

Where did the 2008 Bachelor of Business Administration graduates go?

I. Introduction

The information in this paper is extracted from the Graduate Employment Survey of 2008 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 2008

Of the 31 graduates from this programme, 28 responded to the survey. Their employment situations are listed below.

	BBA				HKU Overall*			
	2008		2007		2008		2007	
	No.	%	No.	%	No.	%	No.	%
No. of respondents	28	100%	54	100%	2572	100%	2450	100%
Employed	26	93%	51	94%	2060	80%	1977	81%
Unemployed seeking F/T job	0	0.0%	0	0%	15	0.6%	5	0%
Further Studies	1	3.6%	3	6%	462	18%	451	18%
Emigrated/Returned to home country	0	0.0%	0	0%	1	0.0%	3	0%
Not seeking F/T job	1	3.6%	0	0%	34	1.3%	14	1%

* 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	
	2008	2007
May or before	43%	30%
June	74%	49%
July	87%	62%
August	91%	77%
September	96%	83%
October	96%	91%
November	96%	96%
December	96%	98%
January	100%	98%
February	100%	100%

No Response = 3

V. Employment Sectors

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

Sector	% of graduates	
	2008	2007
Commerce & Industry	92%	90%
Educational Institutions	4.2%	0.0%
Community, Social & Personal Services	4.2%	6.1%
Civil Service	0.0%	4.1%

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*	
	2008	2007	2008	2007	2008	2007	2008	2007
Mean	\$16,321	\$13,296	\$18,142	\$16,146	\$17,332	\$15,123	\$18,755	\$17,021
Median	\$13,000	\$11,000	\$14,000	\$12,000	\$15,000	\$11,500	\$14,583	\$13,000
Minimum	\$9,000	\$8,500	\$3,000	\$5,000	\$9,500	\$8,500	\$6,450	\$5,000
Maximum	\$50,000	\$55,333	\$87,000	\$78,500	\$50,000	\$102,000	\$87,000	\$102,000

* 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	7 (32%)
Two	5 (23%)
Three	4 (18%)
Four	4 (18%)
Five	2 (9.1%)

No Response = 4

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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>
Educational Institutions -	
- Instituto Nuestra Señora de la Asunción	- Teacher (Mandarin and Japanese)
Community, Social and Personal Services -	
- Glocal Learning Technology Limited	- Founder
Commerce and Industry -	
- adidas AG	- Foodwear Sporting Trainee
- Advance Pharmaceutical Co. Ltd	- Marketing Officer
- ASAT Holdings Ltd.	- Assistant Accountant
- Bank of Tokyo-Mitsubishi UFJ, Ltd.(The)	- Management Trainee
- Barclays Capital	- Analyst
- DBS Bank (Hong Kong) Limited	- Management Associate
- DHL Express (Hong Kong) Limited	- Management Trainee
- EDAW Ltd.	- Economic Analyst
- Goodwill Management Limited	- Assistant Centre Officer
- Herbalife International of Hong Kong Ltd	- Supervisor
- Hewlett-Packard HK SAR Limited	- Enterprise Account Manager
- Hongkong and Shanghai Banking Corporation Limited	- Management Associate
- L'ORÉAL Hong Kong	- Occupation's name not reported
- McCann Erickson Guangming Ltd.	- Human Resources Executive
- PricewaterhouseCoopers	- Associate - Advisory
- Procter & Gamble Hong Kong	- Assistant Brand Manager
- Success Universe Group	- Account Executive
- Wing Hang Bank Ltd.	- Management Trainee - Retail Banking
- Wing Hang Bank Ltd.	- Marketing Officer
- Organization's name not reported	- Management Trainee
Others -	
- Organization's name not reported	- Marketing Executive

No Response = 3

Note: Some of the 2008 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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- 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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