

## Where did the 2011 Bachelor of Arts 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 Arts 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 403 graduates from this programme, 373 responded to the survey. Their employment situations are listed below.

	BA				HKU Overall*			
	2011		2010		2011		2010	
	No.	%	No.	%	No.	%	No.	%
<b>No. of respondents</b>	373	100%	394	100%	2878	100%	2812	100%
<b>Employed</b>	311	83%	332	84%	2321	81%	2226	79%
<b>Unemployed seeking F/T job</b>	3	0.8%	1	0.3%	8	0.3%	8	0.3%
<b>Further Studies</b>	51	14%	55	14%	517	18%	541	19%
<b>Emigrated/Returned to home country</b>	3	0.8%	1	0.3%	4	0.1%	7	0.2%
<b>Not seeking F/T job</b>	5	1.3%	5	1.3%	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.

## Where did the 2011 Bachelor of Arts graduates go?

### III. Further Studies

51 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					
	M.Phil.	Taught Master	Postgraduate Diploma / Certificate	Bachelor's Degree	Sub-degree	Others
Arts	9	8	1	-	1	1
Education	-	1	14	-	-	-
Law	-	-	-	1	-	-
Medical Science	-	1	-	-	-	-
Quantity Surveying/Surveying	-	1	-	-	-	-
Social Sciences	-	5	-	-	-	-
Social Work	-	-	1	-	-	-
Urban Planning/Studies	-	1	-	-	-	-

No Response = 6

Source of Funds	No. of Graduates
Full Scholarship	2
Own Funds	22
Scholarship + Teaching Assistantship/Studentship	1
Government Grant + Loan	9
Scholarship + Own Funds	5
Teaching Assistantship/Studentship	6

No Response = 6

## Where did the 2011 Bachelor of Arts 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	
	2011	2010
May or before	25%	21%
June	46%	39%
July	65%	57%
August	81%	78%
September	91%	89%
October	96%	95%
November	97%	98%
December	98%	99%
January	100%	100%
February	100%	100%

No Response = 46

### V. Employment Sectors

The majority of Bachelor of Arts graduates were employed in Commerce & Industry, while others were employed in Educational Institutions, Community, Social & Personal Services and the Civil Service.

Sector	% of graduates	
	2011	2010
Commerce & Industry	61%	65%
Educational Institutions	20%	15%
Community, Social & Personal Services	12%	16%
Civil Service	6.9%	3.0%

No Response = 23

## Where did the 2011 Bachelor of Arts graduates go?

### VI. Basic Salary and Gross Income

The remuneration received by Bachelor of Arts graduates is shown below.

	Basic Salary				Gross Income			
	BA		HKU Average*		BA		HKU Average*	
	2011	2010	2011	2010	2011	2010	2011	2010
<b>Mean</b>	\$12,904	\$11,865	\$17,650	\$16,662	\$13,297	\$12,391	\$18,350	\$17,336
<b>Median</b>	\$12,000	\$11,000	\$15,000	\$13,000	\$12,000	\$11,000	\$15,000	\$13,500
<b>Minimum</b>	\$7,000	\$4,500	\$3,000	\$2,000	\$7,000	\$4,500	\$4,000	\$4,000
<b>Maximum</b>	\$39,000	\$40,000	\$70,000	\$99,999	\$39,000	\$40,000	\$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 Arts graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	98 (41%)
Two	77 (32%)
Three	41 (17%)
Four	10 (4.2%)
Five	5 (2.1%)
Six	1 (0.4%)
Seven	4 (1.7%)
Eight or more	3 (1.3%)

No Response = 58

## Where did the 2011 Bachelor of Arts graduates go?

### VIII. Names of Employers and Job Titles

The job titles of Bachelor of Arts graduates in full-time employment and the names of their employers are listed below.

