

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 2012.

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 are shown in the Glossary.

Response

The survey targeted all 2012 full-time graduates of the University. As shown in Appendix 1, this year, a total of 2016 graduates completed their undergraduate studies and among courses/majors/options of the three Faculties, two Academies and three Schools. There are 983 full-time taught postgraduates and 75 full-time research postgraduates. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academy.

Out of the 2016 undergraduates, 1939 valid responses were received, representing a response rate of 96.18 % (97.58% in 2011). Besides, a total of 610 valid questionnaires were collected from full-time postgraduates.

Executive Summary

SECTION A FULL-TIME UNDERGRADUATES

Overall Employment Status

At the close of the survey, 79.37% of the graduates were working full-time, 0.93% self-employed and 9.64% pursuing further studies. The percentage of employed graduates has increased while that of pursuing further studies has decreased. The number of graduates engaged in part-time or temporary employment has increased, a total of 5.21 (3.97% in 2011). The unemployment rate is 0.98% (0.77% in 2011).

Employment Sectors and Job Nature

An increase of graduates employed in the commercial or industrial sector (73.04%) and in the community/social services organizations (10.07%) has been noted (71.09% and 8.78% in 2011 respectively). On the contrary, there are decreases in number of graduates employed in the other two sectors: 14.16% were employed in the education sector (17.36% in 2011) and 2.72% in the Government sector (2.77% in 2011).

Administration / Management (15.50%) and Marketing / Sales (10.43%) rank the first and the second most frequent job natures respectively. The other top five job natures are distributed among Accounting / Auditing / Taxation / Secretarial Work (8.74%), Teaching / Lecturing (Assistant) (4.93%) and Human Resources (4.86%)

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$12544.33, very similar to that of 2011 (\$12,578.15). The Commerce / Industry sector and the Community / Social services sector have increase in salary (increase of 1.92% and 0.78% respectively), while a decrease is noted in the Government sector (5.89%) and Education sector (3.84%).

Further Studies

There are 187 graduates pursuing further studies, which accounts for 9.64% of our graduates (11.09% in 2011). Among those graduates, 92.76% continued their study in postgraduate/master or above level of studies. Hong Kong Baptist University and The Chinese University of Hong Kong are the most popular local institutions for graduates to further their studies, enrolling 26.61% 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 1.64% (1.40% in 2011). 58.24% of the taught postgraduates (70.81% in 2011) were in employment with 55.38% working full-time or self-employed, 1.97% engaging in part-time employment, and 0.9% being temporarily employed. For research postgraduates, 55.77% were employed full-time (67.80% in 2011), with 1.92% working in part-time employment and 1.92% being self-employed, adding up to 59.62% in employment. There is an increase in number of non-local postgraduates emigrated or return to home country.

Employment Sectors and Job Nature

The Commercial or Industrial sector has absorbed the majority of 60.98% of our postgraduates, with 69.47% (65.99% in 2011) of the taught postgraduates and 28.57% (30% in 2011) of the research postgraduates. The Education sector captured 24.92% of our postgraduates with 21.75% (27.94% in 2011) of our taught postgraduates and 57.14% (62.5% in 2011) of the research postgraduates entering this field this year.

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$15762.78 for taught postgraduates with an increase of 3.04% (\$15297.82 in 2011), and \$19531.42 for research postgraduates with an increase of 12.12% (\$17419.54 in 2011).

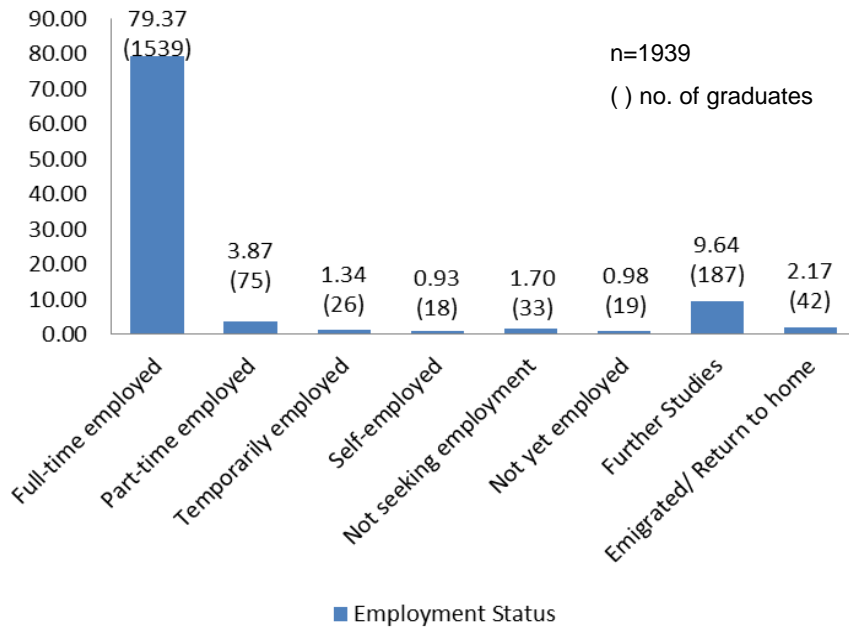
Further Studies

7.35% of taught postgraduates (6.76% in 2011) and 1.92% of research postgraduates have chosen to pursue further studies (15.25% in 2011).

