

Introduction

The graduate employment survey is conducted annually by the Career Centre 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 2008.

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 2008 full-time graduates of the University. As shown in Appendix 1, this year, a total of 1679 graduates completed their undergraduate studies and among 53 courses/majors/options of the three Faculties, one Academy and three Schools. There are 325 full-time taught postgraduates and 76 full-time research postgraduates. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academy.

Out of the 1679 undergraduates, 1668 valid responses were received, representing a response rate of 99.34% (99.62% in 2007). 98.15% and 93.42% 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 1.56% (0.76% in 2007). 78.42% of graduates were working full-time, 2.04% self-employed and 10.79% 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 2.30% last year to 3.90%.

Employment Sectors and Job Nature*

The Commercial or Industrial sector captured 75.00% of our graduates this year, more or less similar to last year's figure (75.50%). Some 24.60% decrease in the number of graduates securing employment in the education sector from 14.84% last year to 11.19% was noted. While there is a 53.54% increase of graduates engaging in the Community/Social Services Organizations sector, from 7.34% to 11.27% this year, the figure for the Government sector has remained stable, from 2.32% in 2007 to 2.54%.

Accounting / Auditing / Taxation / Secretarial Work (12.27%) and Marketing / Sales (8.66%) ranked the first and the second most frequent job nature respectively. The other top five job natures are distributed among Administration / Management (6.01%), Systems Analysis & Computer Programming (5.77%) and Editorial / Journalism (4.97%).

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$12,114.47, a slight decrease of 0.25% (\$12,145.35 in 2007). All the employment sectors have demonstrated a slight decrease of salary except that the community / social services sector has seen a 9.99% increase of salary. The commerce / industry sector has shown a relatively lower decrease of 0.32% in salary, while the decrease in the education and government sector is 3.45% and 8.66% respectively.

Further Studies

There are 180 graduates pursuing further studies, which are 10.79% of our graduates, a slight decrease of 6.50% from last year (11.54 % in 2007). Among those graduates, 93.49% 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 44.75% and 23.08% 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 3.33% (2.65% in 2007). 70.54% of the taught postgraduates (76.06% in 2007) were in employment with 68.34% working full-time or self employed, 0.63% were engaged in part-time employment, 1.57% were temporarily employed and 2.82% pursuing further studies. For research postgraduates, 50.70% were employed full-time (50.98% in 2007), with 1.41% working in part-time, temporary and self employment respectively, adding up to 54.93% in employment. 8.45% of them have chosen to pursue further studies (19.61% in 2007).

Employment Sectors* and Job Nature

The Education sector captured the majority of postgraduates at 48.39% with 51.09% (42.36% in 2007) of our Taught postgraduates and 33.33% (57.69% in 2007) of Research Postgraduates entering this field this year. The Commercial or Industrial sector has absorbed 45.65% (49.31% in 2007) of the Taught postgraduates and 54.55% (34.62% in 2007) of the Research Postgraduates.

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$15,960.23 for Taught postgraduates with a slight decrease of 1.97% (\$16,281.12 in 2007), and \$16,964.55 (\$18,750.22 in 2007) for Research Postgraduates.

Further Studies

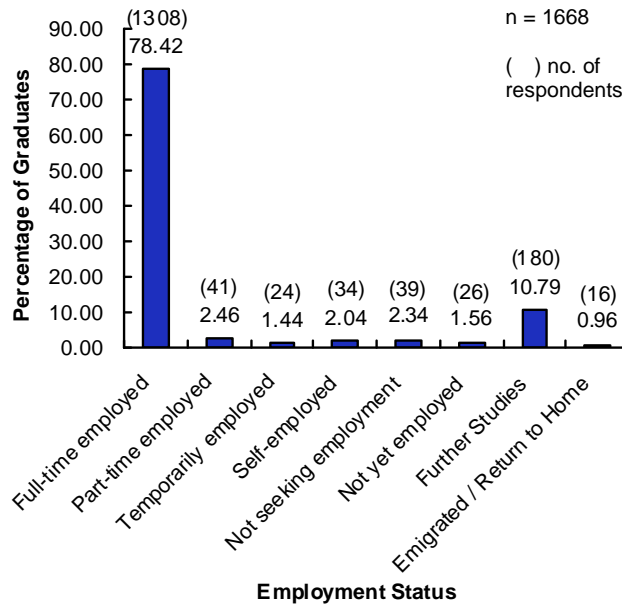
9 out of 319 Taught postgraduates have chosen to pursue further studies. There are 6 Research Postgraduates pursuing further studies, which is 8.45% of our respondents (19.61% in 2007).

