

Introduction

The graduate employment survey is conducted annually by the Placement Section of the Office of Student Affairs. Its purpose is to find out the general employment situation of the full-time graduates for the year. The survey reveals the graduates' first career destination, remuneration information, job searching process and career preparation and development.

Methodology

Questionnaires were distributed to graduates when they returned to the campus in mid October to pick up their caps and gowns for graduation ceremony. Follow-up phone calls were made to non-respondents and previously unemployed graduates. Following the University Grant Committee's (UGC) guidelines, information on employment status was gathered up to 31 December 2007.

The bulk of the analysis is concentrated on the graduates engaged in full-time employment. The classification on job nature and employment fields was derived from the classification systems provided by UGC. Details of the classification on employment sector, employment field and job nature is shown in the Glossary.

Response

The survey targeted all 2007 full-time graduates of the University. As shown in Appendix 1, this year, a total of 1575 graduates completed their undergraduate studies and among 51 courses/majors/options of the three Faculties and three Schools. There are 235 full-time taught postgraduates and 53 full-time research postgraduates. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools.

Out of the 1575 undergraduates, 1569 valid responses were received, representing a response rate of 99.62% (99.58% in 2006). 90.64% and 96.23% responses rate were noted for full-time taught and full-time research postgraduates.

Executive Summary

SECTION A FULL TIME UNDERGRADUATES

Overall Employment Status

At the close of the survey, the unemployment rate is 0.76% (0% in 2006). 82.86% of graduates were working full-time, 1.34% self-employed and 11.54% pursuing further studies. The percentage of employed graduates is slightly decreased while that of pursuing further studies is similar to last year. The number of graduates engaged in part-time or temporary employment has increased from a total of 2.09% last year to 2.30%.

Employment Sectors and Job Nature*

The Commercial or Industrial sector captured 75.50% of our graduates this year, a 8.20% rise as compared with last year (69.78%). Some 20.51% decrease in the number of graduates securing employment in the education sector from 18.67% last year to 14.84% was noted. The distribution of the other sectors is: Community/Social Services Organizations (7.34%) and the Government (2.32%).

Teaching / Lecturing (12.71%) and Banking / Finance (10.78%) ranked the first and the second most frequent job nature respectively. The other top five job natures are distributed among Accounting / Auditing / Taxation / Secretarial Work (9.92%), Administration / Management (9.46%) and Marketing / Sales (8.45%).

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$12,145.35, a 9.35% increase (\$11,107.22 in 2006). All the employment sectors have demonstrated a moderate increase of salary. The majority of salary increases came from the government and the commercial / industry sectors, which noted 13.33% and 11.11% respectively. The increase in the education and the community / social service sector is comparatively lower, which is 9.59% and 6.88% respectively.

Further Studies

There are 181 graduates pursuing further studies, which is 11.54% of our graduates, an increase of 9.90% from last year (10.50 % in 2006). Among those graduates, 91.11% were in postgraduate/master or above level of studies. Hong Kong Baptist University and Chinese University of Hong Kong are the most popular local institutions for graduates to further their studies, enrolling 39.35% and 25.81% of our graduates respectively.

SECTION B FULL TIME TAUGHT / RESEARCH POSTGRADUATES

Overall Employment Status

At the close of the survey, the unemployment rate for the postgraduates was 2.65% (1.01% in 2006). 76.06% of the taught postgraduates (82.99% in 2006) were in employment with 71.36% working full-time or self employed, 1.41% were engaged in part-time employment, 3.29% were temporarily employed and 2.35% pursuing further studies. For research postgraduates, 50.98% were employed full-time (68.63% in 2006) and 19.61% pursuing further studies (11.76% in 2006).

Employment Sectors* and Job Nature

The Commerce or Industrial sector captured the majority of postgraduates at 47.06% with 49.31% (26.55% in 2006) of our Taught postgraduates and 34.62% (28.57% in 2006) of Research Postgraduates entering this field this year. The Education sector has absorbed 42.36% (70.80% in 2006) of the Taught postgraduates and 57.69% (65.71% in 2006) of the Research Postgraduates.

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$16,281.12 for Taught postgraduates with an increase of 5.91% (\$15,372.73 in 2006), and \$18,750.22 (\$18,673.57 in 2006) for Research Postgraduates.