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 Programmes

Appendices 2 and 3 illustrate the employment status of graduates by Faculty and by programme/major/option.

A.1.2 Analysis by Employment Sector

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

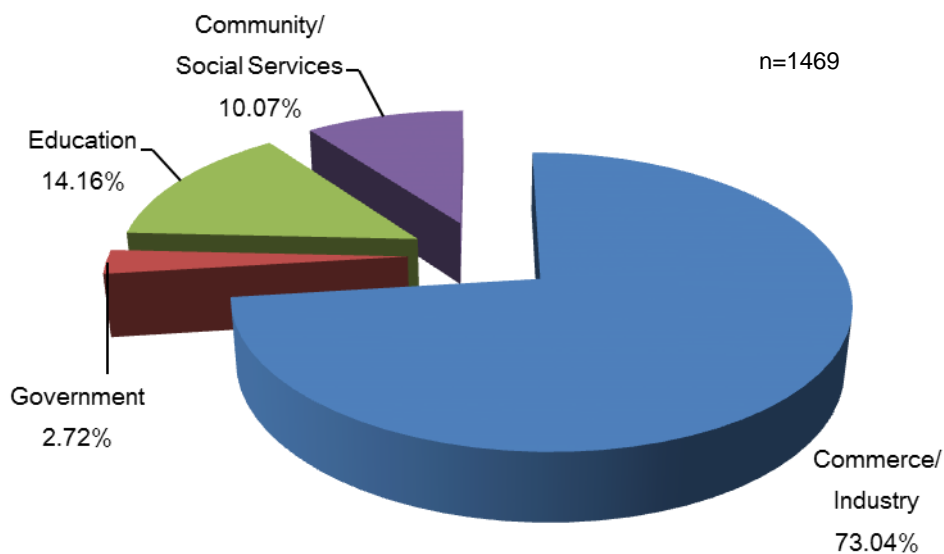
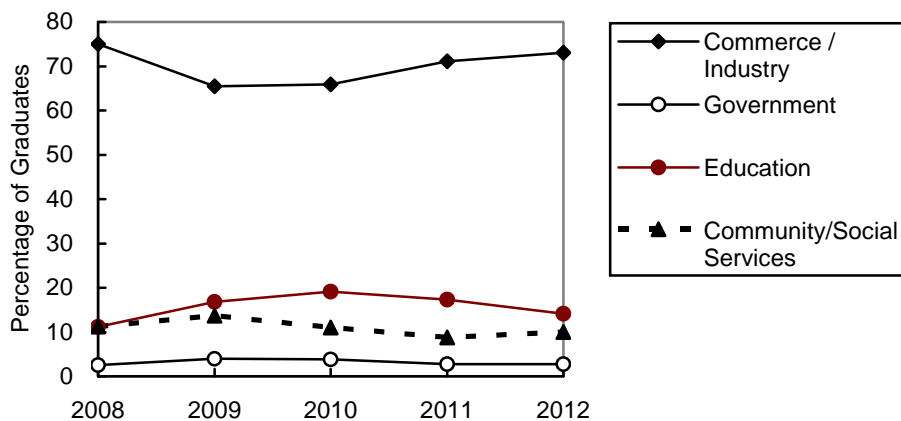


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2008 to 2012 (in Percentage)

Employment Sector	2012 n=1469	2011 n=1515	2010 n=1268	2009 n=1240	2008 n=1260
Commerce/Industry	73.04	71.09	66.88	65.48	75.00
Government	2.72	2.77	3.71	3.95	2.54
Education	14.16	17.36	18.22	16.85	11.19
Community/Social Services	10.07	8.78	11.20	13.71	11.27

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2008 to 2012



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

A.1.3 Analysis by Employment Fields

Table 2: Distribution of Full-time Employed Graduates by Employment Fields

Employment Field	No. of Employed Graduates	
	n	(%)
Business Service	343	(24.27)
Education	241	(17.06)
Community, Social and Personal Services	225	(15.92)
Manufacturing	129	(9.13)
Financial Institutions	112	(7.93)
Trading	92	(6.51)
Transport, Storage and Communication	65	(4.60)
Engineering, Architectural and Technical Services	41	(2.90)
Government	38	(2.69)
Real Estate	35	(2.48)
Hospitality and Tourism Services	31	(2.19)
Insurance	24	(1.70)
Construction	13	(0.92)
Electricity, Gas and Steam	1	(0.07)
Multi-nature/ Others	23	(1.63)
Total*	1413	(100.00)

* 126 Full-time employed graduates did not indicate Employment Field.

A.1.4 Analysis by Job Nature

Table 3: Comparison of the Distribution of Full-time Employed Graduates by Job Nature in 2011 and 2012

