

Where did the 2007 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2007 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 2007

Of the 58 graduates from this programme, 54 responded to the survey. Their employment situations are listed below.

| | BBA | | | | HKU Overall* | | | |
|---|------|------|------|------|--------------|------|------|------|
| | 2007 | | 2006 | | 2007 | | 2006 | |
| | No. | % | No. | % | No. | % | No. | % |
| No. of respondents | 54 | 100% | 50 | 100% | 2450 | 100% | 2561 | 100% |
| Employed | 51 | 94% | 45 | 90% | 1977 | 81% | 2031 | 79% |
| Unemployed seeking F/T job | 0 | 0.0% | 0 | 0% | 5 | 0.2% | 5 | 0% |
| Further Studies | 3 | 5.6% | 4 | 8% | 451 | 18% | 513 | 20% |
| Emigrated/Returned to home country | 0 | 0.0% | 1 | 2% | 3 | 0.1% | 4 | 0% |
| Not seeking F/T job | 0 | 0.0% | 0 | 0% | 14 | 0.6% | 8 | 0% |

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

III. Further Studies

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

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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 | |
|---------------|--|------|
| | 2007 | 2006 |
| May or before | 30% | 39% |
| June | 49% | 58% |
| July | 62% | 63% |
| August | 77% | 79% |
| September | 83% | 79% |
| October | 91% | 89% |
| November | 96% | 89% |
| December | 98% | 92% |
| January | 98% | 95% |
| February | 100% | 100% |

No Response = 4

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 | |
|---------------------------------------|----------------|------|
| | 2007 | 2006 |
| Commerce & Industry | 90% | 71% |
| Community, Social & Personal Services | 6.1% | 24% |
| Civil Service | 4.1% | 4.9% |

No Response = 2

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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* | |
| | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 |
| Mean | \$13,296 | \$12,537 | \$16,146 | \$14,548 | \$15,123 | \$14,166 | \$17,021 | \$15,226 |
| Median | \$11,000 | \$10,600 | \$12,000 | \$11,500 | \$11,500 | \$11,913 | \$13,000 | \$12,111 |
| Minimum | \$8,500 | \$9,000 | \$5,000 | \$5,000 | \$8,500 | \$9,000 | \$5,000 | \$5,000 |
| Maximum | \$55,333 | \$27,500 | \$78,500 | \$75,000 | \$102,000 | \$35,000 | \$102,000 | \$95,000 |

* 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 | 14 (31%) |
| Two | 15 (33%) |
| Three | 10 (22%) |
| Four | 2 (4.4%) |
| Five | 2 (4.4%) |
| Eight or more | 2 (4%) |

No Response = 6

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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> |
|--|----------------------------------|
| Civil Service - | |
| - HKSAR Government | - Executive Officer |
| - Urban Renewal Authority | - Human Resources Assistant |
| Community, Social and Personal Services - | |
| - Autism Partnership Foundation | - Program Specialist |
| - Bamboo Professional Nursing Services | - Marketing Executive |
| - International Management Development Centre Limited | - Programme Assistant |
| Commerce and Industry - | |
| - ABN AMRO Bank N.V. | - Analyst |
| - American International Assurance Company (Bermuda) Limited | - Financial Planner |
| - Bank of China (Hong Kong) Limited | - Senior Clerk II |
| - BNP Paribas Hong Kong Branch | - Assistant |
| - Bravo Personnel Consultancy Ltd. | - Recruiter |
| - Cathay Pacific Airways Limited | - Flight Attendant |
| - Cathay Pacific Airways Limited | - Flight Attendant |
| - Citibank (Hong Kong) Limited | - Marketing Assistant |
| - Citibank (Hong Kong) Limited | - Marketing Assistant |
| - Citigroup Inc. | - Securities Settlement Officer |
| - CLSA Asia Pacific Market | - Marketing Assistant |
| - Crown Relocations | - Destination Service Specialist |
| - Deloitte Touche Tohmatsu | - Associate |
| - DHL Global Forwarding | - Management Trainee |
| - DnB NOR Asset Management Limited | - Portfolio Manager Assistant |
| - Goldman Sachs (Asia) L.L.C. | - Analyst |
| - Hang Seng Bank Limited | - Financial Services Trainee |
| - Hang Seng Bank Limited | - Management Trainee |
| | - Commercial Banking |
| - Hang Seng Bank Limited | - Senior Clerk |
| - Hanky (Hong Kong) Ltd | - Marketing and Management |
| - HSBC | - Human Resources Assistant |
| - I.T Apparels Limited | - Marketing Executive |
| - Industrial and Commercial Bank of China (Asia) Limited | - Trainee |
| - Li & Fung Limited | - Merchandizing Trainee |
| - Lucullus Food & Wines Co., Ltd | - Sales & Marketing Executive |
| - Manulife (International) Limited | - Personal Assistant |
| - MassMutual Asia Ltd | - Administrative Assistant |
| - Mobicon Holdings Ltd | - Export Salesman |
| - Nestlé (China) Ltd. | - Trainee |

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| | |
|---|----------------------------------|
| - Pacific Coffee Company | - Marketing Assistant |
| - PCCW | - Human Resources Assistant |
| - PCCW | - Human Resources Assistant |
| - PR ASIA Consultants Limited | - Account Coordinator |
| - PricewaterhouseCoopers | - Associate |
| - Procter & Gamble | - Assistant Brand Manager |
| - Prudential Assurance Co. Ltd. (Hong Kong) | - Insurance Consultant |
| - Richards Butler | - Company Secretarial Assistant |
| - Shanghai Commercial Bank Ltd. | - Occupation's name not reported |
| - Standard Chartered Bank (Hong Kong) Limited | - Mortgage Sales Executive |
| - TriSource Asia Ltd | - Associate |
| - TVB Satellite Broadcasting Limited | - Marketing Assistant |
| - Wing Lung Bank Limited | - Securities Assistant |
| - Organization's name not reported | - Account Executive |
| - Organization's name not reported | - Advertising Executive |

No Response = 2

Note: Some of the 2007 graduates indicated willingness to talk to individual students about their work. Contact numbers can be obtained from counsellors at the CEDARS.

Where did the 2007 Bachelor of Business Administration graduates go?

- 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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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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