Further Studies

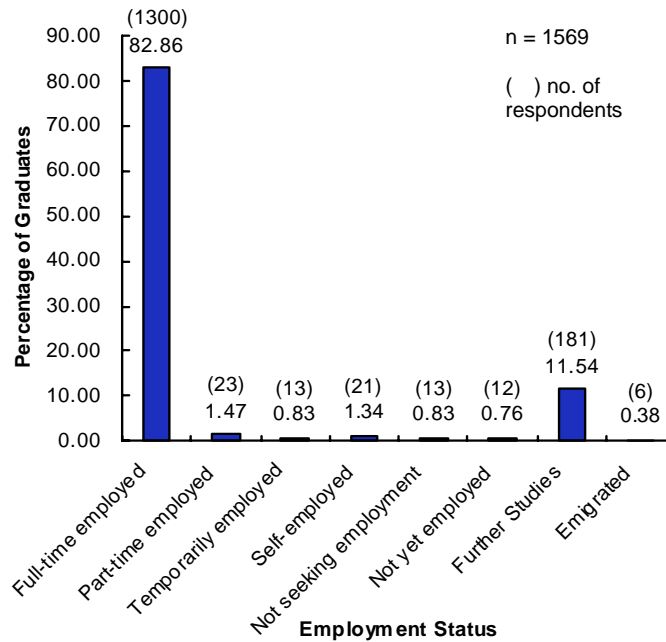
5 out of 213 Taught postgraduates have chosen to pursue further studies. There are 10 Research Postgraduates pursuing further studies, which is 19.61% of our respondents (11.76% in 2006).

*New classification of employment sector was adopted to truly reflect the present situation. Government replaced Civil Service, as the government was employing non-civil service positions. Public Utilities has been broken down to its various counterparts. Non-profit making organizations were replaced by Community/Social Services organizations, to truly reflect its nature of employment.

SECTION A FULL TIME UNDERGRADUATES

A.1. Overall Employment Status

Figure 1: Distribution of Respondents by Employment Status (Percentage)



A.1.1 Employment Status by Courses

Appendix 2 and 3 illustrate the employment status of graduates by Faculty and by course/major/option.

A.1.2 Analysis by Employment Sector

Figure 2: Percentage of Full-time Employed Graduates by Employment Sector

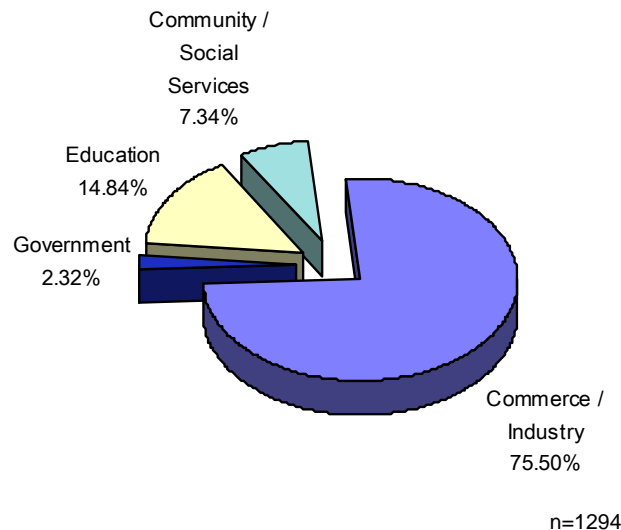
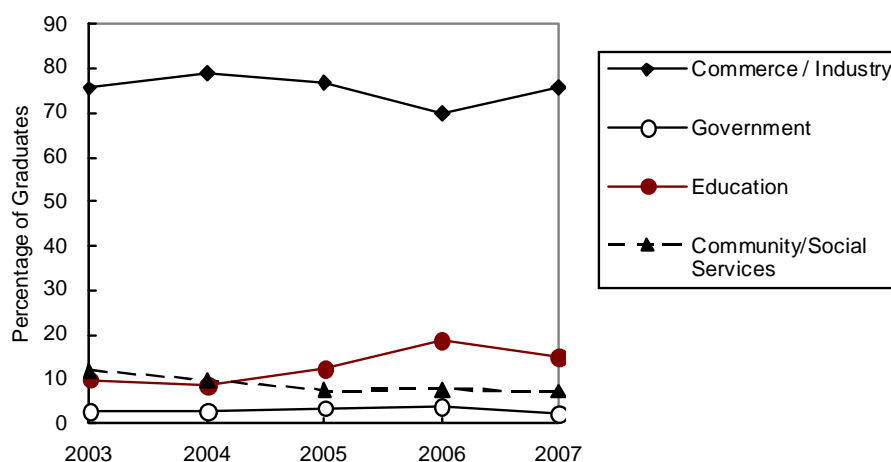


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2003 to 2007 (in Percentage)

Employment Sector	2003 n=949	2004 n=1056	2005 n=1170	2006 n=1221	2007 N=1300
Commerce/Industry	75.45	78.88	76.58	69.78	75.50
Government	2.63	2.65	3.59	3.77	2.32
Education	9.91	8.62	12.39	18.67	14.84
Community/Social Services	12.01	9.85	7.44	7.78	7.34

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2003 to 2007



Appendix 4 shows the number of full-time employed respondents in each employment sector by course/major/option.