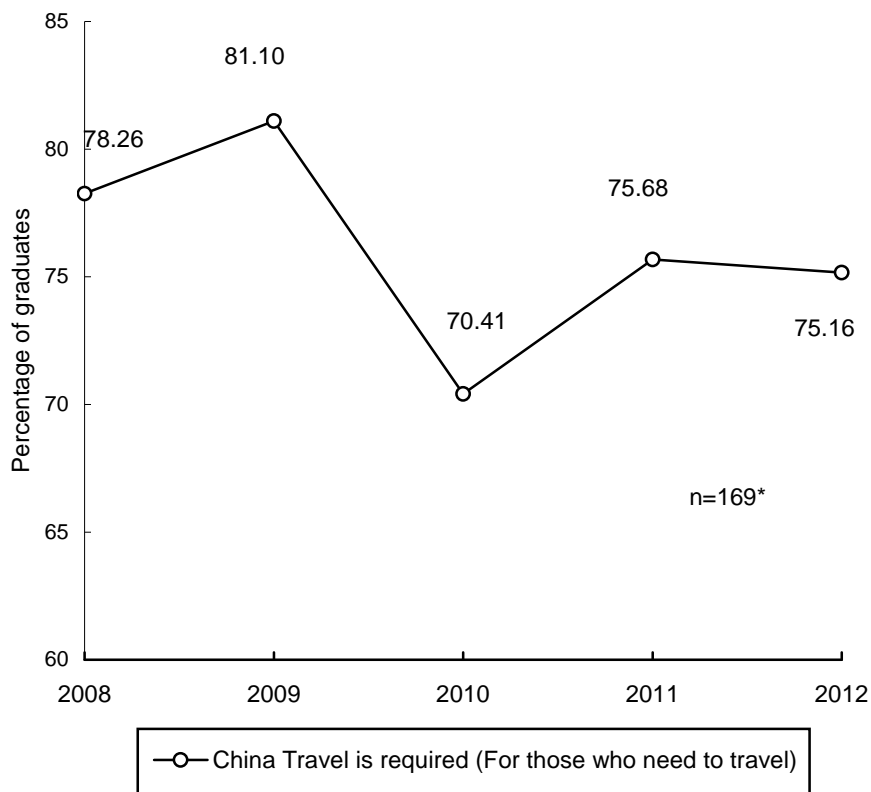
Job Nature	No. of Employed Graduates			
	2012		2011	
	n	(%)	n	(%)
Administration / Management	220	(15.50)	161	(11.06)
Marketing / Sales	148	(10.43)	138	(9.48)
Accounting / Auditing / Taxation / Secretarial Work	124	(8.74)	122	(8.38)
Teaching / Lecturing (Assistant)	70	(4.93)	81	(5.56)
Human Resources	69	(4.86)	47	(3.23)
Editorial / Journalism	63	(4.44)	75	(5.15)
Social / Community Services	60	(4.23)	73	(5.01)
System Analysis / Computer Programming	59	(4.16)	66	(4.53)
Public Relations and Advertising	58	(4.09)	76	(5.22)
Scientific and Research Work	56	(3.95)	46	(3.16)
Teaching / Lecturing (Others)	55	(3.88)	69	(4.74)
Customer Services	52	(3.66)	79	(5.43)
Art and Design	48	(3.38)	35	(2.40)
Media / Communications	32	(2.26)	33	(2.27)
Teaching / Lecturing (Secondary School)	32	(2.26)	85	(5.84)
Banking	29	(2.04)	22	(1.51)
Tourism	28	(1.97)	36	(2.47)
Recreation Services	25	(1.76)	24	(1.65)
Medical and Health Services (Chinese Medicine)	22	(1.55)	17	(1.17)
Finance	21	(1.48)	27	(1.85)
Insurance Services	19	(1.34)	7	(0.48)
Medical and Health Services (Others)	16	(1.13)	9	(0.62)
Merchandising / Purchasing	16	(1.13)	18	(1.24)
Protective Services	12	(0.85)	9	(0.62)
Teaching / Lecturing (Primary School)	12	(0.85)	5	(0.34)
Clerical Work and Office Support	11	(0.78)	9	(0.62)
Interpretation / Translation	11	(0.78)	4	(0.27)
Engineering	5	(0.35)	10	(0.69)
Legal Services	4	(0.28)	4	(0.27)
Logistics / Transportation	4	(0.28)	17	(1.17)
Architecture / Surveying	2	(0.14)	0	(0.00)
Economic, Statistical and Mathematical Work	2	(0.14)	7	(0.48)
Religious Work	1	(0.07)	1	(0.07)
Others	33	(2.33)	44	(3.02)
Total	1419	(100.00)	1456	(100.00)

* 120 Full-time employed graduates did not indicate Job Nature

Analysis of full-time employed graduates by job nature and programme of study is shown in Appendix 5.

A.1.5 China Related Employment

Figure 4: Distribution of Full-time Employed Graduates with China Related Employment for the Years of 2008 to 2012



*169 respondents indicated they need to work outside Hong Kong.

A.1.6 Global Working Destination

Table 4: Working Destinations of Full-time Employed Graduates Who Needed to Work outside Hong Kong

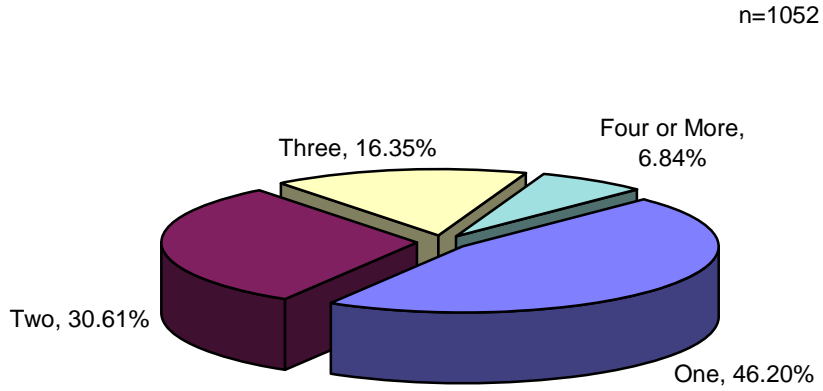
Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Mainland China	118	(75.16)
Macau	9	(5.73)
Taiwan	3	(1.91)
Japan	3	(1.91)
Singapore	2	(1.27)
Other Asian countries	8	(5.10)
U.S.	3	(1.91)
U.K.	2	(1.27)
Other European countries	4	(2.55)
Others	5	(3.18)
Total	157	(100.00)

*12 respondents who need to work outside Hong Kong did not disclose the working destination.

