

## Where did the 2004 Bachelor of Business Administration 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 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 2004

Of the 52 graduates from this programme, 48 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2004		2003		2004		2003	
	No.	%	No.	%	No.	%	No.	%
<b>No. of respondents</b>	48	100%	44	100%	2361	100%	2364	100%
<b>Employed</b>	45	94%	40	91%	1787	76%	1712	72%
<b>Unemployed seeking F/T job</b>	0	0%	0	0%	15	0.6%	7	0.3%
<b>Further Studies</b>	2	4.2%	2	4.5%	531	22%	625	26%
<b>Emigrated/Returned to home country</b>	0	0%	2	4.5%	7	0.3%	3	0.1%
<b>Not seeking F/T job</b>	1	2.1%	0	0%	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

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

Source of Funds	No. of Graduates
Own Funds	2

### 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	24%	31%
June	58%	53%
July	74%	72%
August	95%	83%
September	97%	97%
October	97%	100%
November	97%	100%
December	100%	100%

No Response = 6

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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 Educational Institutions.

Sector	% of graduates	
	2004	2003
Commerce & Industry	98%	89%
Educational Institutions	2.5%	2.6%
Community, Social & Personal Services	0.0%	5.3%
Civil Service	0.0%	2.6%

No Response = 4

### 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*	
	2004	2003	2004	2003	2004	2003	2004	2003
<b>Mean</b>	\$10,421	\$8,981	\$12,550	\$12,545	\$11,167	\$9,654	\$13,374	\$13,470
<b>Median</b>	\$10,000	\$9,000	\$10,000	\$9,500	\$10,833	\$9,000	\$10,292	\$10,000
<b>Minimum</b>	\$8,000	\$7,000	\$3,000	\$3,000	\$8,000	\$7,000	\$3,500	\$3,000
<b>Maximum</b>	\$16,500	\$12,000	\$55,000	\$60,000	\$16,500	\$21,000	\$62,500	\$60,000

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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	4 (11%)
Two	17 (45%)
Three	9 (24%)
Four	4 (11%)
Five	4 (11%)

No Response = 6

### 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>
<b>Educational Institutions -</b>	
- Organization's name not reported	- Teacher
<b>Commerce and Industry -</b>	
- AIA	- Financial Planner
- AS Watson Group (ParknShop)	- Junior Business Analyst
- Bank of China (Hong Kong)	- Derivative Trading Assistant
- Bank of China (Hong Kong)	- Officer Trainee
- Bank of East Asia	- Executive Officer
- Boyden China Limited	- Research Associate
- Cathay Pacific Airways	- Flight Attendant
- China Daily Hong Kong Limited	- Marketing Executive
- Ernst & Young	- Staff Accountant
- Fountain Set (Holdings) Limited	- Graduate Trainee
- Glaxo Smith Klime	- Marketing Executive

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- Hang Seng Bank	- Occupation's name not reported
- Hong Kong Export Insurance Corporation	- Assistant Manager Underwriter
- HSBC	- Customer Service Officer
- HSBC	- Resident Management Trainee
- Johnson & Johnson (Hong Kong) Ltd	- Marketing Management Trainee
- JWalter Thompson	- Account Executive
- Kerry Logistics	- Client Service Executive
- Lexxus International Co Ltd	- E-Marketing Trainee
- Li & Fung (Trading) Ltd	- Assistant Merchandiser
- Lloydway Industrial Company Ltd	- Merchandiser
- Money Concepts (Asia) Ltd	- Marketing Executive
- Nanyang Commercial Bank	- Customer Services Officer
- Paxar Far East Ltd	- Customer Service Trainee
- Shanghai Commercial Bank	- Graduate Trainee
- Shanghai Commercial Bank	- Graduate Trainee
- Shanghai Commercial Bank	- Graduate Trainee
- Sing Tao Newspaper Group Ltd	- Reporter
- Sun Hung Kai Insurance Consultants Limited	- Executive Trainee
- Sun Hung Kai Properties Ltd	- Senior Customer Executive
- Swire Beverages	- Executive Trainee
- Synovate Hong Kong	- Researcher
- Taylor Nelson Sofes Hong Kong Limited	- Research Executive
- Treasure Land Property Consultants Limited	- Public Relationship Officer
- Ultra Active Technology Limited	- Customer Service Sales Executive
- VG Electronic Limited	- Sales Executive
- Win Smart Intl Rev Ltd	- Sales Officer - Management Trainee
- Wiu Wun Jewellery Co Ltd	- Marketing Executive
- Organization's name not reported	- Assistant

No Response = 4

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.

## Where did the 2004 Bachelor of Business Administration graduates go?

- 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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