A.1.3 Analysis by Employment Fields

Table 2: Distribution of Employed Graduates by Employment Fields

Employment Field	No. of Employed Graduates	
	n	(%)
Business Services	272	(21.05)
Education	215	(16.64)
Financial Institutions	184	(14.24)
Community & Social Services	145	(11.22)
Manufacturing	136	(10.53)
Trading	109	(8.44)
Transport, Storage & Communication	101	(7.82)
Government	31	(2.40)
Engineering, Architectural & Technical Svs	28	(2.17)
Hospitality & Tourism Services	24	(1.86)
Real Estate	23	(1.78)
Insurance	11	(0.85)
Construction	4	(0.31)
Electricity, Gas & Steam	1	(0.08)
Not classified above	8	(0.62)
Total*	1292	(100.00)

8 graduates did not indicate the employment fields

A.1.4 Analysis by Job Nature

Table 3: Comparison of the Distribution of Employed Graduates by Job Nature in 2006 and 2007

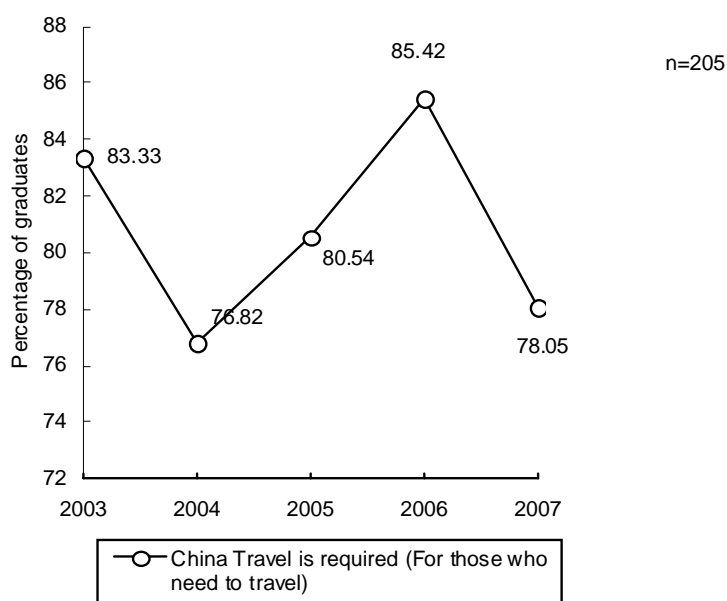
Job Nature	No. of Employed Graduates			
	2007		2006	
	n	(%)	n	(%)
Teaching / Lecturing	164	(12.71)	208	(17.06)
Banking / Finance	139	(10.78)	123	(10.09)
Account/Audit/Taxation/Sec. Work	128	(9.92)	80	(6.56)
Administration / Management	122	(9.46)	106	(8.70)
Marketing / Sales	109	(8.45)	94	(7.71)
Media & Communications	81	(6.28)	87	(7.14)
Advertising / Public Relations	54	(4.19)	47	(3.86)
Systems Analysis & Computer Programming	53	(4.11)	46	(3.77)
Recreation / Social Services	52	(4.03)	57	(4.68)
Human Resources	47	(3.64)	45	(3.69)
Merchandising / Purchasing	43	(3.33)	60	(4.92)
Scientific & Research Work	30	(2.33)	26	(2.13)
Medical & Health Services	27	(2.09)	31	(2.54)
Engineering	19	(1.47)	18	(1.48)
Art & Design	19	(1.47)	15	(1.23)
Protective Services	15	(1.16)	15	(1.23)
Insurance Services	10	(0.78)	11	(0.90)
Economic, Statistical & Mathematical Work	8	(0.62)	13	(1.07)
Interpretation & Translation	7	(0.54)	6	(0.49)
Legal Services	6	(0.47)	5	(0.41)
Religious Work	2	(0.16)	2	(0.16)
Aircraft & Marine	2	(0.16)	0	(0.00)
Architecture / Surveying	1	(0.08)	0	(0.00)
Others	152	(11.78)	124	(10.17)
Total*	1290	(100.00)	1219	(100.00)

* 10 graduates in 2007 and 9 in 2006 did not indicate his/her job nature.

Analysis of employed graduates by job nature and course of study is shown in Appendix 5.

A.1.5 China Related Employment

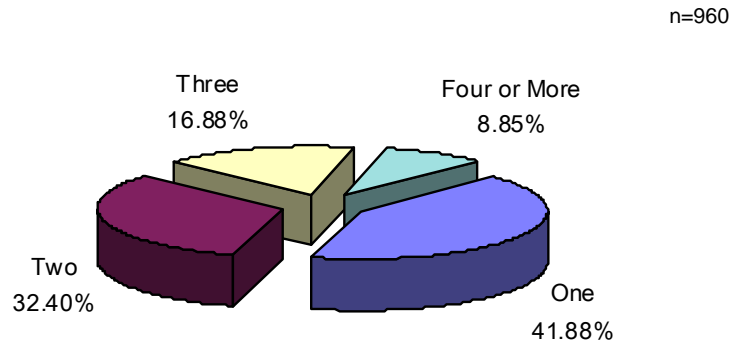
Figure 4: Distribution of Employed Graduates with China Related Employment for the year 2003 to 2007