A.2. Job Search

A.2.1 Number of Job Offers

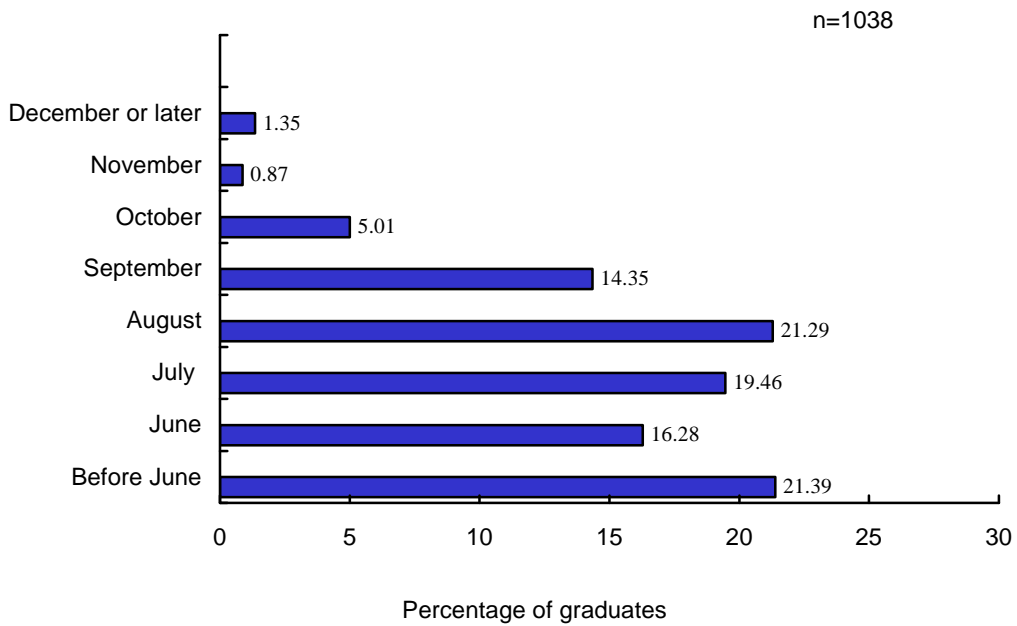
Figure 5: Number of Job Offers Received by Full-time Employed Graduates



A.2.2 Month of Securing First Job

Appendix 6 shows the distribution of the month of securing first job by programme of study.

Figure 6: Month of Securing First Job by Full-time Employed Graduates



A.3. Career Development

A.3.1 Future Career Development Opportunity

Table 5: Perception on Future Career Development Opportunity of Full-time Employed Graduates

Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Excellent	104	(10.82)
Good	476	(49.53)
Fair	324	(33.71)
Not Good	58	(6.04)
Total	961	(100.00)

Table 6: Perception on Career Development Opportunity by Employment Sector of Full-time Employed Graduates

Employment Sector	Excellent	Good	Fair	Not Good	Total
	n (%)	n (%)	n (%)	n (%)	n (%)
Commerce/ Industry	78 (11.16)	341 (48.78)	241 (34.48)	39 (5.58)	699 (100.00)
Government	6 (31.58)	7 (36.84)	3 (15.79)	3 (15.79)	19 (100.00)
Education	12 (8.39)	71 (49.65)	50 (34.97)	10 (6.99)	143 (100.00)
Community/ Social Services	8 (7.92)	57 (56.44)	30 (29.70)	6 (5.94)	101 (100.00)