<u>Employers</u>	<u>Job Titles</u>
<b>Civil Service -</b>	
- HKSAR - Buildings Department	- Executive Officer II
- HKSAR - Civil Aviation Department	- Student Air Traffic Control Officer
- HKSAR - Development Bureau	- Administration Officer
- HKSAR - Education Bureau	- Executive Officer
- HKSAR - Education Bureau	- Teaching Assistant
- HKSAR - Home Affairs Bureau	- Executive Officer II
- HKSAR - Home Affairs Department	- Executive Officer
- HKSAR - Home Affairs Department	- Project Secretary
- HKSAR - Hong Kong Police Force	- Police Inspector
- HKSAR - Hong Kong Police Force	- Police Inspector
- HKSAR - Legislative Council	- Assistant
- HKSAR - Legislative Council	- Assistant Visitor Services Officer
- HKSAR - Legislative Council	- Assistant Visitor Services Officer
- HKSAR - Legislative Council	- Assistant Visitor Services Officer
- HKSAR - Leisure and Cultural Services Department	- Executive Officer II
- HKSAR - Student Financial Assistance Agency	- Executive Officer
- HKSAR - Water Supplies Department	- Public Liaison Officer
- HKSAR Government	- Executive Officer
- Hong Kong Quality Assurance Agency	- Management Trainee
<b>Educational Institutions -</b>	
- Canossa College	- Teaching Assistant
- CCC Kei Chi Secondary School	- Teacher
- CCC Kei Tsun Primary School	- English Teaching Assistant
- CCC Rotary Secondary School	- Activity Organizer
- Champion Private School	- Teacher
- Cheung Chuk Shan College	- Administrative and Teaching Assistant
- City University of Hong Kong	- Research Assistant
- City University of Hong Kong - Chinese Civilisation Centre	- Research Assistant
- Delia Memorial School	- Graduate Master
- Diocesan Boys' School	- Administrative Officer
- Heung To Middle School	- Chinese Teacher
- Heung To Middle School	- Teacher
- HKCCC Union Logos Academy	- Teaching Assistant
- HKCKLA Buddhist Ching Kok Secondary School	- Teaching Assistant
- HKCWC Fung Yiu King Memorial Secondary School	- Teacher
- HKFEW Wong Cho Bau Secondary School	- Certificate Master
- HKFEW Wong Cho Bau Secondary School	- Contract Teacher
- HKFEW Wong Cho Bau Secondary School	- Teacher

## Where did the 2011 Bachelor of Arts graduates go?

- HKFEW Wong Cho Bau Secondary School	- Teacher
- Leung Shek Chee College	- Teaching Assistant
- MFBM Chan Lui Chung Tak Memorial College	- Teaching Assistant
- Ning Po College	- Assistant Teacher
- Notre Dame College	- Graduate Master
- Our Lady of the Rosary College	- Teaching Assistant
- Pui Ching Middle School	- Graduate Master
- Pui Tak Canossian College	- Assistant Teacher
- Rhenish Church Pang Hok Ko Memorial College	- Certificate Master
- RTC Gaia School	- Teacher
- Singapore International School (Hong Kong)	- Classroom Assistant
- Sir Ellis Kadoorie Secondary School (West Kowloon)	- Teaching Assistant
- SKH Lam Kau Mow Secondary School	- Teaching Assistant
- SKH Ling Oi Primary School	- Teaching Assistant
- St. Francis Xavier's College	- Teacher
- St. Margaret's Co-educational English Secondary and Primary School	- English Teacher
- Stewards Pooi Kei College	- Teacher
- The Hong Kong Institute of Education	- Research Assistant
- The University of Hong Kong	- Clerk
- The University of Hong Kong	- Clerk II
- The University of Hong Kong	- Research Assistant
- The University of Hong Kong	- Research Assistant
- The University of Hong Kong	- Research Assistant II
- The University of Hong Kong	- Teaching Demonstrator
- The University of Hong Kong - Libraries	- Occupation's name not reported
- The University of Hong Kong - Office of International Student Exchange	- Clerk II
- WN Kowloon College	- Teaching Assistant
- Yan Chai Hospital Wong Wha San Secondary School	- Teacher
- York English Primary School & Kindergarten	- Administrative Officer
- Yuen Long Merchants Association Secondary School	- Teaching Assistant
- Organization's name not reported	- Administrative Assistant
- Organization's name not reported	- Certificate Master
- Organization's name not reported	- Customer Service Officer
- Organization's name not reported	- Graduate Master
- Organization's name not reported	- Teaching Assistant
- Organization's name not reported	- Temporary Teacher
<b>Community, Social and Personal Services -</b>	
- Aberdeen Kai-Fong Welfare Association Social Service Centre	- Administrative Assistant
- Bonhams Hong Kong	- Customer Account Officer
- Castle Peak Hospital	- Hospital Administrative Officer
- DAAD Information Centre Hong Kong and Macau	- Education Officer
- EVI Services Limited	- Editor
- Family Learning Association Ltd.	- Education Consultant
- Favour Education Centre	- Tutor
- Friends of Shantou University Limited	- Project Assistant
- Hong Kong Arts Festival Society Limited	- Customer Service Officer
- Hong Kong Marriage Registry Centre	- Operator
- Hong Kong Trade Development Council	- Project Executive