A.2. Job Search

A.2.1 Number of Job Offers

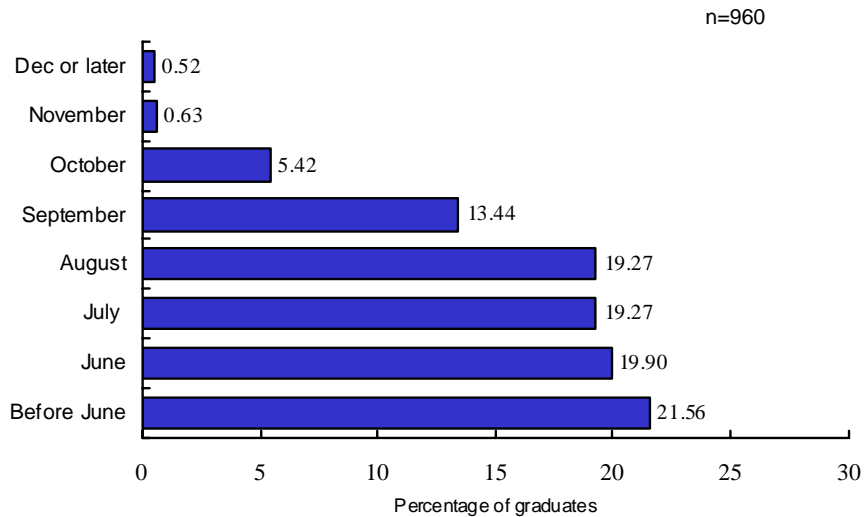
Figure 5: Number of Job Offers Received by the Graduates



A.2.2 Month of Securing First Job

Appendix 6 shows the distribution of the month of securing first jobs by course of study.

Figure 6: Month of Securing First Job by Employed Graduates



A.3. Career Development

A.3.1 Future Career Development Opportunity

Table 4: Graduates' Perception on Future Career Development Opportunity

Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Excellent	113	(12.57)
Good	477	(53.06)
Fair	283	(31.48)
Not Good	26	(2.89)
Total	899	(100.00)

Table 5: Graduates' Perception on Career Development Opportunity by Employment Sector

Employment Sector	Excellent	Good	Fair	Not Good	Total
	n (%)	n (%)	n (%)	n (%)	n (%)
Commerce/ Industry	95 (13.85)	374 (54.52)	198 (28.86)	19 (2.77)	686 (100.00)
Government	3 (14.29)	14 (66.67)	3 (14.29)	1 (4.76)	21 (100.00)
Education	14 (10.45)	55 (41.04)	61 (45.52)	4 (2.99)	134 (100.00)
Community/ Social Services	1 (1.72)	34 (58.62)	21 (36.21)	2 (3.45)	58 (100.00)

A.3.2 Job Satisfaction

Table 6: Graduates' Perception of Job Satisfaction

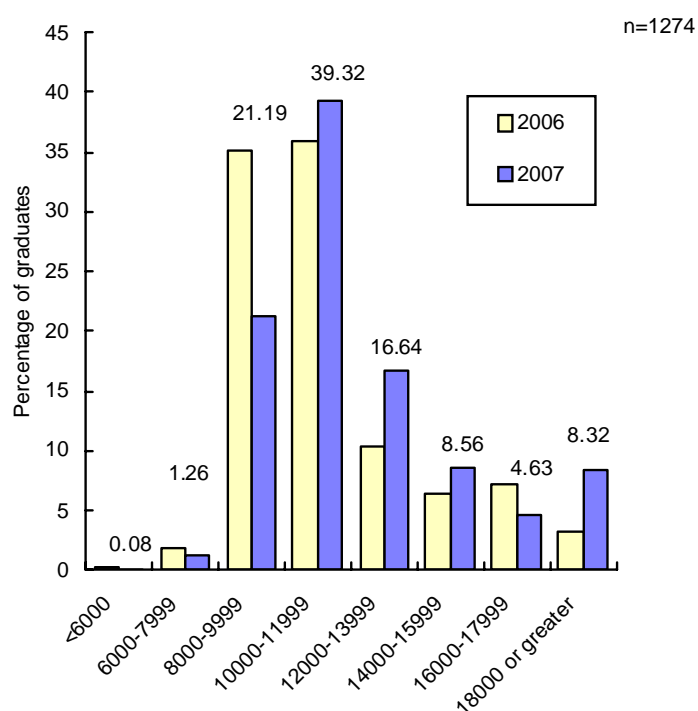
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	140	(15.66)
Quite Satisfied	617	(69.02)
Not Satisfied	137	(15.32)
Total	894	(100.00)

A.4. Remuneration

Respondents were requested to indicate their basic monthly salary, monthly commissions and other fixed cash allowances, if any, on the answer sheet provided. Commissions and cash allowances were included in the analysis of overall average monthly salary because they represent a large portion of the total remuneration package.

A.4.1 Overall Average Monthly Salary

Figure 7: A Comparison of Graduates' Salary Range (\$) in 2006 & 2007



A.4.2 By Employment Sector

Table 7: Graduates' Average Monthly Salary by Employment Sector in 2006 and 2007

Employment Sector	2007	2006	% Increase or Decrease over last year
Commerce / Industry	11683.92	10515.63	11.11
Government	14776.00	13038.52	13.33
Education	13940.64	12720.68	9.59
Community/Social Services	12348.56	11554.08	6.88

Details of the monthly salary statistics and monthly salary range of full-time employed graduates by employment sector are shown in Appendices 10 and 11.