A.3.2 Job Satisfaction

Table 7: Perception on Job Satisfaction of Full-time Employed Graduates

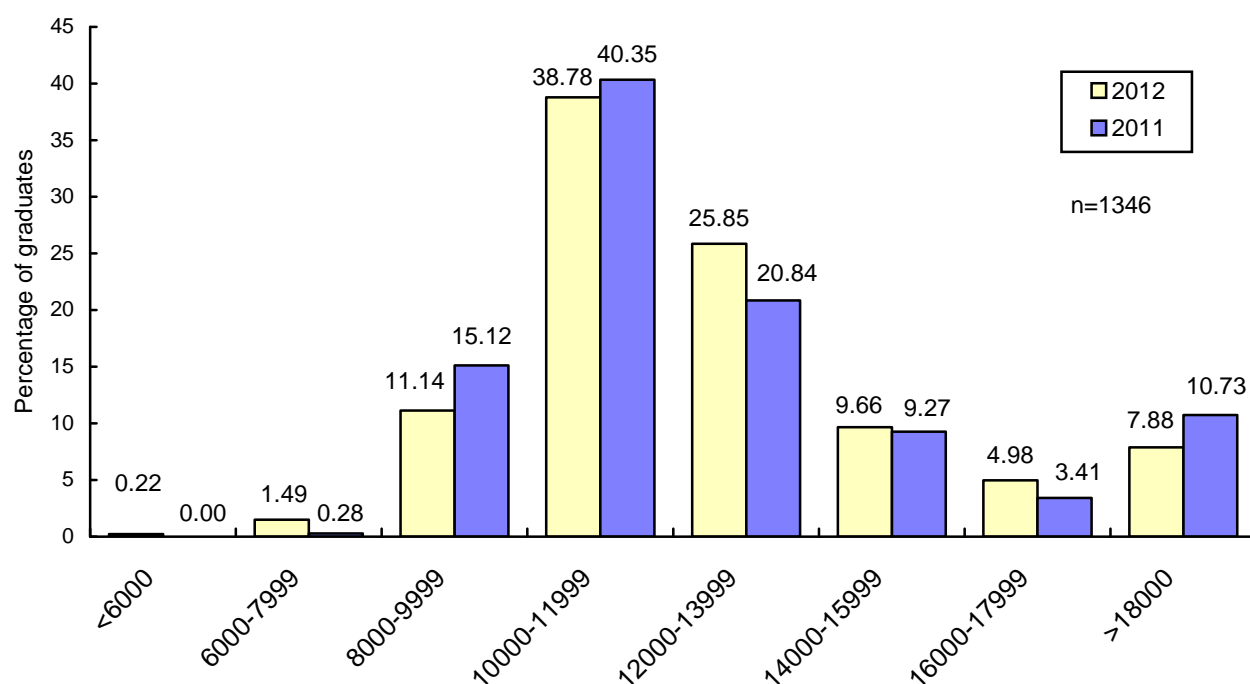
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	172	(17.70)
Quite Satisfied	641	(65.95)
Not Satisfied	159	(16.36)
Total	972	(100.00)

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 might represent a large portion of the total remuneration package.

A.4.1 Overall Average Monthly Salary

Figure 7: A Comparison of Full-time Employed Graduates' Salary Range (\$) in 2011 and 2012



A.4.2 By Employment Sector

Table 8: Full-time Employed Graduates' Average Monthly Salary by Employment Sector in 2011 and 2012

Employment Sector	2012	2011	% Increase or Decrease over last year
Commerce / Industry	\$12124.02	\$11,895.37	1.92
Government	\$15432.41	\$16,398.56	-5.89
Education	\$13752.52	\$14,301.61	-3.84
Community / Social Services	\$13325.52	\$13,222.88	0.78

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 Programme of Study

Table 9: The two most frequent monthly salary intervals by programme of study

Programme of Study	The most frequent salary range (HK\$)		The second most frequent salary range (HK\$)	
Faculty of Arts				
Bachelor of Arts (Hons)				
<i>Chinese Language & Literature</i>	10000-11999	(50.00)	12000-13999	(16.67)
<i>English Language & Literature</i>	10000-11999	(37.50)	12000-13999	(31.25)
<i>English Language & Literature and Bachelor of Education (Hons) in English Language Teaching Translation</i>	22000 or above	(76.92)	20000-21999	(7.69)
	12000-13999	(42.86)	10000-11999	(38.10)
Bachelor of Arts (Hons) in Humanities	10000-11999	(41.38)	12000-13999	(37.93)
<i>Chinese</i>	12000-13999	(50.00)	8000-9999	(50.00)
<i>Communication Arts #</i>	12000-13999	(50.00)	10000-11999	(50.00)
<i>Creative & Professional Writing</i>	12000-13999	(44.44)	10000-11999	(44.44)
<i>English Studies</i>	10000-11999	(66.67)	12000-13999	(16.67)
<i>Film Arts</i>	12000-13999	(100.00)	-	-
<i>History</i>	12000-13999	(33.33)	10000-11999	(33.33)
- <i>Chinese History Stream</i>	8000-9999	(100.00)	-	-
- <i>Western History Stream</i>	12000-13999	(50.00)	10000-11999	(50.00)
<i>Religious & Philosophy</i>	14000-15999	(100.00)	-	-
<i>Visual Arts</i>	8000-9999	(100.00)	-	-
Bachelor of Arts (Hons) in Music	12000-13999	(50.00)	8000-9999	(25.00)
<i>Composition/Music Production</i>	8000-9999	(66.67)	12000-14000	(33.33)
<i>General Music</i>	12000-13999	(100.00)	-	-
<i>Music Education #</i>	22000 or above	(50.00)	14000-15999	(50.00)
<i>Performance/Pedagogy</i>	12000-13999	(100.00)	-	-
Bachelor of Arts (Hons) in Religious Studies	10000-11999	(50.00)	12000-13999	(28.57)
<i>Christian Studies</i>	10000-11999	(66.67)	12000-13999	(16.67)
<i>Philosophical Studies</i>	12000-13999	(37.50)	10000-11999	(37.50)
Bachelor of Arts in Liberal and Cultural Studies	10000-11999	(31.03)	12000-13999	(24.14)
Academy of Visual Arts				
Bachelor of Arts (Hons) in Visual Arts	10000-11999	(48.00)	12000-13999	(16.00)
School of Business				
Bachelor of Business Administration (Hons)	10000-11999	(36.82)	12000-13999	(35.74)
<i>Accounting</i>	12000-13999	(61.29)	8000-9999	(17.74)
<i>Applied Economics</i>	14000-15999	(41.67)	10000-11999	(25.00)
<i>China Business Studies</i>	10000-11999	(35.71)	12000-13999	(26.19)
<i>Finance</i>	12000-13999	(45.95)	10000-11999	(32.43)
<i>Human Resources Management</i>	10000-11999	(57.78)	12000-13999	(22.22)
<i>Information Systems & e-Business Management</i>	10000-11999	(47.62)	12000-13999	(28.57)
<i>Marketing</i>	10000-11999	(50.00)	12000-13999	(26.09)
Bachelor of Commerce (Hons) in Accountancy	8000-9999	(39.71)	10000-11999	(27.94)
Bachelor of Commerce in Human Resources Management	10000-11999	(52.63)	12000-13999	(21.05)
Bachelor of Commerce in Marketing	10000-11999	(62.96)	12000-13999	(14.81)
BSoc Sciences (Hons) in China Studies in Economics	14000-15999	(20.00)	12000-13999	(20.00)
School of Chinese Medicine				
Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science	16000-17999	(70.83)	20000-21999	(8.33)
Bachelor of Pharmacy (Hons) in Chinese Medicine	12000-13999	(70.00)	10000-11999	(30.00)
School of Communication				
BSoc Sciences (Hons) in Communication	10000-11999	(51.35)	12000-13999	(29.73)