## Where did the 2011 Bachelor of Arts graduates go?

- Hong Kong Trade Development Council	- Web Editor
- Hong Kong Trade Development Council	- Occupation's name not reported
- Hongkong-Asia Exhibition (Holdings) Limited (HKAE)	- Marketing Executive
- Korea Business Centre (Hong Kong)	- Exhibition Helper
- Learning Plus Language Centre	- Course Administrator
- Lutheran Church Hong Kong Synod	- Teacher
- Nebula Group Ltd.	- Administrative Executive
- New Bond International Culture Development Limited	- English Editor
- NTK Academic Group	- Chinese Teacher
- Smart Education Co. Ltd.	- Marketing Executive
- Society of Genesis	- Tutor
- Soka Gakkai International Hong Kong	- Editor
- Teach Unlimited Foundation	- Program Mentor
- The Hong Kong Institute of Architects	- Administrative Assistant
- United Nations Educational Scientific and Cultural Organization	- Project Associate
- Triple Q Creative Learning Center	- Tutor
- Wan Fung Art Gallery	- Gallery Assistant
- Wise Children Education Centre	- Chinese Teacher
- Wise Children Education Centre	- Chinese Teacher
- Woofer Ten	- Programme Officer
- Organization's name not reported	- Assistant Research Officer
- Organization's name not reported	- Language Tutor
<b>Commerce and Industry -</b>	
- 21Concepts Ltd.	- Editorial Assistant
- Active & Independent Education Limited	- Content Developer
- AEON Group	- Management Trainee
- Aristo Educational Press Ltd.	- Assistant Editor
- Atos	- Service Control Officer
- AWTC (Lo & Lam) Consultancies Limited	- Account Executive
- Bank of China International Holdings Limited	- Analyst
- Bank of Communications	- Counter Service Officer
- BEAUHORSE Professional Translation Limited	- Translator
- C A Design	- Senior Account Executive
- C2 Q's Production	- Director
- Canon Electronic Business Machines (H.K.) Co., Ltd.	- Product Planning Coordinator
- Cargo Services Far East Limited	- Corporate Marketing Communication Officer
- Cathay Holidays Limited	- Product Procurement Officer
- Cathay Pacific Airways Limited	- Customer Service Officer
- Cathay Pacific Airways Limited	- Customer Service Officer
- Cathay Pacific Airways Limited	- Flight Attendant
- Cathay Pacific Airways Limited	- Flight Attendant
- Cathay Pacific Airways Limited	- Flight Attendant
- Cathay Pacific Airways Limited	- Flight Attendant
- Cathay Pacific Airways Limited	- Flight Attendant
- Cathay Pacific Catering Services (H.K.) Ltd.	- Pricing and Menu Planning Officer
- Chambers of Ronny Wong, S.C.	- Legal Secretary
- Compass Offices	- Client Assistant
- Concierge Co.,Ltd. (HK)	- Account Executive