*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

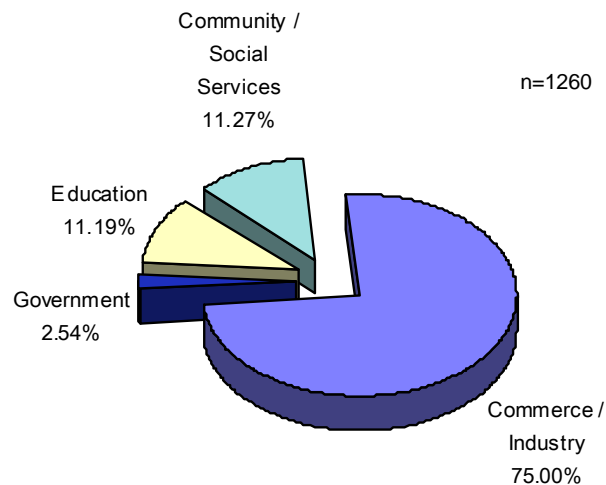
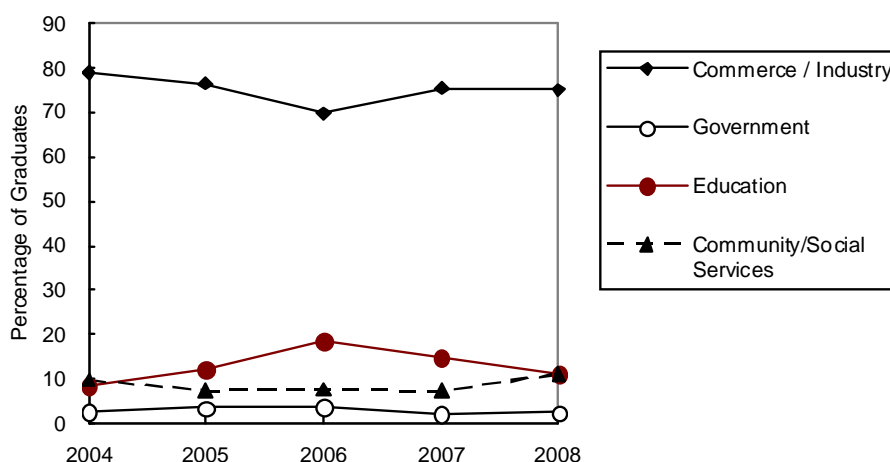


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2004 to 2008 (in Percentage)

| Employment Sector | 2004 n=1056 | 2005 n=1170 | 2006 n=1221 | 2007 N=1300 | 2008 N=1260 |
|---------------------------|----------------|----------------|----------------|----------------|----------------|
| Commerce/Industry | 78.88 | 76.58 | 69.78 | 75.50 | 75.00 |
| Government | 2.65 | 3.59 | 3.77 | 2.32 | 2.54 |
| Education | 8.62 | 12.39 | 18.67 | 14.84 | 11.19 |
| Community/Social Services | 9.85 | 7.44 | 7.78 | 7.34 | 11.27 |

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2004 to 2008



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 | 310 | (24.82) |
| Community & Social Services | 186 | (14.89) |
| Education | 169 | (13.53) |
| Financial Institutions | 138 | (11.05) |
| Manufacturing | 109 | (8.73) |
| Trading | 108 | (8.65) |
| Transport, Storage & Communication | 75 | (6.00) |
| Insurance | 31 | (2.48) |
| Government | 30 | (2.40) |
| Engineering, Architectural & Technical Svs | 27 | (2.16) |
| Real Estate | 27 | (2.16) |
| Hospitality & Tourism Services | 19 | (1.52) |
| Construction | 7 | (0.56) |
| Not classified above | 13 | (1.05) |
| Total* | 1249 | (100.00) |

* 59 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 2007 and 2008

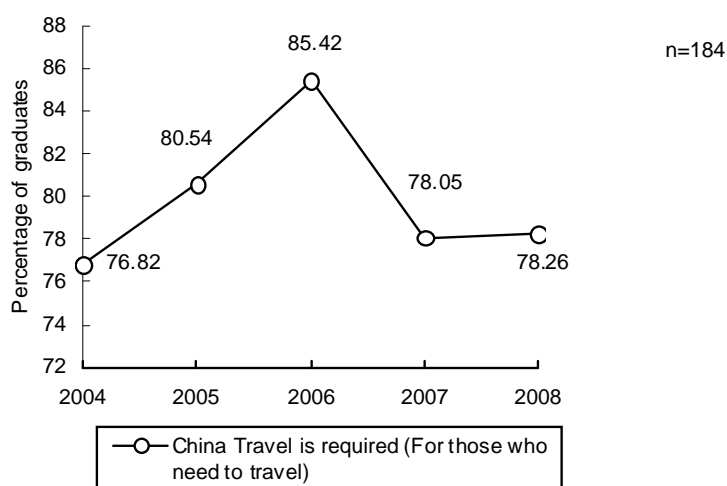
| Job Nature | No. of Employed Graduates | | | |
|---|---------------------------|-----------------|-------------|-----------------|
| | 2008 | | 2007 | |
| | n | (%) | n | (%) |
| Account / Audit / Taxation / Sec. Work | 153 | (12.27) | 128 | (9.92) |
| Marketing / Sales | 108 | (8.66) | 109 | (8.45) |
| Administration / Management | 75 | (6.01) | 122 | (9.46) |
| Systems Analysis & Computer Programming | 72 | (5.77) | 53 | (4.11) |
| Editorial / Journalism* | 62 | (4.97) | N/A | N/A |
| Social / Community Services* | 61 | (4.89) | N/A | N/A |
| Banking* | 58 | (4.65) | N/A | N/A |
| Recreation Services* | 51 | (4.09) | N/A | N/A |
| Public Relations & Advertising | 50 | (4.01) | 54 | (4.19) |
| Teaching / Lecturing (Assistant)* | 48 | (3.85) | N/A | N/A |
| Customer Services* | 44 | (3.53) | N/A | N/A |
| Teaching / Lecturing (Others)* | 42 | (3.37) | N/A | N/A |
| Scientific & Research Work | 41 | (3.29) | 30 | (2.33) |
| Human Resources | 37 | (2.97) | 47 | (3.64) |
| Finance* | 34 | (2.73) | N/A | N/A |
| Teaching / Lecturing (Secondary School)* | 33 | (2.65) | N/A | N/A |
| Art & Design | 31 | (2.49) | 19 | (1.47) |
| Clerical Work & Office Support* | 26 | (2.09) | N/A | N/A |
| Medical & Health Services (Chin. Medicine)* | 26 | (2.09) | 27 | (2.09) |
| Merchandising / Purchasing | 24 | (1.92) | 43 | (3.33) |
| Insurance Services | 21 | (1.68) | 10 | (0.78) |
| Media & Communications | 18 | (1.44) | 81 | (6.28) |
| Teaching / Lecturing (Primary School)* | 18 | (1.44) | N/A | N/A |
| Engineering | 12 | (0.96) | 19 | (1.47) |
| Tourism* | 12 | (0.96) | N/A | N/A |
| Interpretation & Translation | 11 | (0.88) | 7 | (0.54) |
| Logistics / Transportation* | 11 | (0.88) | N/A | N/A |
| Economic, Statistical & Mathematical Work | 6 | (0.48) | 8 | (0.62) |
| Protective Services | 6 | (0.48) | 15 | (1.16) |
| Medical & Health Services (Others)* | 5 | (0.40) | N/A | N/A |
| Legal Services | 2 | (0.16) | 6 | (0.47) |
| Aircraft & Marine | 1 | (0.08) | 2 | (0.16) |
| Others | 48 | (3.85) | 152 | (11.78) |
| Total | 1247 | (100.00) | 1290 | (100.00) |