<i>Cinema & Television</i>	10000-11999	(55.56)	8000-9999	(22.22)
<i>Digital Graphic Communication</i>	10000-11999	(63.64)	12000-13999	(18.18)
<i>Journalism</i>	12000-13999	(51.52)	10000-11999	(42.42)
- <i>Broadcast</i>	10000-11999	(58.33)	12000-13999	(41.67)
- <i>Chinese</i>	12000-13999	(66.67)	10000-11999	(33.33)
- <i>International</i>	12000-13999	(44.44)	10000-11999	(33.33)
<i>Organizational Communication</i>	10000-11999	(52.00)	12000-13999	(28.00)
<i>Public Relations & Advertising</i>	10000-11999	(54.17)	12000-13999	(25.00)
- <i>Advertising</i>	10000-11999	(83.33)	12000-13999	(8.33)
- <i>Public Relations</i>	12000-13999	(41.67)	10000-11999	(25.00)
BSoc Sciences in Integrated Communication Management	10000-11999	(54.10)	8000-9999	(16.39)
Faculty of Science				
Bachelor of Science (Hons)				
<i>Applied & Computational Mathematics</i>	10000-11999	(100.00)	-	
<i>Applied Biology</i>	10000-11999	(38.46)	12000-13999	(26.92)
- <i>Biotechnology Studies</i>	12000-13999	(40.00)	10000-11999	(40.00)
- <i>Environmental Science #</i>	10000-11999	(37.50)	8000-9999	(25.00)
<i>Applied Chemistry</i>	18000-19999	(20.00)	14000-15999	(20.00)
- <i>Environmental Studies#</i>	14000-15999	(33.33)	10000-11999	(33.33)
- <i>Industrial Studies#</i>	18000-19999	(50.00)	12000-13999	(50.00)
<i>Chemistry</i>	10000-11999	(38.89)	12000-13999	(27.78)
- <i>Environmental Studies</i>	10000-11999	(42.86)	14000-15999	(23.81)
- <i>No Concentration #</i>	12000-13999	(40.00)	10000-11999	(33.33)
<i>Computer Science (Computer Systems)</i>	12000-13999	(32.50)	10000-11999	(32.50)
<i>Computing Studies (Information Systems) #</i>	12000-13999	(50.00)	14000-15999	(23.33)
<i>Mathematical Science #</i>	10000-11999	(57.14)	8000-9999	(42.86)
<i>Mathematical Science and Bachelor of Education (Hons) in Mathematics Teaching</i>	22000 or above	(57.14)	16000-17999	(14.29)
<i>Physics #</i>	12000-13999	(29.17)	14000-15999	(20.83)
<i>Statistical & Operational Research #</i>	10000-11999	(42.86)	12000-13999	(28.57)
Faculty of Social Sciences				
BSoc Sciences (Hons) in China Studies*				
<i>Geography</i>	10000-11999	(49.06)	12000-13999	(24.53)
<i>History #</i>	10000-11999	(38.10)	12000-13999	(23.81)
<i>History #</i>	12000-13999	(35.71)	10000-11999	(35.71)
<i>Sociology</i>	10000-11999	(72.22)	12000-13999	(16.67)
BSoc Sciences (Hons)				
<i>European Studies</i>	14000-15999	(26.67)	12000-13999	(26.67)
- <i>French</i>	14000-15999	(25.00)	12000-13999	(25.00)
- <i>German</i>	14000-15999	(28.57)	12000-13999	(28.57)
<i>Geography</i>	10000-11999	(35.29)	12000-13999	(29.41)
<i>Geography and Bachelor of Education (Hons) in Liberal Studies Teaching</i>	14000-15999	(60.00)	18000-19999	(20.00)
<i>Government & International Studies</i>	10000-11999	(38.89)	14000-15999	(22.22)
<i>Psychology</i>	10000-11999	(55.81)	8000-9999	(16.28)
<i>Sociology #</i>	10000-11999	(70.59)	12000-13999	(17.65)
<i>Sociology and Bachelor of Education (Hons) in Liberal Studies Teaching</i>	10000-11999	(33.33)	16000-17999	(22.22)
BSoc Sciences in Sport & Recreation Leadership				
Bachelor of Arts (Hons)	10000-11999	(53.57)	12000-13999	(25.00)
<i>History</i>	10000-11999	(66.67)	12000-13999	(16.67)
<i>History and Bachelor of Education (Hons) in Liberal Studies Teaching</i>	22000 or above	(33.33)	12000-13999	(33.33)
<i>Physical Education & Recreation Management #</i>	10000-11999	(26.67)	20000-21999	(16.67)
Bachelor of Social Work (Hons)				
	16000-17999	(45.00)	14000-15999	(27.50)