A.4.3 By Course of Study

Table 8: The two most frequent monthly salary intervals by course of study

Course of Study	The most Frequent salary range	The second most frequent salary range
B.A. (Hons) in Chinese Lang & Lit#	\$10000-\$11999 (36.00)	\$8000-\$9999 (20.00)
B.A. (Hons) in English Lang & Lit#	\$10000-\$11999 (30.00)	\$18000-\$19999 (22.00)
B.A. (Hons) in Religious Studies#	\$10000-\$11999 (44.44)	\$8000-\$9999 (27.78)
B.A. (Hons) in Translation	\$10000-\$11999 (55.56)	\$8000-\$9999 (18.52)
B.A. (Hons) in Humanities	\$10000-\$11999 (47.22)	\$8000-\$9999 (30.56)
B.A. (Hons) in Music#	\$10000-\$11999 (55.56)	\$16000-\$17999 (33.33)
Bachelor of Business Administration (Hons)	\$10000-\$11999 (46.15)	\$12000-\$13999 (20.31)
Bachelor of Commerce (Hons) in Accountancy	\$8000-\$9999 (51.92)	\$10000-\$11999 (38.46)
B.Soc.Sc. (Hons) in China Studies-Econ	\$12000-\$13999 (26.09)	\$10000-\$11999 (26.09)
BCM and B.Sc. (Hons) in Biomedical Science	\$12000-\$13999 (47.83)	\$14000-\$15999 (30.43)
BPharm (Hons) in Chinese Medicine	\$10000-\$11999 (41.18)	\$8000-\$9999 (23.53)
B.Soc.Sc. (Hons) in Communication	\$10000-\$11999 (41.50)	\$8000-\$9999 (27.21)
B.Sc. (Hons) in Applied Biology	\$10000-\$11999 (50.00)	\$8000-\$9999 (23.68)
B.Sc. (Hons) in Applied Chemistry	\$10000-\$11999 (34.09)	\$8000-\$9999 (31.82)
B.Sc. (Hons) in Physics#	\$8000-\$9999 (30.77)	\$10000-\$11999 (26.92)
B.Sc. (Hons) in Computer Science	\$10000-\$11999 (42.86)	\$12000-\$13999 (22.86)
B.Sc. (Hons) in Computing Studies#	\$10000-\$11999 (37.84)	\$12000-\$13999 (21.62)
B.Sc. (Hons) in Math. Science	\$18000-\$19999 (33.33)	\$16000-\$17999 (14.81)
B.Sc. (Hons) in Statistical & Operational Research	\$10000-\$11999 (47.62)	\$8000-\$9999 (28.57)
B.Soc.Sc. (Hons) in China Studies*#	\$8000-\$9999 (32.86)	\$10000-\$11999 (30.00)
B.Soc.Sc. (Hons) in European Studies	\$10000-\$11999 (64.00)	\$8000-\$9999 (12.00)
B.Soc.Sc. (Hons) in Geography	\$10000-\$11999 (48.28)	\$8000-\$9999 (24.14)
B.Soc.Sc. (Hons) in Gov't & Int'l Studies	\$10000-\$11999 (36.67)	\$8000-\$9999 (23.33)
B.Soc.Sc. (Hons) in Sociology	\$8000-\$9999 (48.28)	\$10000-\$11999 (37.93)
B. Soc Sc. (Hons) in Sports & Recreation Leadership	\$16000-\$17999 (36.36)	\$12000-\$13999 (27.27)
B.A. (Hons) in History#	\$10000-\$11999 (39.47)	\$8000-\$9999 (26.32)
B.A. (Hons) in P.E. & Recreation Mgnt#	\$10000-\$11999 (30.43)	>\$22000 (21.74)
Bachelor of Social Work (Hons)	\$12000-\$13999 (41.03)	\$14000-\$15999 (23.08)

() Percentages of graduates *excluding Economics option

Details of the monthly salary statistics and monthly salary range of full-time employed graduates by course of study are shown in Appendices 7 and 8. Appendix 9 compares the average monthly salary of employed graduates by course of study with those of last year.

