

Where did the 2004 Bachelor of Arts graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2004 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 2004

Of the 432 graduates from this programme, 412 responded to the survey. Their employment situations are listed below.

	BA				HKU Overall*			
	2004		2003		2004		2003	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	412	100%	447	100%	2361	100%	2364	100%
Employed	277	67%	264	59%	1787	76%	1712	72%
Unemployed seeking F/T job	5	1.2%	4	0.9%	15	0.6%	7	0.3%
Further Studies	120	29%	174	39%	531	22%	625	26%
Emigrated/Returned to home country	2	0.5%	0	0%	7	0.3%	3	0.1%
Not seeking F/T job	8	1.9%	5	1.1%	21	0.9%	17	0.7%

* 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

120 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.	M.Phil.	Master (Coursework)	Postgraduate Certificate	Bachelor's Degree	Advanced Diploma / Diploma
Arts	1	11	13	5	-	-
Business Administration/Management	-	-	1	-	-	1
Education	-	-	-	62	-	-
Law	-	-	1	-	1	-
Social Sciences	-	1	1	-	-	-
Urban Planning/Studies	-	-	6	-	-	-
Others	-	3	3	2	-	-

No Response = 8

Source of Funds	No. of Graduates
Full Scholarship	1
Own Funds	65
Scholarship+Teaching Assistantship/Studentship	1
Government Grant + Loan	31
Scholarship + Own Funds	2
Teaching Assistantship/Studentship	13

No Response = 7

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	
	2004	2003
May or before	20%	11%
June	51%	33%
July	73%	54%
August	86%	75%
September	93%	90%
October	97%	94%
November	100%	99%
December	100%	100%

No Response = 44

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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	
	2004	2003
Commerce & Industry	84%	77%
Educational Institutions	8.3%	9.5%
Community, Social & Personal Services	6.6%	9.5%
Civil Service	1.3%	3.9%

No Response = 36

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*	
	2004	2003	2004	2003	2004	2003	2004	2003
Mean	\$9,451	\$8,981	\$12,550	\$12,545	\$10,137	\$9,453	\$13,374	\$13,470
Median	\$9,000	\$8,500	\$10,000	\$9,500	\$9,775	\$8,750	\$10,292	\$10,000
Minimum	\$3,800	\$4,500	\$3,000	\$3,000	\$5,000	\$4,500	\$3,500	\$3,000
Maximum	\$27,308	\$20,000	\$55,000	\$60,000	\$27,308	\$30,000	\$62,500	\$60,000

* 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 Arts graduates is shown in the following table.

No. of job offers received	No. of graduates (% of graduates)
One	60 (28%)
Two	60 (28%)
Three	57 (26%)
Four	16 (7.4%)
Five	13 (6.0%)
Six	4 (1.9%)
Seven	1 (0.5%)
Eight or more	5 (2.3%)

No Response = 48

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>
Civil Service -	
- HKSARG - Financial Services and the Treasury Bureau	- Administrative Officer
- HKSARG - Judiciary	- Judiciary Executives
- HKSARG - Social Welfare Department	- Occupation's name not reported
Educational Institutions -	
- Hong Kong Institute of Continuing Education	- Programme Administrator
- Jimmy International Nursery & Kindergarten	- Teacher
- Jockey Club Ti - I College	- Warden
- Ma Ko Pan Memorial Secondary School	- English Teacher
- Smile Technologies Ltd.	- Executive Assistant
- St Margret's Co-educational English Secondary & Primary School	- Music Teacher

Where did the 2004 Bachelor of Arts graduates go?