() Percentages of graduates # Including 2+2 graduates

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

A.4.4 By Job Nature

Table 10: Full-time Employed Graduates' Average Monthly Salary by Job Nature in 2011 and 2012

Nature of Job	2012	2011	% Increase or Decrease over last year
	(n=1346)	(n=1416)	
	HK\$	HK\$	
Accounting / Auditing / Taxation / Secretarial Work	10867.70	11294.97	-3.78%
Administration / Management	12272.74	12070.60	1.67%
Architecture / Surveying	10000.00	-	-
Art and Design	10949.11	10159.76	7.77%
Banking	14757.76	15462.42	-4.56%
Clerical Work and Office Support	8671.11	9599.17	-9.67%
Customer Services	12750.65	11412.73	11.72%
Economic, Statistical and Mathematical Work	12000.00	12016.67	-0.14%
Editorial / Journalism	11324.71	10832.22	4.55%
Engineering	12216.67	11258.89	8.51%
Finance	17762.62	16006.79	10.97%
Human Resources	11626.50	11304.01	2.85%
Insurance Services	14145.31	17142.86	-17.49%
Interpretation / Translation	13434.05	12305.00	9.18%
Legal Services	9000.00	9658.33	-6.82%
Logistics / Transportation	14248.54	13353.43	6.70%
Marketing / Sales	11644.24	12219.76	-4.71%
Media / Communications	10596.77	10308.99	2.79%
Medical and Health Services (Chinese Medicine)	17158.17	15831.25	8.38%
Medical and Health Services (Others)	14870.12	11944.44	24.49%
Merchandising / Purchasing	11483.89	11576.39	-0.80%
Protective Services	20515.63	21973.89	-6.64%
Public Relations and Advertising	11104.72	11184.59	-0.71%
Recreation Services	13319.81	13231.04	0.67%
Religious Work	10000.00	9000.00	11.11%
Scientific and Research Work	11507.80	11335.26	1.52%
Social / Community Services	14326.00	14215.11	0.78%
System Analysis / Computer Programming	13647.33	12202.79	11.84%
Teaching / Lecturing (Assistant)	11788.42	10691.70	10.26%
Teaching / Lecturing (Others)	13254.52	11949.23	10.92%
Teaching / Lecturing (Primary School)	16996.36	16332.00	4.07%
Teaching / Lecturing (Secondary School)	21143.83	20789.05	1.71%
Tourism	13123.82	13824.88	-5.07%
Others	11448.48	12611.45	-9.22%

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 part-time employed graduates, 50 of them were hired by commercial or industrial companies. The remaining respondents chose to work in the Government (3), education institutions (13) or community / social services organizations (6). 3 respondents did not indicate their employment sector.

A.5.2 Temporary Employment

Among the 26 respondents, 5 were hired by various Commercial or Industrial companies, 2 respondents chose to work in Government departments and 3 worked in the Education sector. 16 of them reported having working holiday in overseas countries and did not indicate their employment sector.

A.5.3 Self-employed

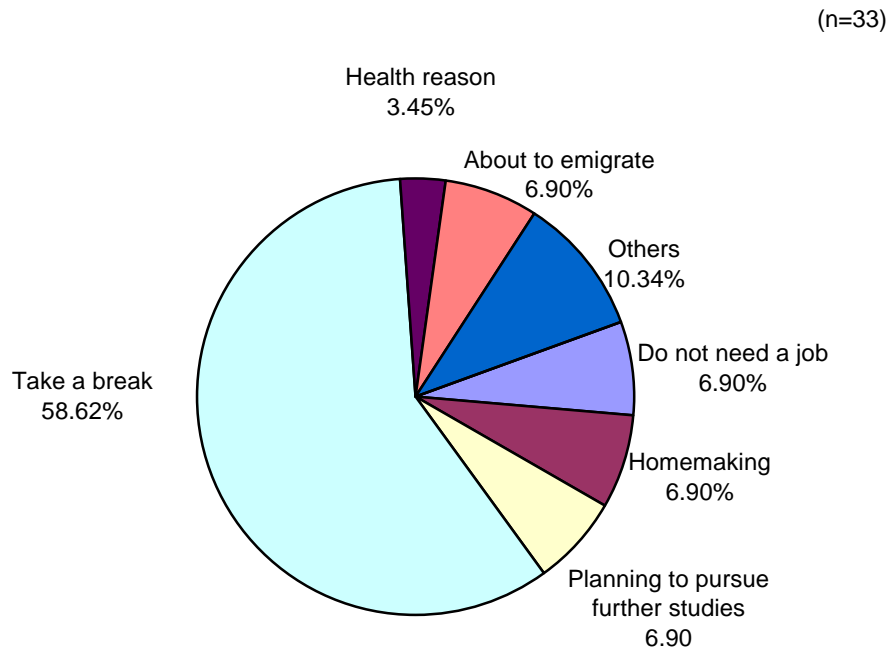
Table 11: Distribution of Self-employed Graduates by Programme of Study