A.4.4 By Job Nature

Table 9: Graduates' Average Monthly Salary by Job Nature in 2006 and 2007

Nature of Job	2007 (n=1274)	2006 (n=1211)	% Increase or Decrease over last year
Scientific & Research Work	10798.98	10129.53	6.61
Medical & Health Services	12374.81	11280.44	9.70
Engineering	11577.28	10252.78	12.92
Architecture / Surveying	11000.00	N/A	N/A
Aircraft & Marine	12125.00	N/A	N/A
Teaching / Lecturing	14510.30	13126.12	10.55
Economic, Statistical & Mathematical Work	11500.00	9987.18	15.15
Systems Analysis & Computer Programming	12212.97	10196.81	19.77
Accounting/Auditing/Taxation/Secretarial Work	10726.79	10104.36	6.16
Religious Work	9500.00	10250.00	-7.32
Art & Design	9118.06	10595.00	-13.94
Advertising / Public Relations	10925.47	9930.67	10.02
Legal Services	10319.44	11460.00	-9.95
Recreation / Social Services	13619.31	11865.64	14.78
Administration / Management	12054.21	10472.52	15.10
Human Resources	11192.55	10087.81	10.95
Marketing / Sales	11507.79	11043.88	4.20
Banking / Finance	13032.01	11939.52	9.15
Protective Services	16130.67	15178.13	6.28
Interpretation / Translation	10726.19	12701.39	-15.55
Media & Communication	10808.67	9569.00	12.96
Insurance Services	13605.83	10996.67	23.73
Merchandising / Purchasing	10767.36	9483.53	13.54
Others	12085.35	10753.00	12.39

Details of monthly salary statistics and monthly salary range of employed graduates by nature of job are shown in Appendices 12 and 13.

A.5. Other Career Destinations

A.5.1 Part-Time Employment

Of the 23 part-time employed graduates, 9 of them are hired by commercial or industrial companies while the same number of them works for education institutions (9). The remaining respondents chose to work in various Community / Social Services organizations (3) and government department (1). 1 respondent did not indicate the employment sector.

A.5.2 Temporary Employment

Among 13 respondents, 6 were hired by various commercial or industrial companies. The remaining respondents chose to work in education institution (5) and Community / Social Services organizations (1). 1 respondent did not indicate the employment sector.

A.5.3 Self-Employed

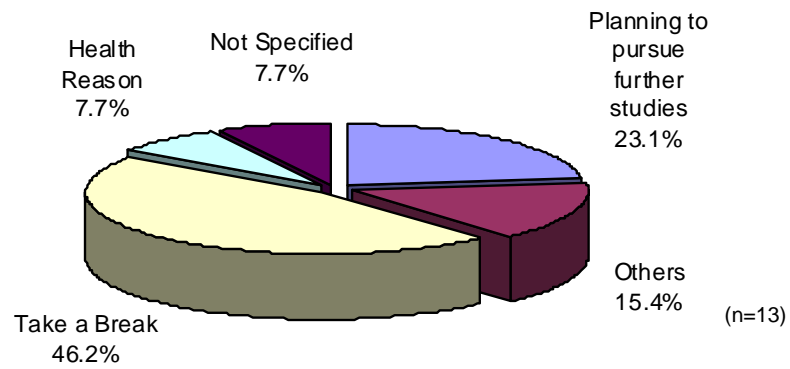
Table 9: *Distribution of Self-Employed Graduates by Course of Study*

Course/Major/Option	No. of Graduates
BA (Hons) in Music	12
BA (Hons) in Religious Studies	1
BBA (Hons) in Information Systems Management	1
BCM and B.Sc. (Hons) in Biomedical Science	1
B.Sc (Hons) in Physics	1
B.Sc. (Hons) in Applied Biology	1
B.Soc.Sc. (Hons) in China Studies – History	1
BSocSc (Hons) in Communication International Journalisms	1
BSocSc (Hons) in Communication Digital Graphic Communication	1
BSocSc (Hons) in Communication Cinema & Television	1
Total	21

A.5.4 Not Seeking Employment

13 graduates did not intend to seek employment in the near future.

Figure 8: Reasons for Not Seeking Employment



A.5.5 Not Yet Employed

12 of the graduates were unemployed at the time of survey. 2 of them were planning for further studies for future career development. While the others stated that they were mainly waiting for job interviews, unable to find a suitable job of their own choice as well as having unrealistic expectation of salary in previous offers.

A.6. Further Studies

Among the 181 graduates who pursued further studies, 67.60% had chosen subjects related to their studies in Baptist University. 86.11% of the respondents were studying in Hong Kong. 91.11% of the respondents were pursuing postgraduates/master level of above studies.

A.6.1 By Course of Study

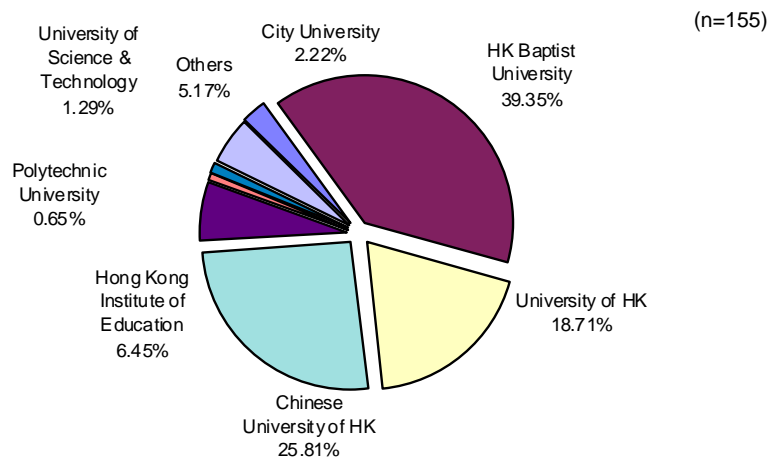
Table 11: Percentages of Graduates Pursuing Further Studies by Course of Study