## Where did the 2011 Bachelor of Arts graduates go?

- Consulate General of Venezuela in Hong Kong	- Executive Officer
- Crédit Agricole Corporate and Investment Bank	- Trade Finance Operation Trainee
- Crystal Rise Jewellery Ltd.	- Sales Executive
- CWCC	- Secretary
- DFS Hong Kong Limited	- Management Trainee
- DMPlus	- Copywriter
- EGL Tours Company Limited	- Graduate Trainee
- Fuji Xerox Far East Limited	- Assistant Strategic Planning Officer
- German Consulate General Hong Kong	- Executive Assistant
- GL events Hong Kong Ltd	- Assistant Hospitality Manager
- Global Business Institute	- Secretary
- Goodwill Management Limited	- Assistant Centre Officer
- Goodwill Management Limited	- Assistant Centre Officer
- GP Electronics(HK) Limited	- Sales Executive
- Group Buyer	- Marketing Consultant
- Guang Yi Company Limited	- Business Development Executive
- Hankyu Hanshin Express Co.,Ltd.	- Coordinator
- Hong Kong Dragon Airlines Limited	- Flight Attendant
- Hong Kong Dragon Airlines Limited	- Flight Attendant
- Hong Kong Express Airways Limited	- Flight Attendant
- Hongkong and Shanghai Banking Corporation Limited (HSBC)	- Customer Care Officer
- Hongkong and Shanghai Banking Corporation Limited (HSBC)	- Partner Management Officer
- Hongkong and Shanghai Banking Corporation Limited (HSBC)	- Temporary Analyst
- Hongkong and Shanghai Banking Corporation Limited (HSBC)	- Temporary Analyst
- Hongkong and Shanghai Banking Corporation Limited (HSBC)	- Occupation's name not reported
- HSBC Institutional Trust Services (Asia) Limited	- Client Service Officer
- Human Dynamic	- Customer Service Executive
- I.T.	- Merchandising Assistant
- iMusic Tech Ltd.	- Marketing Executive
- Industrial and Commercial Bank of China (Asia) Limited	- Personal Banking Trainee
- Itochu Textile Prominent (Asia) Limited	- Assistant Officer
- J. Walter Thompson (JWT)	- Account Executive
- Jardine Airport Services Limited	- Passenger Services Agent
- JCDecaux Pearl & Dean Ltd.	- Sales Service Executive
- Joyce Horn Fashion Limited	- Assistant Merchandiser
- JTB Hong Kong Ltd.	- Operation Clerk
- JTB Hong Kong Ltd.	- Occupation's name not reported
- Kai Shing Management Services Limited	- Property Officer Trainee
- Kanematsu Textile (HK) Ltd.	- Executive Assistant
- Kaylie Business Solutions Co., Ltd.	- Occupation's name not reported
- Keyoung Information Ltd.	- Translator
- KOKUYO International Asia Co., Ltd.	- Sales & Marketing Executive
- KPMG	- Accountant
- Lightspeed Research Hong Kong Ltd.	- Panel Operation Associate
- L'Oréal Hong Kong Ltd.	- Graduate Marketing Trainee
- Makita Power Tools (HK) Ltd.	- Sales Coordinator
- McDonald's	- Management Trainee
- MediAdvertising (HK) Limited	- Public Relation & Marketing Executive
- Medi-Lan Limited	- Japanese Dubbing Assistant
- Melchers (Hong Kong) Limited	- Occupation's name not reported



## Where did the 2011 Bachelor of Arts graduates go?

- Metro Broadcast Corporation Limited	- Cooperation Officer
- Metro Publishing HK Ltd.	- Editor
- Ming Pao Group	- Assistant Web Editor
- Morgan McKinley	- Researcher
- Morgan Stanley	- Administrative Officer
- MRRM Publishing Ltd.	- Assistant Editor
- MRRM Publishing Ltd.	- Assistant Editor
- New World Development Company Limited	- Management Trainee
- Nitto Denko (HK) Co., Ltd.	- Sales Representative
- now TV	- Writer
- Nuance-Watson (HK) Limited	- Store Management Trainee
- Okasan International(Asia) Limited	- Assistant Manager
- OMD Hong Kong	- Buyer
- OMD Hong Kong	- Digital Executive
- Oriental Press Group	- Editor
- Oriental Press Group	- Reporter
- Oriental Press Group	- Reporter
- Oxford University Press (China)	- Assistant Editor
- Pan Lloyds Publisher Co. Ltd.	- Assistant Editor
- Panasonic Electric Works (Hong Kong) Co. Ltd.	- Sales Coordinator
- Pearson Education Asia Limited	- Editor
- Pearson Education Asia Limited	- Project Assistant
- Phillip Securities Group	- Dealer
- Phoenix Satellite Television Company Limited	- Assistant
- Pias Intercosmex (Hong Kong) Co Ltd.	- Marketing Assistant
- Porda Havas International Finance Communications Group	- Account Coordinator
- Porda Havas International Finance Communications Group	- Financial Public Relation Officer
- PricewaterhouseCoopers Limited	- Assurance Associate
- PricewaterhouseCoopers Limited	- Tax Associate
- Pridea Communications Limited	- Public Relation Associate
- Quam (H.K.) Limited	- Investor Relations Executive
- Ralph Lauren Asia Pacific Limited	- Business Analyst
- Recruit Express (Hong Kong)	- Consultant
- Red Stone Global Investment Limited	- Senior Business Consultant
- Redder Door Limited	- Copywriter
- Sanyei Corporation Hong Kong Limited	- Assistant Merchandiser
- Serendipity House Limited	- Brand Executive
- Session and Beauty	- Occupation's name not reported
- Sevc Network Limited	- Editor
- Shanghai Dorlink Architectural Technologies Co.,Ltd.	- Sales Executive
- Sino Group	- Assistant Property Officer
- Six Hong Kong Limited	- Sales Representative
- SmarTone Mobile Communications Limited	- Occupation's name not reported
- SML	- Sales
- Standard Chartered Bank (Hong Kong) Limited	- New Business Executive
- Swindon Books Co. Ltd.	- Project Assistant
- Sylebra HK Company Limited	- Office Manager
- Television Broadcasts Limited	- Creative Trainee
- Television Broadcasts Limited	- Sub-Editor
- Tesco plc	- Graduate Trainee