- The Chinese Foundation Secondary School	- Teaching Assistant
- The Hong Kong Institute of Education	- Research Assistant
- The University of Hong Kong	- Research Assistant
- The University of Hong Kong - China Affairs Office	- Clerk
- The University of Hong Kong - China Affairs Office	- Clerk
- The University of Hong Kong - Department of Architecture	- Research Assistant
- The University of Hong Kong - Department of Japanese Studies	- Research Assistant
- The University of Hong Kong - School of Professional and Continuing Education	- Executive Assistant
- The University of Hong Kong - School of Professional and Continuing Education	- Executive Assistant
- Vocational Training Council	- Public Relation Executive
- Wai Kiu College	- Teaching Assistant
- Organization's name not reported	- Teacher
- Organization's name not reported	- Teaching Assistant
Community, Social and Personal Services -	
- Autism Partnership Ltd	- Program Specialist
- Classroom Publications Ltd	- Administrative Assistant
- Ever Learning Educational Company	- Teaching and Administrative Trainee
- Free Walker	- Editor
- Hospital Authority - Prince of Wales Hospital	- Temporary Technical Services Assistant
- Medical Consultation Co.	- Customer Service (Interpreter)
- Moral Education	- Programme Officer
- Ocean Tutorial Centre Limited	- Management Trainee
- Paris Piano. Co	- Piano Teacher
- Po Leung Kuk	- Instructor
- Retina Hong Kong	- Information & Promotion Officer
- The Hong Kong Federation of Youth Groups	- Development Officer
- Tomorrow Tutorial School	- Occupation's name not reported
- Trade Development Council	- Executive Assistant
- Organization's name not reported	- Accountant Clerk

Where did the 2004 Bachelor of Arts graduates go?



Commerce and Industry -

- | | |
|--|---|
| - AEON Stores (Hong Kong) Co. Limited | - Management Trainee |
| - Aristo Educational Press Ltd | - Assistant Editor |
| - AS Watson Group (ParknShop) | - Customer Service Coordinator |
| - Asia Television Ltd | - Commercial Vetting Executive |
| - Baleno Kingdom Limited | - Management Trainee |
| - Brilliant Art Publishing Ltd | - Editor |
| - Bureau Veritas Consumer Products Services (HK) Ltd | - Contract Coordinator |
| - Bureau Veritas Hong Kong Limited | - Coordinator |
| - C Group HK Limited | - Project Coordinator (French Speaking) |
| - Cable TV | - Script Writer |
| - Capital Advertising Ltd | - Account Executive |
| - Carn Brea Co Ltd | - Marketing Secretary |
| - Cathay Pacific Airways | - Cabin Crew |
| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Flight Attendant |
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| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Flight Attendant |
| - Cathay Pacific Airways | - Occupation's name not reported |
| - Cathay Pacific Airways | - Occupation's name not reported |
| - Celestial Pictures Limited | - Distribution Assistant |
| - Celestial Pictures Limited | - Service Assistant |
| - Celestial Pictures Limited | - Translator |
| - Celine Hong Kong Ltd | - Occupation's name not reported |
| - CentaPro International Limited | - Translation Officer |
| - Chiang Chen Industry Charity Foundation | - Project Assistant |
| - Citic Ka Wah Bank | - Customer Services Representative |
| - CITIC Research (HK) Limited | - Service Officer |
| - Citysuper Limited | - Customer Service Officer |
| - Classroom Publications Ltd | - Assistant English Editor |
| - Classroom Publications Ltd | - Assistant English Editor |
| - Classroom Publications Ltd | - English Editor |
| - Commercial Radio HK Ltd. | - Creative Assistant |
| - Correct Textile Production (HK) Ltd | - Assistant to Director |
| - Creative Property Services Consultants | - Property Officer |
| - CSXWorld Terminals Asia Ltd | - Human Resources Officer |