* New Job Nature categories in 2008

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

A.1.5 China Related Employment

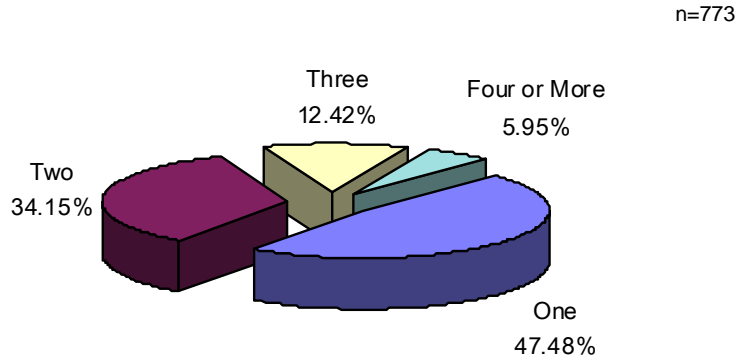
Figure 4: Distribution of Employed Graduates with China Related Employment for the year 2004 to 2008



A.2. Job Search

A.2.1 Number of Job Offers

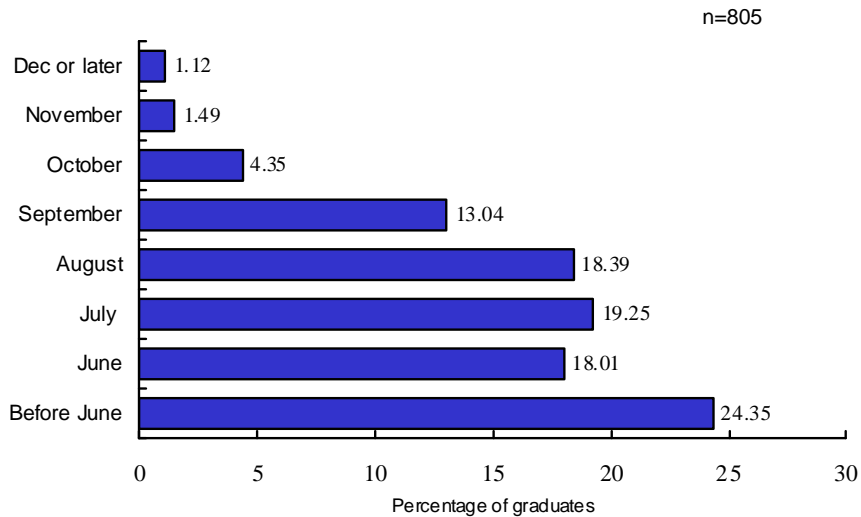
Figure 5: Number of Job Offers Received by the Graduates



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 | 78 | (11.03) |
| Good | 362 | (51.20) |
| Fair | 227 | (32.11) |
| Not Good | 40 | (5.66) |
| Total | 707 | (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 | 66 (13.85) | 275 (54.52) | 163 (28.86) | 26 (2.77) | 530 (100.00) |
| Government | 0 (0.00) | 4 (25.00) | 10 (62.50) | 2 (12.50) | 16 (100.00) |
| Education | 7 (10.45) | 45 (41.04) | 28 (45.52) | 5 (2.99) | 85 (100.00) |
| Community/ Social Services | 5 (1.72) | 38 (58.62) | 26 (36.21) | 7 (3.45) | 76 (100.00) |