Course/Major/Option	No. of Graduates	
	n	(%)
BA (Hons) Chinese Lang & Lit	22	(12.15)
BA (Hons) English Lang & Lit	7	(3.87)
BA (Hons) Religious Studies	4	(2.21)
BA (Hons) Translation	1	(0.55)
BA (Hons) Humanities	2	(1.10)
BA (Hons) Music	8	(4.42)
BBA (Hons)	16	(8.84)
BComm (Hons) in Accountancy	0	(0.00)
BSocSc (Hons) China Studies - Econ	3	(1.66)
BCM & BSc (Hons) in Biomedical Science	3	(1.66)
BPharm (Hons) in Chinese Medicine	0	(0.00)
BSocSc (Hons) Communication	18	(9.94)
BSc (Hons) Applied Biology	14	(7.73)
BSc (Hons) Applied Chemistry	10	(5.52)
BSc (Hons) Physics	10	(5.52)
BSc (Hons) Computer Science (CS)	1	(0.55)
BSc (Hons) Computing Studies (IS)	5	(2.76)
BSc (Hons) Mathematical Science	5	(2.76)
BSc (Hons) Stat & Operational Research	2	(1.10)
BSocSc (Hons) China Studies*	12	(6.63)
BSocSc (Hons) European Studies	3	(1.66)
BSocSc (Hons) Geography	5	(2.76)
BSocSc (Hons) Gov't & Int'l Studies	2	(1.10)
BSocSc (Hons) Sociology	7	(3.87)
BSocSc (Hons) Sport & Rec Leadership	5	(2.76)
BA (Hons) History	4	(2.21)
BA (Hons) Physical Edu & Recreation Mgt	12	(6.63)
Bachelor of Social Work (Hons)	0	(0.00)
Total	181	(100.00)