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- Dah Sing Bank	- Customer Service Representative
- Deacons	- Legal Clerk
- Deutsch Welle	- Editor
- DHC Hong Kong Limited	- Customer Officer
- DHC Hong Kong Limited	- Customer Service Officer
- Educational Publishing House Ltd.	- Assistant Editor
- Elite Century Electronics Ltd.	- Project Coordinator
- Ernst & Young	- Staff Accountant
- Euromoney Publications (Jersey) Ltd	- Event Co-ordinator
- Fountain Set (Holdings) Limited	- Trainee
- Fulldiamond Ltd	- Executive
- Gainteck Enterprise Ltd.	- Research Officer
- Gigi Leather Goods Limited	- Assistant Merchandiser
- Global Tech (Holdings) Limited	- Legal Assistant
- Gold Insignia Electronics Co Ltd	- Customer Service Coordinator
- Golden Power Corporation Limited	- Marketing Assistant
- Grand Plaza Apartments (Hang Lung Properties)	- Clerk
- Gucci Group (HK) Ltd	- Sales Associate
- Hang Seng Bank	- Financial Services Trainee
- Hecny Shipping Limited	- Executive Trainee
- Hing Lung Food Ltd	- Administrative Assistant
- Hipce Limited	- Marketing Secretary
- Hong Kong Air Cargo Terminal Limited (Hactl)	- Supervisor Trainee
- Hong Kong Air Cargo Terminals Limited	- Supervisor Trainee
- Hong Kong Delivery Co Ltd	- Customer Service Executive
- Hong Kong Dragon Airlines Limited	- Management Trainee
- Hong Kong Economic Times	- Reporter
- HSBC	- Officer
- Hutchison Global Communications Limited	- Business Sales Executive
- Inform Advertising Co. Ltd	- Junior Designer
- Innovation Trading Ltd	- Project Coordinator
- Jardine Airport Services Limited	- Air Hostess
- Jardine Airport Services Limited	- Passenger Services Agent
- Jardine Airport Services Limited	- Passenger Services Agent
- Jardine Aviation Services Group	- Customer Service Officer
- JCDetaux Pearl & Dean	- Sales Executive
- Jetum Communication Consultant	- Public Relation Co-ordinator
- Jusco	- Management Trainee
- Katri Asia Company Limited	- Logistic Officer
- Kids II Far East Limited	- Administrative Assistant
- Kingfisher Asia Limited	- Assistant Supply Chain Analyst
- Kokuyo International Asia Co Ltd	- Sales Assistant
- Konishi M&E Limited	- Customer Support Co-operator
- Kwai Fung Hin Art Gallery	- Gallery Assistant

Where did the 2004 Bachelor of Arts graduates go?

- Langham Place Hotel	- Concierge
- LCD Fashion	- Assistant Merchandiser
- Li & Fung (Trading) Ltd	- Management Trainee
- Liu Chong Hing Bank	- Executive Trainee
- Llyods Engineering Limited	- Editor
- Lotus Tours Limited	- Administrative Officer
- Lotus Tours Limited	- Officer
- LVMH Group	- Management Trainee
- LVMH Group	- Sales Assistant
- MBK Food Company Ltd	- Translator
- McDonald's Restaurants (Hong Kong) Limited	- Management Trainee
- McDonald's Restaurants (Hong Kong) Limited	- Manager Trainee
- McDonald's Restaurants (Hong Kong) Limited	- Store Manager Trainee
- Midland Realty	- Property Consultant
- Mitsubishi Electric (HK) Ltd	- Public Relationship Officer
- Netraco (Hong Kong) Ltd	- Assistant Merchandiser
- New World Renaissance Hotel	- Guest Service Officer
- NKK Switches Hong Kong	- Shipping Clerk
- Occasions PR & Marketing Ltd	- Account Coordinator
- Olympus Hong Kong and China Ltd	- Purchaser
- One Group Ltd	- Reporter
- Page One	- Shop Assistant
- Paragon Language Consultancy Company	- Translator
- Paxar Far East Ltd	- Customer Service Representative
- Paxar Far East Ltd	- Customer Service Representative
- Pioneer HK	- Buyer
- Pizza Hut Management Hong Kong Ltd	- Human Resources Clerk
- PNJ Co. (Subsidiary of KarChian)	- Clerk
- Polarline Development Limited (POAD)	- Account Executive
- Pop Art Group	- Editorial Trainee
- Porta Power (HK) Limited	- Marketing Assistant
- Porta Power (HK) Limited	- Marketing Assistant
- PR Concepts Company Limited	- Account Executive
- PR Concepts Company Limited	- Account Executive
- Premier Management Services	- Concierge
- PricewaterhouseCoopers	- Associate
- Pro Standard Paper Co. Ltd	- Sales Clerk
- Qantas Airways Limited	- Freight Officer
- R.E Lee International Ltd	- Marketing Trainee
- Red Corporation Limited	- Writer
- Regal Printing	- Customer Services Officer
- Rocky Canada (HK) Limited	- Office Assistant

Where did the 2004 Bachelor of Arts graduates go?