A.3.2 Job Satisfaction

Table 6: Graduates' Perception of Job Satisfaction

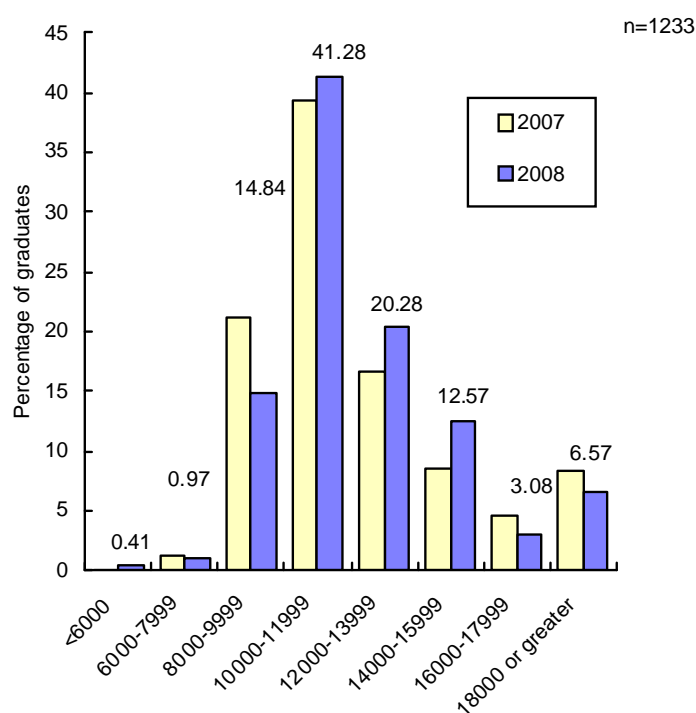
| Level of Job Satisfaction | No. of Employed Graduates | |
|---------------------------|---------------------------|-----------------|
| | n | (%) |
| Very Satisfied | 139 | (19.17) |
| Quite Satisfied | 465 | (64.14) |
| Not Satisfied | 121 | (16.69) |
| Total | 725 | (100.00) |

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 2007 & 2008



A.4.2 By Employment Sector

Table 7: Graduates' Average Monthly Salary by Employment Sector in 2007 and 2008

| Employment Sector | 2008 | 2007 | % Increase or Decrease over last year |
|-----------------------------|----------|----------|---------------------------------------|
| Commerce / Industry | 11646.65 | 11683.92 | -0.32 |
| Government | 13495.83 | 14776.00 | -8.66 |
| Education | 13459.95 | 13940.64 | -3.45 |
| Community / Social Services | 13582.00 | 12348.56 | 9.99 |

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 (45.83) | \$8000-\$9999 (16.67) |
| B.A. (Hons) in English Lang & Lit# | \$10000-\$11999 (46.88) | \$12000-\$13999 (21.88) |
| B.A. (Hons) in Religious Studies | \$8000-\$9999 (35.71) | \$10000-\$11999 (21.43) |
| B.A. (Hons) in Translation | \$10000-\$11999 (45.45) | \$8000-\$9999 (18.18) |
| B.A. (Hons) in Humanities# | \$10000-\$11999 (50.00) | \$8000-\$9999 (23.08) |
| B.A. (Hons) in Music | \$18000-\$19999 (33.33) | \$8000-\$9999 (33.33) |
| B.A. (Hons) in Visual Arts | \$10000-\$11999 (40.00) | \$8000-\$9999 (33.33) |
| Bachelor of Business Administration (Hons) | \$10000-\$11999 (48.63) | \$12000-\$13999 (23.29) |
| Bachelor of Commerce (Hons) in Accountancy | \$10000-\$11999 (57.75) | \$8000-\$9999 (33.80) |
| B.Soc.Sc. (Hons) in China Studies-Econ | \$10000-\$11999 (61.11) | \$8000-\$9999 (16.67) |
| BCM and B.Sc. (Hons) in Biomedical Science | \$14000-\$15999 (60.71) | \$12000-\$13999 (32.14) |
| BPharm (Hons) in Chinese Medicine | \$14000-\$15999 (36.36) | \$12000-\$13999 (18.18) |
| B.Soc.Sc. (Hons) in Communication | \$10000-\$11999 (44.03) | \$12000-\$13999 (21.64) |
| B.Sc. (Hons) in Applied Biology | \$10000-\$11999 (43.75) | \$8000-\$9999 (21.88) |
| B.Sc. (Hons) in Applied Chemistry | \$10000-\$11999 (54.00) | \$12000-\$13999 (30.00) |
| B.Sc. (Hons) in Applied & Computational Math.# | \$12000-\$13999 (50.00) | \$10000-\$11999 (25.00) |
| B.Sc. (Hons) in Physics | \$10000-\$11999 (56.00) | \$12000-\$13999 (24.00) |
| B.Sc. (Hons) in Computer Science | \$12000-\$13999 (53.19) | \$10000-\$11999 (19.15) |
| B.Sc. (Hons) in Computing Studies | \$14000-\$15999 (28.89) | \$12000-\$13999 (28.89) |
| B.Sc. (Hons) in Math. Science# | \$12000-\$13999 (31.25) | \$10000-\$11999 (31.25) |
| B.Sc. (Hons) in Statistical & Operational Research | \$10000-\$11999 (42.86) | \$8000-\$9999 (21.43) |
| B.Soc.Sc. (Hons) in China Studies*# | \$10000-\$11999 (47.06) | \$8000-\$9999 (31.37) |
| B.Soc.Sc. (Hons) in European Studies | \$10000-\$11999 (42.86) | \$14000-\$15999 (23.81) |
| B.Soc.Sc. (Hons) in Geography | \$10000-\$11999 (43.45) | \$12000-\$13999 (21.74) |
| B.Soc.Sc. (Hons) in Gov't & Int'l Studies** | \$10000-\$11999 (64.71) | \$8000-\$9999 (23.53) |
| B.Soc.Sc. (Hons) in Psychology | \$10000-\$11999 (28.89) | \$8000-\$9999 (24.44) |
| B.Soc.Sc. (Hons) in Sociology | \$10000-\$11999 (55.56) | \$8000-\$9999 (18.52) |
| B. Soc.Sc. (Hons) in Sports & Recreation Leadership | \$14000-\$15999 (22.22) | \$12000-\$13999 (22.22) |
| B.A. (Hons) in History# | \$10000-\$11999 (37.04) | \$8000-\$9999 (33.33) |
| B.A. (Hons) in P.E. & Recreation Mgmt# | \$18000-\$19999 (20.83) | \$14000-\$15999 (20.83) |
| Bachelor of Social Work (Hons) | \$14000-\$15999 (43.59) | \$18000-\$19999 (17.95) |