*excluding Economics option

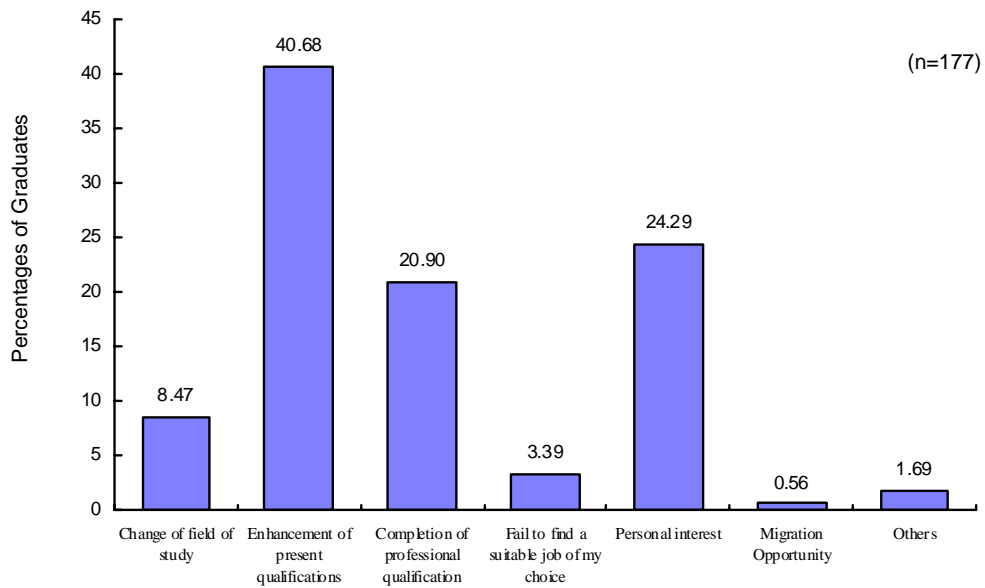
A.6.2 Destination of Further Studies

Figure 9: Institutions for Further Studies



A.6.3 Reasons of Pursuing Further Studies

Figure 10: Reasons of Pursuing Further Studies



A.7. Graduates Satisfaction

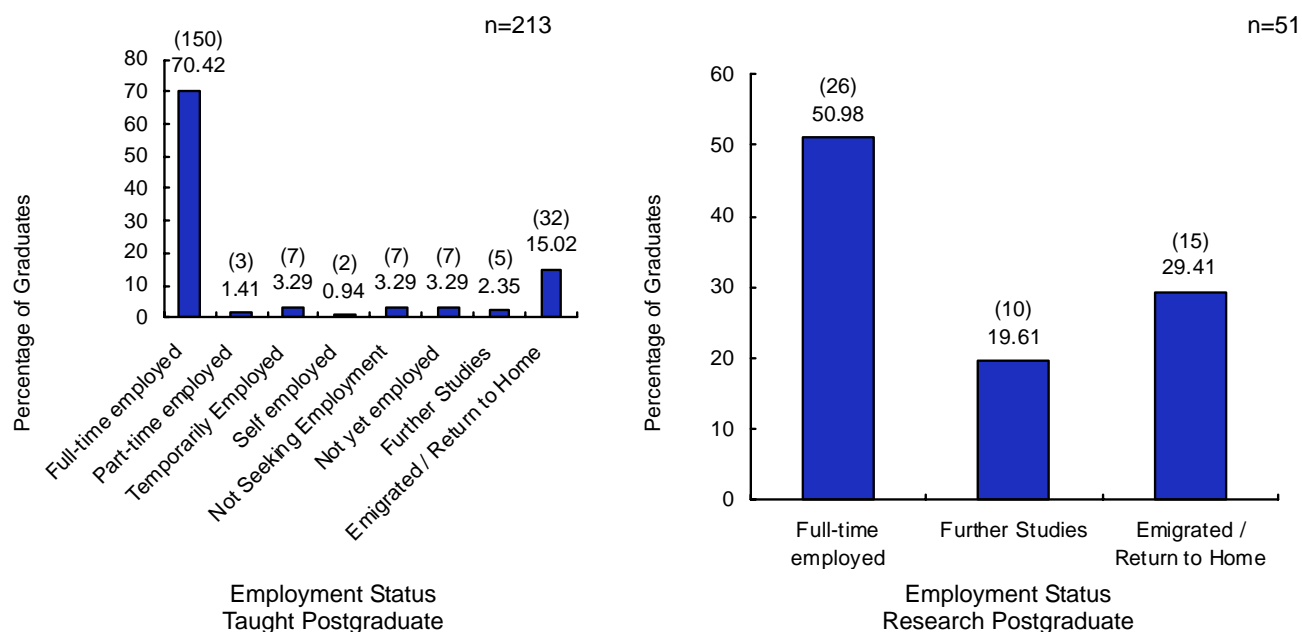
Table 12: Graduates' Perception Towards Their University Life

To what extent do you agree or disagree with the following statements?	Agree / Strongly Agree	Neither agree nor disagree	Disagree / Strongly Disagree	Total
	n (%)	n (%)	n (%)	n (%)
My university life experience has prepared me for future career development.	711 (63.03)	290 (25.71)	127 (11.26)	1,128 (100.00)
I am satisfied overall with my academic learning experience in the university.	734 (65.07)	287 (25.44)	107 (9.49)	1,128 (100.00)
I am satisfied overall with my off-classroom experience in the university.	753 (66.81)	280 (24.84)	94 (8.34)	1,127 (100.00)
My university life experience has contributed to my whole-person development.	715 (63.39)	317 (28.10)	96 (8.51)	1,128 (100.00)
I am proud of being a HKBU graduate.	681 (60.43)	363 (32.21)	83 (7.36)	1,127 (100.00)

SECTION B FULL TIME TAUGHT / RESEARCH POSTGRADUATES

B.1. Overall Employment Status

Figure 11: Distribution of Respondents by Employment Status (Percentage) – Taught Postgraduates and Research Postgraduates



B.2. Analysis by Employment Sector

Table 13: Percentages of Postgraduates by Employment Sector

Employment Sector	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Commerce/Industry	71	(49.31)	9	(34.62)
Government	5	(3.47)	1	(3.85)
Education	61	(42.36)	15	(57.69)
Community & Social Service	7	(4.86)	1	(3.85)
Total	144*	(100.00)	26	(100.00)

* 6 Taught Postgraduates did not indicate their Employment Sector

B.3. Analysis by Job Nature

Table 14: Percentages of Postgraduates by Job Nature

Job Nature	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Scientific & Research Work	3	(2.11)	8	(30.77)
Medical & Health Services	1	(0.70)		
Engineering	4	(2.82)	1	(3.85)
Architecture/Surveying	1	(0.70)		
Teaching/Lecturing	59	(41.55)	9	(34.62)
System Analysis & Prog	9	(6.34)	2	(7.69)
Account/Audit/Tax/Sec Work	5	(3.52)		
Art & Design	2	(1.41)		
Advertising & PR	6	(4.23)	2	(7.69)
Recreation / Social Services	2	(1.41)	1	(3.85)
Administration/Management	6	(4.23)		
Sales / Marketing	11	(7.75)		
Banking / Finance	10	(7.04)		
Protective Services	1	(0.70)		
Media & Communication	13	(9.15)	1	(3.85)
Merchandising / Purchasing	2	(1.41)	1	(3.85)
Others	7	(4.93)	1	(3.85)
Total	142*	(100.00)	26	(100.00)

* 8 Taught Postgraduates did not indicate their Job Nature

B.4. Remuneration

Table 15: Overall Average Monthly Salary of Postgraduates

Course of Study	2007	2006	% Increase or Decrease over last year
Taught Postgraduate			
- Mean	16281.12	15372.73	5.91
- Median	15083.33	16000	-5.73
Research Postgraduate			
- Mean	18750.22	18673.57	0.41
- Median	17500	16250	7.69