## Where did the 2011 Bachelor of Arts graduates go?

- The Hong Kong Delivery Company Ltd.	- Occupation's name not reported
- The Link Management Limited	- Management Trainee
- The Mozz Limited	- Event Coordinator
- The Nielsen Company	- Coordinator / Data Acquisition
- Tin Hang Publishing	- Assistant Editor
- Tokyo Bijutsu	- Sales Coordinator
- TOM Group Limited	- Assistant Officer
- Towerlink Co., Ltd.	- Translator
- Tricor Services Limited	- Company Secretarial Associate
- Tricor Services Limited	- Company Secretarial Associate
- UBS	- Receptionist
- Uniged Partner Asia	- Assistant Accountant
- Viewpoint	- Customer Support Executive
- Vision PR & Promotions Ltd.	- Account Executive
- Watami (China) Co., Ltd.	- Human Resources Officer
- Watsons Water	- Marketing Executive
- Weber Shandwick	- Account Coordinator
- Weber Shandwick	- General Officer
- Well Born Real Estate Management Ltd.	- Officer Trainee
- Wing On Travel	- Assistant Customer Service Officer
- Wisers Information Limited	- Information Officer
- Wood Fashion Limited	- Website Designer
- Yao Shun Language Services Limited	- Translator
- Organization's name not reported	- Administrative Officer
- Organization's name not reported	- Beauty Trainee
- Organization's name not reported	- Clerk
- Organization's name not reported	- Customer Service Officer
- Organization's name not reported	- Executive Assistant
- Organization's name not reported	- Executive Trainee
- Organization's name not reported	- Fund Service Officer
- Organization's name not reported	- Ground Crew
- Organization's name not reported	- Investment Officer
- Organization's name not reported	- Sales Assistant
- Organization's name not reported	- Sales Coordinator
- Organization's name not reported	- Secretary
- Organization's name not reported	- Secretary
- Organization's name not reported	- Secretary
- Organization's name not reported	- Translator
- Organization's name not reported	- Training Executive
<b>Others -</b>	
- Organization's name not reported	- Flight Attendant
- Organization's name not reported	- Management Trainee

No Response = 25

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 Arts graduates go?

- IX.** Similar information on graduates from other disciplines is available for reference in the Careers Library.  
Please contact CEDARS for further details.

Centre of Development and Resources for Students (CEDARS)  
3/F Wong Chuang Lai Wah Building  
Meng Wah Complex  
The University of Hong Kong  
Pokfulam Road  
Hong Kong

Telephone : 2859 2314  
Fax : 2559 5238  
E-Mail : [ges@cedars.hku.hk](mailto:ges@cedars.hku.hk)  
Homepage : <http://cedars.hku.hk/>

Opening Hours : Monday - Thursday (9:00 a.m. to 5:45 p.m.)  
Friday (9:00 a.m. to 6:00 p.m.)  
Saturday (9:00 a.m. to 1:00 p.m.)

Herman Chan  
Director of Careers and Placement

May 2012

The analysis is based on information provided by the respondents, and CEDARS  
should not be held responsible for any errors arising therefrom.

No part of this report may be reproduced in any form or by whatever means,  
unless with written permission from the Director of Careers and Placement,  
The University of Hong Kong