() Percentages of graduates
Including 2+2 graduates

*excluding Economics option
** Including 4 BA(Hons) in GIS graduates

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 2007 and 2008

| Nature of Job | 2008 (n=1229) | 2007 (n=1274) | % Increase or Decrease over last year |
|---|------------------|------------------|---|
| Scientific & Research Work | 11175.12 | 10798.98 | 3.48 |
| Medical & Health Services (Chinese Medicine)* | 14491.46 | N/A | N/A |
| Medical & Health Services (Others)* | 13400.00 | N/A | N/A |
| Engineering | 12059.03 | 11577.28 | 4.16 |
| Aircraft & Marine | 10805.92 | 12125.00 | -10.88 |
| Teaching / Lecturing (Secondary School)* | 18327.37 | N/A | N/A |
| Teaching / Lecturing (Primary School)* | 16873.61 | N/A | N/A |
| Teaching / Lecturing (Assistant)* | 10297.81 | N/A | N/A |
| Teaching / Lecturing (Others)* | 12386.22 | N/A | N/A |
| Economic, Statistical & Mathematical Work | 10611.11 | 11500.00 | -7.73 |
| Systems Analysis & Computer Programming | 13107.63 | 12212.97 | 7.33 |
| Accounting/Auditing/Taxation/Secretarial Work | 10999.33 | 10726.79 | 2.54 |
| Clerical Work & Office Support* | 10146.79 | N/A | N/A |
| Art & Design | 9945.78 | 9118.06 | 9.08 |
| Public Relations & Advertising | 11263.37 | 10925.47 | 3.09 |
| Legal Services | 12500.00 | 10319.44 | 21.13 |
| Social / Community Services* | 14601.71 | N/A | N/A |
| Recreation Services* | 12527.78 | N/A | N/A |
| Administration / Management | 12125.24 | 12054.21 | 0.59 |
| Human Resources | 11780.71 | 11192.55 | 5.25 |
| Marketing / Sales | 11398.97 | 11507.79 | -0.95 |
| Banking* | 13034.82 | N/A | N/A |
| Finance* | 12663.48 | N/A | N/A |
| Customer Services* | 11499.11 | N/A | N/A |
| Logistics / Transportation* | 10621.21 | N/A | N/A |
| Tourism* | 15713.89 | N/A | N/A |
| Protective Services | 17056.67 | 16130.67 | 5.74 |
| Interpretation / Translation | 11406.06 | 10726.19 | 6.34 |
| Media & Communication | 10908.80 | 10808.67 | 0.93 |
| Editorial / Journalism* | 10777.40 | N/A | N/A |
| Insurance Services | 12255.56 | 13605.83 | -9.92 |
| Merchandising / Purchasing | 11310.76 | 10767.36 | 5.05 |
| Others | 11633.37 | 12085.35 | -3.74 |

* New Job Nature categories in 2008 # 4 graduates did not indicate job nature.

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 41 part-time employed graduates, 26 of them are hired by commercial or industrial companies. The remaining respondents chose to work in education institutions (5), various Community / Social Services organizations (5) and government department (2). 3 respondents did not indicate the employment sector.

A.5.2 Temporary Employment

Among 24 respondents, 16 were hired by various commercial or industrial companies. The remaining respondents chose to work in education institution (5), Community / Social Services organizations (2) and government department (1).

