

# Where did the 2001 Bachelor of Business Administration graduates go?

## I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2001 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 2001

Of the 34 graduates from this programme, 21 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2001		2000		2001		2000	
	No.	%	No.	%	No.	%	No.	%
<b>No. of respondents</b>	21	100%	13	100%	2356	100%	2575	100%
<b>Employed</b>	18	86%	11	85%	1775	75%	2030	79%
<b>Unemployed seeking F/T job</b>	0	0%	0	0%	83	3.5%	59	2.3%
<b>Further Studies</b>	2	9.5%	1	7.7%	473	20%	461	18%
<b>Emigrated/Returned to home country</b>	0	0%	0	0%	1	0.1%	2	0.1%
<b>Not seeking F/T job</b>	1	4.8%	1	7.7%	24	1.0%	23	0.9%

\* HKU Overall refers to the figure for the total HKU population and includes M.B.,B.S. and B.D.S. graduates.

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### III. Further Studies

2 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
	Master (Coursework)
Urban Planning/Studies	1
Others	1

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

### 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	
	2001	2000
May or before	28%	30.0%
June	50%	48.0%
July	83%	70.0%
August	83%	78.0%
September	89%	91.0%
October	100%	100.0%

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### V. Employment Sectors

The majority of Business Administration graduates were employed in Commerce & Industry, while others were employed in Educational Institutions and the Civil Service.

Sector	% of graduates	
	2001	2000
Commerce & Industry	89%	91%
Educational Institutions	5.6%	0%
Civil Service	5.6%	0%
Community, Social and Personal Service	0%	9%

### VI. Basic Salary and Gross Income

The remuneration received by Business Administration graduates is shown below.

	Basic Salary				Gross Income			
	BBA		HKU Average*		BBA		HKU Average*	
	2001	2000	2001	2000	2001	2000	2001	2000
<b>Mean</b>	\$12,150	\$11,856	\$15,327	\$14,125	\$13,176	\$12,795	\$16,152	\$15,448
<b>Median</b>	\$11,330	\$11,700	\$12,200	\$12,000	\$12,458	\$12,675	\$13,217	\$13,000
<b>Minimum</b>	\$8,500	\$10,000	\$2,000	\$1,300	\$9,000	\$10,600	\$5,000	\$3,000
<b>Maximum</b>	\$19,000	\$15,000	\$45,000	\$58,000	\$20,500	\$17,500	\$49,000	\$74,967

\* 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 Business Administration graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	3 (17%)
Two	5 (28%)
Three	7 (39%)
Four	2 (11%)
Eight or more	1 (5.6%)

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### VIII. Names of Employers and Job Titles

The job titles of Business Administration 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 - Trade and Industrial Department	- Assistant Trade Officer
<b>Educational Institutions -</b>	
- The University of Hong Kong	- Research Assistant II
<b>Commerce and Industry -</b>	
- Birdland (Hong Kong) Ltd	- Human Resources Assistant
- Cathay Pacific Catering Services (HK) Ltd	- Management Trainee
- Dah Chong Hong Ltd	- Trading Officer
- Goirdano	- Administration Management Trainee
- Hong Kong Broadband Network Ltd	- Customer Service Executive
- Microsoft Hong Kong Ltd	- Web Marketing Specialist
- Nanyang Commercial Bank Ltd	- Officer Trainee
- Nestle Hong Kong Ltd	- Executive Trainee
- PricewaterhouseCoopers	- Associate
- Pura Pharm International (HK) Ltd	- Marketing Executive
- Shell Hong Kong Ltd	- Brand & Communication Executive
- South China Morning Post Ltd	- Cadet Reporter
- Standard Chartered Bank	- Management Trainee
- Sun Logistics Company Ltd	- Management Trainee
- Tiglion Travel Co	- Assistant Travel Consultant
- Unilever Hong Kong Ltd	- Marketing Executive

Note: Some of the 2001 graduates indicated willingness to talk to individual students about their work. Contact numbers can be obtained from counsellors at the CePc.

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THE UNIVERSITY OF HONG KONG



Careers Education and Placement Centre

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

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The analysis is based on information provided by the respondents, and the Careers Education & Placement Centre should not be held responsible for any errors arising therefrom.

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