- Sa Sa Cosmetics Co. Ltd	- Human Resources Assistant
- Sanyei Corporation Hong Kong Ltd	- Merchandizing Clerk
- Sanyo Semiconductor (HK) Co Ltd	- Sales Assistant
- Shanghai Commercial Bank	- Security Trader
- Silla International Limited	- Marketing Executive
- Sing Tao Newspaper Group Ltd	- Reporter
- Sing Tao Newspaper Group Ltd	- Occupation's name not reported
- Sino Group	- Assistant Officer
- Sinopix Photo Agency Limited	- Photo Library & Office Assistant
- SOGO Hong Kong Co Ltd	- Management Trainee
- Soutions Advertising and RP Ltd	- Business Development Executive
- South Asia Knitting Factory Ltd	- Merchandising Trainee
- South China Media Limited	- Assistant Editor
- South China Media Limited	- Assistant Editor
- South China Media Limited	- Reporter
- South China Morning Post	- Reporter
- South Ocean Knitters Limited	- Management Trainee
- Standard Chartered Bank (Hong Kong) Limited	- Direct Sales Manager
- State-of-the-Arts Gallery Limited	- Gallery Manager
- Sun Hung Kai Financial Group	- Manager
- Supreme Management Services Limited	- Concierge
- Swarovski	- Customer Service executive
- Synergis Management Services Limited	- Assistant Estate Officer
- Tankan Technology Ltd	- Marketing Executive
- Telecom Service Network Limited	- Assistant Officer
- Television Broadcasts Limited	- Assistant Program Officer
- The Bauhinia Management Ltd	- Management Trainee
- The Hong Kong & China Gas Co. Ltd	- Graduate Trainee
- The Law's Group Run Wide Ltd.	- Management Trainee
- The Plough Bookshop	- General Manager
- The Royal Garden	- Human Resources Assistant
- Timtraco Limited	- Marketing Secretary
- Today's Living Magazine	- Reporter
- TOMIS Hong Kong Limited	- Sales Assistant
- Tung Tung Food Manufacturing	- Administrative Assistant
- UBS AG Hong Kong	- Intern
- UFJ Bank Limited	- Assistant Officer
- UFJ Bank Limited	- Assistant Officer
- Universal Plastic	- Customers Service Executive
- Waigo Model Hobbies Ltd.	- Clerk
- Warner Brothers	- Assistant to Director
- WEM Technology Ltd	- Management Trainee
- Wessen	- Secretary
- Wing Hung Printing Ltd	- Customer Service
- Wolfman Jack Entertainment (HK) Limited	- Production Assistant
- Wonderful Sky Limited	- Account Executive
- Yahoo	- Web Editor

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- Organization's name not reported	- Account Manager
- Organization's name not reported	- Administrative Assistant
- Organization's name not reported	- Assistant
- Organization's name not reported	- Clerk
- Organization's name not reported	- Clerk
- Organization's name not reported	- Corporate Communication Trainee
- Organization's name not reported	- Customer Service Officer
- Organization's name not reported	- Editor
- Organization's name not reported	- Engineer
- Organization's name not reported	- Legal Executive
- Organization's name not reported	- Marketing Assistant
- Organization's name not reported	- Merchandiser
- Organization's name not reported	- Operational Manager
- Organization's name not reported	- Passenger Agent Officer
- Organization's name not reported	- Retail Sales
- Organization's name not reported	- Salesperson
- Organization's name not reported	- Temporary Interpreter
Others -	
- Organization's name not reported	- Consultant
- Organization's name not reported	- Data Entry Clerk
- Organization's name not reported	- Education Consultant
- Organization's name not reported	- Management Trainee
- Organization's name not reported	- Marketing Executive
- Organization's name not reported	- Reporter
- Organization's name not reported	- Security Trader
- Organization's name not reported	- Staff Assistant

No Response = 28

Note: Some of the 2004 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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Careers Education and Placement Centre

- 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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April 2005

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