A.5.3 Self-Employed

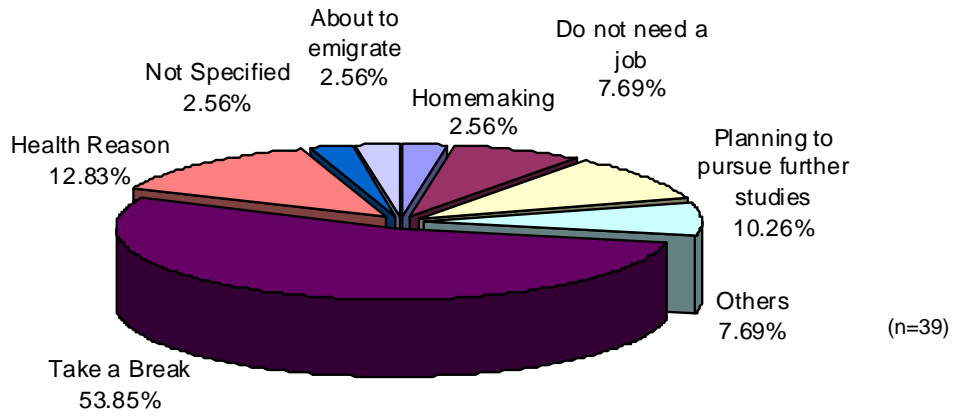
Table 10: Distribution of Self-Employed Graduates by Course of Study

| Course/Major/Option | No. of Graduates |
|---|------------------|
| BA (Hons) in Chin Lang & Lit | 1 |
| BA (Hons) in Gov't & Int'l Studies | 1 |
| BA (Hons) in History | 1 |
| BA (Hons) in Humanities | 2 |
| BA (Hons) in Music | 7 |
| BA (Hons) in Religious Studies | 1 |
| BA (Hons) in Translation | 1 |
| BA (Hons) in Visual Arts | 5 |
| BBA (Hons) in Accountancy | 1 |
| BBA (Hons) in China Business Studies | 1 |
| BComm (Hons) in Accountancy | 1 |
| BCM and B.Sc. (Hons) in Biomedical Science | 2 |
| B.Sc (Hons) in Applied Chemistry | 1 |
| B.Sc. (Hons) in Applied Biology | 1 |
| B.Sc. (Hons) in Computer Science (CS) | 2 |
| B.Sc. (Hons) Stat & Operational Research | 1 |
| BSocSc (Hons) in Communication Digital Graphic Communication | 2 |
| BSocSc (Hons) in Communication Cinema & Television | 1 |
| BSocSc (Hons) in Psychology | 1 |
| BSocSc (Hons) in Sports & Recreation Leadership | 1 |
| Total | 34 |

A.5.4 Not Seeking Employment

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

Figure 8: Reasons for Not Seeking Employment



A.5.5 Not Yet Employed

26 of the graduates were unemployed at the time of survey. The major perceived reasons of their unemployment were mainly the lack of relevant work experiences, relatively late start of job search amidst the economic tsunami, as well as unable to find a suitable job of their own choice.

A.6. Further Studies

Among the 180 graduates who pursued further studies, 70.18% had chosen subjects related to their studies in Baptist University. 87.13% of the respondents were studying in Hong Kong. 93.49% of the respondents were pursuing postgraduates/master level of above studies.

A.6.1 By Course of Study

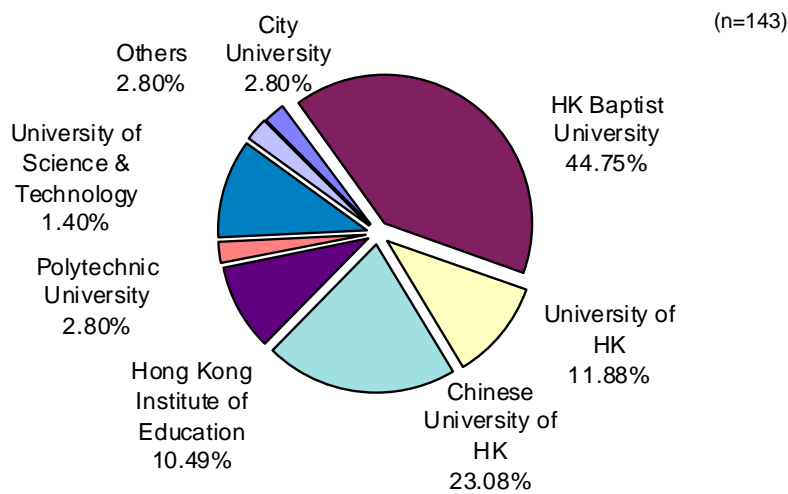
Table 11: Percentages of Graduates Pursuing Further Studies by Course of Study

