

## Where did the 2006 Bachelor of Business Administration graduates go?

### I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2006 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 2006

Of the 56 graduates from this programme, 50 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2006		2005		2006		2005	
	No.	%	No.	%	No.	%	No.	%
<b>No. of respondents</b>	50	100%	43	100%	2561	100%	2273	100%
<b>Employed</b>	45	90%	39	91%	2031	79%	1786	79%
<b>Unemployed seeking F/T job</b>	0	0.0%	2	5%	5	0.2%	12	1%
<b>Further Studies</b>	4	8.0%	2	5%	513	20%	457	20%
<b>Emigrated/Returned to home country</b>	1	2.0%	0	0%	4	0.2%	2	0%
<b>Not seeking F/T job</b>	0	0.0%	0	0%	8	0.3%	16	1%

\* 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

Since the number of respondents is smaller than 5, these information are withheld to protect privacy of the respondent(s).

### 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	
	2006	2005
May or before	39%	38%
June	58%	57%
July	63%	73%
August	79%	81%
September	79%	89%
October	89%	89%
November	89%	97%
December	92%	100%
January	95%	100%
February	100%	100%

No Response = 7

### V. Employment Sectors

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

Sector	% of graduates	
	2006	2005
Commerce & Industry	71%	97%
Community, Social & Personal Services	24%	2.6%
Civil Service	4.9%	0.0%

No Response = 4

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### 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*	
	2006	2005	2006	2005	2006	2005	2006	2005
<b>Mean</b>	\$12,537	\$10,988	\$14,548	\$13,322	\$14,166	\$11,576	\$15,226	\$14,121
<b>Median</b>	\$10,600	\$9,750	\$11,500	\$10,250	\$11,913	\$10,246	\$12,111	\$11,050
<b>Minimum</b>	\$9,000	\$8,000	\$5,000	\$5,400	\$9,000	\$8,000	\$5,000	\$5,500
<b>Maximum</b>	\$27,500	\$20,000	\$75,000	\$67,000	\$35,000	\$20,000	\$95,000	\$74,443

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

No. of job offers received	No. of graduates (% of graduates)
One	10 (27%)
Two	9 (24%)
Three	8 (22%)
Four	5 (14%)
Five	4 (11%)
Eight or more	1 (3%)

No Response = 8

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### 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>Civil Service -</b>	
- Department of Health	- Administrative Assistant
- HKSAR Government	- Ambulance Officer
<b>Community, Social and Personal Services -</b>	
- CIMB GK Securities	- Research Associate
- Clarins Limited	- Marketing Assistant
- Cyber Time Ltd	- Marketing Sales
- Dun & Bradstreet (HK) Ltd	- Advisor, HK & PRD
- Kent Knitters Ltd	- Assistant Merchandiser
- Moet Hennessy Louis Vuitton	- Occupation's name not reported
- Nanick Industrial Company Limited	- Merchandising Trainee
- Phillip Wain International	- Marketing Assistant
- Speedflex Asia Limited	- Customer Service Executive
- Way's Creation Limited	- Marketing Officer
<b>Commerce and Industry -</b>	
- Aeon Stores (HK) Co Ltd	- Trainee
- Asia Pacific Customer Service Consortium	- Project Coordinator
- Cathay Pacific Airways Limited	- Flight Attendant
- Citibank	- Management Associate
- Citibank	- Management Associate
- Citibank	- Securities Operation Professional
- Cookson Electronics Limited	- Human Resources Assistant
- Deloitte Touche Tohmatsu	- Analyst
- Ernst & Young	- Staff Accountant
- HSBC	- Occupation's name not reported
- Kowloon-Canton Railway Corporation	- Graduate Intern in Property and Commercial Service
- KPMG	- Accountant
- KPMG	- Accountant
- KPMG	- Tax Consultant
- L'oreal	- Management Trainee
- Nanyang Commercial Bank	- Operation Officer
- PCCW	- Graduate Trainee

**Where did the 2006 Bachelor of Business Administration graduates go?**

- |   |                                     |
|---|-------------------------------------|
| - PCCW  | - Sales Management Graduate Trainee |
| - Platinum Securities                               | - Assistant Analyst                 |
| - PricewaterhouseCoopers                            | - Tax Associate                     |
| - Shanghai Commercial Bank Limited                  | - Relationship Officer              |
| - Société Générale - Corporate & Investment Banking | - Trainee                           |
| - Société Générale Corporate & Investment Banking   | - Sales Manager                     |
| - Standard Chartered Bank (Hong Kong) Limited       | - Customer Service Ambassador       |
| - Tewe  | - Associate                         |
| - Universal McCann - McCann Worldgroup              | - Occupation's name not reported    |
| - Well Eron   | - Real Estate Management            |
| - Wing Lung Bank Ltd                                | - Customer Service Officer          |
| - Winterthur Life (Hong Kong) Limited               | - Personal Portfolio Consultant     |

No Response = 4

Note: Some of the 2006 graduates indicated willingness to talk to individual students about their work. Contact numbers can be obtained from counsellors at the CEDARS.

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THE UNIVERSITY OF HONG KONG



Careers and Placement,  
Centre of Development and Resources for Students

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

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Herman Chan

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

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