

Where did the 2002 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2002 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 2002

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

	BBA				HKU Overall*			
	2002		2001		2002		2001	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	38	100%	21	100%	2139	100%	2356	100%
Employed	34	89%	18	86%	1546	72%	1775	75%
Unemployed seeking F/T job	0	0%	0	0%	18	0.8%	83	3.5%
Further Studies	4	11%	2	9.5%	554	26%	473	20%
Emigrated/Returned to home country	0	0%	0	0%	3	0.1%	1	0.1%
Not seeking F/T job	0	0%	1	4.8%	18	0.8%	24	1.0%

* 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

4 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)	Postgraduate Certificate
Business Administration/Management	1	-
Education	-	1

No Response = 2

Source of Funds	No. of Graduates
Own Funds	3

No Response = 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	
	2002	2001
May or before	31%	28%
June	45%	50%
July	55%	83%
August	79%	83%
September	93%	89%
October	97%	100%
November	100%	100%

No Response = 5

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V. Employment Sectors

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

Sector	% of graduates	
	2002	2001
Commerce & Industry	82%	89%
Civil Service	9.1%	5.6%
Educational Institutions	6.1%	5.6%
Community, Social & Personal Services	3.0%	0%

No Response = 1

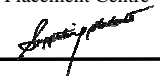
VI. Basic Salary and Gross Income

The remuneration received by Bachelor of Business Administration graduates is shown below.

	Basic Salary				Gross Income			
	BBA		HKU Average*		BBA		HKU Average*	
	2002	2001	2002	2001	2002	2001	2002	2001
Mean	\$10,347	\$12,150	\$13,507	\$15,327	\$10,951	\$13,176	\$14,410	\$16,152
Median	\$9,200	\$11,330	\$10,300	\$12,200	\$10,000	\$12,458	\$11,000	\$13,217
Minimum	\$6,000	\$8,500	\$2,000	\$2,000	\$6,500	\$9,000	\$2,000	\$5,000
Maximum	\$18,111	\$19,000	\$75,000	\$45,000	\$19,283	\$20,500	\$95,833	\$49,000

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

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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	9 (30%)
Two	15 (50%)
Three	3 (10%)
Four	2 (6.7%)
Seven	1 (3.3%)

No Response = 4

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>
Civil Service -	
- HKSAR - Home Affairs Department	- Assistant
- HKSAR - Home Affairs Department	- Executive Officer
- HKSAR - Labour Department (Labour Relations Divison)	- Programme Officer
Educational Institutions -	
- Hong Kong University of Science & Technology - Center for Enhanced Learning & Teaching	- Project Assistant
- Lui Ming Choi Lutheran College	- Teacher
Community, Social and Personal Services -	
- Global Higher Education Ltd	- Education Consultant
Commerce and Industry -	
- Abercrombie & Kent Hong Kong Ltd	- Trainee
- Aegis Engineering Co. Ltd.	- Management Trainee
- American Express Int'l Inc	- Customer Service Associate
- Big Fair	- Secretary
- Challenger Services Ltd	- Marketing Executive

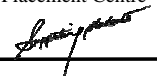
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- Direct Marketing of Asia Limited	- Project Executive
- Eltop Development (China) Ltd	- Marketing Executive
- Eriss & Co Ltd	- Management Trainee
- Grey Worldwide Advertising	- Account Executive
- Harbour City Management Limited	- Trainee
- Harriman Leasing Limited	- Trainee
- Johnson & Johnson (Hong Kong) Ltd	- Sales Executive
- Ketchumnew Scan	- Accounting Executive
- Liu Chong Hing Bank Limited	- Executive Trainee
- P & G	- Assistant Brand Manager
- PCCW	- Sales Management Graduate Trainee
- PricewaterhouseCoopers	- Occupation's name not reported
- Sincere Company Limited	- Management Trainee
- Sun Hung Kai Properties Limited	- Management Trainee
- Supermedia Holding Company Limited	- Marketing Communication Executive
- The Apparel Ltd	- Management Trainee
- The Hong Kong and China Gas Co. Ltd	- Trainee-Graduate Internship
- Topsearch Printed Circuits (HK) Limited	- Marketing Executive
- YesAsia.com	- Business Assistant
- Organization's name not reported	- Assistant Marketing Manager
- Organization's name not reported	- Composer

No Response = 2

Note: Some of the 2002 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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- 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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