| Course/Major/Option | No. of Graduates | |
|--|------------------|-----------------|
| | n | (%) |
| BA (Hons) Chinese Lang & Lit | 18 | 10.00 |
| BA (Hons) English Lang & Lit | 8 | 4.44 |
| BA (Hons) Religious Studies | 8 | 4.44 |
| BA (Hons) Translation | 1 | 0.56 |
| BA (Hons) Humanities | 6 | 3.33 |
| BA (Hons) Music | 8 | 4.44 |
| BA (Hons) Visual Arts | 15 | 8.33 |
| BBA (Hons) | 14 | 7.78 |
| BComm (Hons) in Accountancy | 0 | 0.00 |
| BSocSc (Hons) China Studies - Econ | 0 | 0.00 |
| BCM & BSc (Hons) in Biomedical Science | 3 | 1.67 |
| BPharm (Hons) in Chinese Medicine | 1 | 0.56 |
| BSocSc (Hons) Communication | 11 | 6.11 |
| BSc (Hons) Applied Biology | 12 | 6.67 |
| BSc (Hons) Applied Chemistry | 4 | 2.22 |
| BSc (Hons) Applied & Computational Math. | 3 | 1.67 |
| BSc (Hons) Physics | 6 | 3.33 |
| BSc (Hons) Computer Science (CS) | 4 | 2.22 |
| BSc (Hons) Computing Studies (IS) | 2 | 1.11 |
| BSc (Hons) Mathematical Science | 3 | 1.67 |
| BSc (Hons) Stat & Operational Research | 3 | 1.67 |
| BSocSc (Hons) China Studies* | 14 | 7.77 |
| BSocSc (Hons) European Studies | 2 | 1.11 |
| BSocSc (Hons) Geography | 5 | 2.78 |
| BSocSc (Hons) Gov't & Int'l Studies | 5 | 2.78 |
| BSocSc (Hons) Psychology | 7 | 3.89 |
| BSocSc (Hons) Sociology | 6 | 3.33 |
| BSocSc (Hons) Sport & Rec Leadership | 1 | 0.56 |
| BA (Hons) History | 5 | 2.78 |
| BA (Hons) Physical Edu & Recreation Mgt | 4 | 2.22 |
| Bachelor of Social Work (Hons) | 1 | 0.56 |
| Total | 180 | (100.00) |

*excluding Economics option

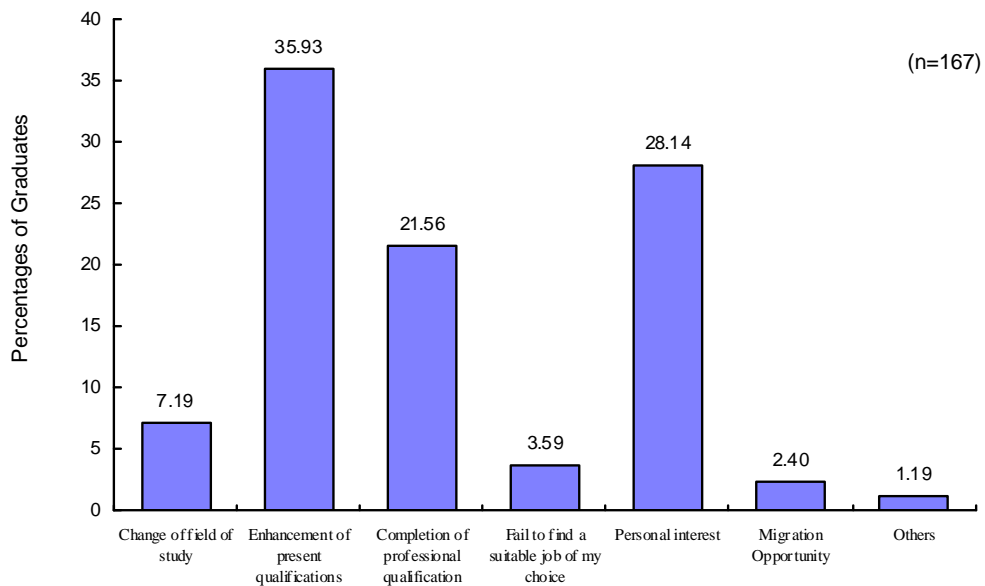
A.6.2 Destination of Further Studies

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

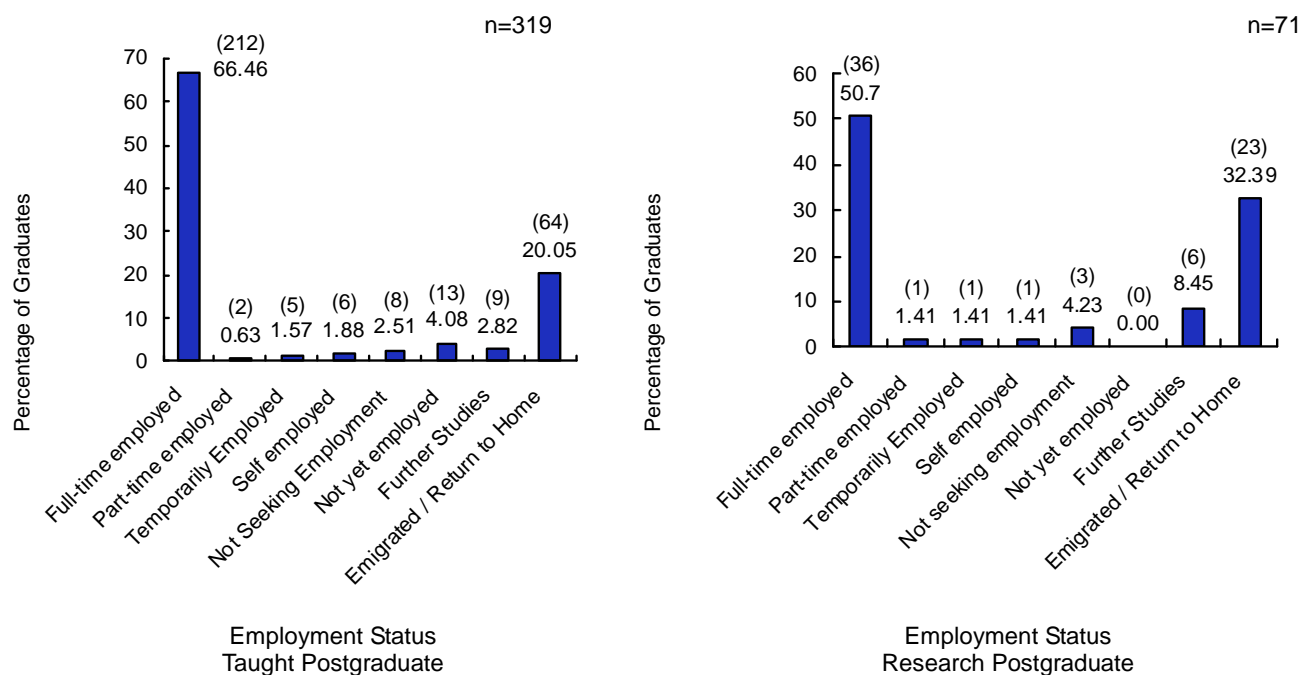
Table 12: Graduates' Perception Towards Their University Life

