taught Master (Coursework)	Postgraduate Diploma / Certificate	Bachelor's Degree	Sub-degree
Computer Science	1	4	-	1	1
Law	-	-	1	-	-

No Response = 3

Source of Funds	No. of Graduates
Own Funds	8
Government Grant + Loan	1

No Response = 2

Where did the 2014 BBA(IS) graduates go?

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	54%	47%
June	75%	67%
July	75%	80%
August	92%	80%
September	92%	93%
October	96%	93%
November	96%	93%
December	100%	100%
January	100%	100%
February	100%	100%

No Response = 1

V. Employment Sectors

The majority of BBA(IS) graduates were employed in Commerce & Industry, while others were employed in Community, Social & Personal Services and the Civil Service.

Sector	% of graduates	
	2014	2013
Commerce & Industry	92%	94%
Community, Social & Personal Services	4.0%	0.0%
Civil Service	4.0%	5.9%

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VI. Basic Salary and Gross Income

The remuneration received by BBA(IS) graduates is shown below.

	Basic Salary				Gross Income			
	BBA(IS)		HKU Average*		BBA(IS)		HKU Average*	
	2014	2013	2014	2013	2014	2013	2014	2013
Mean	\$16,847	\$17,969	\$20,291	\$18,778	\$17,828	\$18,743	\$21,265	\$19,547
Median	\$15,500	\$13,000	\$17,200	\$15,000	\$15,667	\$14,192	\$18,000	\$16,000
Minimum	\$12,000	\$10,000	\$5,000	\$5,000	\$12,000	\$10,000	\$5,000	\$5,000
Maximum	\$33,333	\$37,000	\$63,000	\$83,333	\$35,000	\$37,000	\$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 BBA(IS) graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	9 (39%)
Two	7 (30%)
Three	7 (30%)

No Response = 2

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VIII. Names of Employers and Job Titles

The job titles of BBA(IS) 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
Community, Social and Personal Services -	
- Hongkong International Theme Parks Limited	- Operations Communications and Special Event Representative
Commerce and Industry -	
- Accenture	- Analyst
- Azeus Systems Limited	- Junior Associate
- Cathay Pacific Airways Limited	- IT Graduate Trainee
- Cathay Pacific Catering Services (H.K.) Ltd.	- Programmer
- Celestica Hong Kong Limited	- Process and Application Associate
- Expedia, Inc.	- Search Engine Associate
- FirsTune Solution Limited	- Programmer
- Hang Seng Bank Ltd.	- Occupation's name not reported
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Analyst Developer
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Analyst Developer
- Hongkong and Shanghai Banking Corporation Limited (The) (HSBC)	- Technical Analyst
- IBM China/Hong Kong Limited	- IT Specialist
- IBM China/Hong Kong Limited	- IT Specialist
- IBM China/Hong Kong Limited	- System Services Representative
- JPMorgan Chase & Co.	- Analyst
- O2O Platform Limited	- Applications Developer
- O2O Platform Limited	- Applications Developer
- Playa Limited	- Business Development Director
- Public Bank (Hong Kong)	- Banking Project Officer
- Shell Hong Kong Limited	- Management Trainee
- South China Group	- Management Trainee
- The Prudential Assurance Company Limited	- Financial Consultant
- Towngas Telecommunications Company Limited	- Graduate Trainee

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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- 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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