| 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. | 731 (61.90) | 305 (25.83) | 145 (12.27) | 1,181 (100.00) |
| I am satisfied overall with my academic learning experience in the university. | 742 (63.10) | 308 (26.19) | 126 (10.71) | 1,176 (100.00) |
| I am satisfied overall with my off-classroom experience in the university. | 708 (60.46) | 326 (27.84) | 137 (11.70) | 1,171 (100.00) |
| My university life experience has contributed to my whole-person development. | 712 (60.65) | 339 (28.88) | 123 (10.47) | 1,174 (100.00) |
| I am proud of being a HKBU graduate. | 682 (58.34) | 365 (31.22) | 122 (10.44) | 1,169 (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



* 6 Taught Postgraduates did not indicate their Employment Status.

** 5 Research Postgraduates did not indicate their Employment Status.

B.2. Analysis by Employment Sector

Table 13: Percentages of Postgraduates by Employment Sector

| Employment Sector | Taught Postgraduate | | Research Postgraduate | |
|----------------------------|---------------------|-----------------|-----------------------|-----------------|
| | n | (%) | n | (%) |
| Commerce/Industry | 84 | (45.65) | 18 | (54.55) |
| Government | 1 | (0.54) | 2 | (6.06) |
| Education | 94 | (51.09) | 11 | (33.33) |
| Community & Social Service | 5 | (2.72) | 2 | (6.06) |
| Total | 184* | (100.00) | 33** | (100.00) |

* 28 Taught Postgraduates did not indicate their Employment Sector

** 3 Research 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 | 6 | (3.05) | 11 | (33.33) |
| Medical & Health Svs (Chin. Medicine)^ | | | 1 | (3.03) |
| Medical & Health Svs (Others)^ | | | 1 | (3.03) |
| Engineering | 2 | (1.02) | 2 | (6.06) |
| Teaching/Lecturing (Secondary School)^ | 55 | (27.92) | 1 | (3.03) |
| Teaching/Lecturing (Primary School)^ | 16 | (8.12) | | |
| Teaching/Lecturing (Assistant)^ | 13 | (6.60) | | |
| Teaching/Lecturing (Others)^ | 13 | (6.60) | 2 | (6.06) |
| Econ, Stat & Math Work | 2 | (1.02) | | |
| System Analysis & Prog | 9 | (4.57) | | |
| Account/Audit/Tax/Sec Work | 4 | (2.03) | 2 | (6.06) |
| Art & Design | 1 | (0.51) | | |
| PR & Advertising | 16 | (8.12) | 2 | (6.06) |
| Legal Services | | | 1 | (3.03) |
| Social/Community Services^ | | | 1 | (3.03) |
| Recreation Services^ | 4 | (2.03) | 1 | (3.03) |
| Administration/Management | 11 | (5.58) | 2 | (6.06) |
| Human Resources | 13 | (6.60) | 1 | (3.03) |
| Banking^ | 1 | (0.51) | | |
| Finance^ | 4 | (2.03) | 1 | (3.03) |
| Customer Services^ | 1 | (0.51) | | |
| Interpretation/Translation | 1 | (0.51) | | |
| Media & Communication | 7 | (3.54) | 2 | (6.06) |
| Editorial/Journalism^ | 11 | (5.58) | 1 | (3.03) |
| Insurance Services | 1 | (0.51) | | |
| Merchandising / Purchasing | 3 | (1.52) | | |
| Others | 3 | (1.52) | 1 | (3.03) |
| Total | 197* | (100.00) | 33** | (100.00) |

^ New Job Nature categories in 2008

* 15 Taught Postgraduates did not indicate their Job Nature.

** 3 Research Postgraduates did not indicate their Job Nature.

B.4. Remuneration

Table 15: Overall Average Monthly Salary of Postgraduates

| Course of Study | 2008 | 2007 | % Increase or Decrease over last year |
|------------------------------|----------|----------|---------------------------------------|
| Taught Postgraduate | | | |
| - Mean | 15960.23 | 16281.12 | -1.97 |
| - Median | 15000.00 | 15083.33 | -0.55 |
| Research Postgraduate | | | |
| - Mean | 16964.55 | 18750.22 | -9.52 |
| - Median | 15300.00 | 17500.00 | -12.57 |