Programme/Major/Option	No. of Graduates
Bachelor of Arts (Hons) in Music - Composition/Music Production	1
Bachelor of Arts (Hons) in Music - General	4
Bachelor of Arts (Hons) in Music - Music Education	1
Bachelor of Arts (Hons) in Music - Performance/Pedagogy	2
Bachelor of Arts (Hons) in Music + Diploma in Education	1
Bachelor of Arts (Hons) in Translation	1
Bachelor of Arts (Hons) in Visual Arts	2
Bachelor of Arts (Hons) in Humanities - Visual Arts	1
Bachelor of Science (Hons) in Chemistry - Environmental Studies	1
Bachelor of Social Sciences (Hons) in Psychology	1
Bachelor of Social Sciences (Hons) in Communication - Digital Graphic Communication	2
Bachelor of Social Work (Hons)	1
Total	18

A.5.4 Not Seeking Employment

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

Figure 8: Reasons for Not Seeking Employment



A.5.5 Not Yet Employed

19 (0.98%) of the graduates were unemployed at the time of survey. The major perceived reasons of their unemployment were mainly the relatively late start of job search and keen job market competition.

A.6. Further Studies

Among the 187 graduates who pursued further studies, 64.60% had chosen subjects related to their studies in Baptist University. 78.79% of the respondents were studying in Hong Kong. 92.76% of the respondents were pursuing postgraduates/master level of above studies.

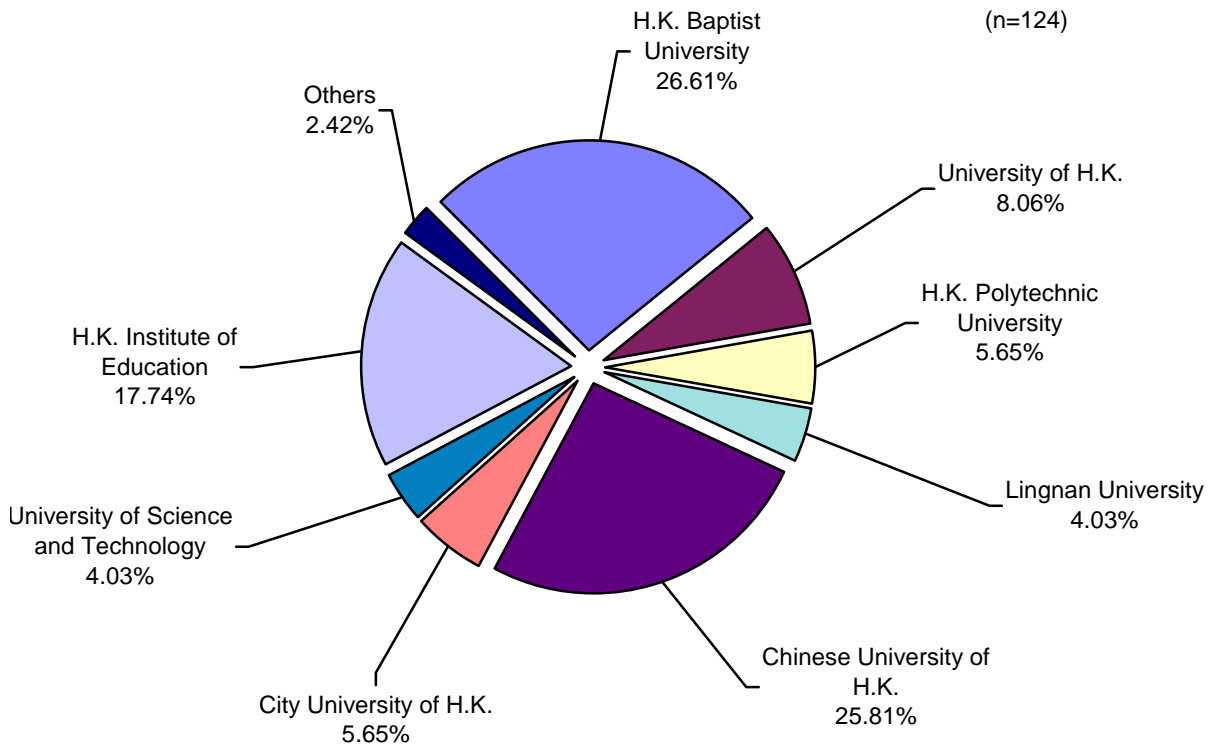
A.6.1 By Programme of Study

Table 12: Percentages of Graduates Pursuing Further Studies by Programme of Study

Programme/Major/Option	No. of Graduates	
	n	(%)
BA (Hons) in Chinese Language and Literature	12	(6.42)
BA (Hons) in English Language and Literature	7	(3.74)
BA (Hons) in History	3	(1.60)
BA (Hons) in History and BEd (Hons) in Liberal Studies Teaching	1	(0.53)
BA (Hons) in Humanities	6	(3.21)
BA (Hons) in Music	6	(3.21)
BA (Hons) in Physical Education and Recreation Management	6	(3.21)
BA (Hons) in Religious Studies	5	(2.67)
BA (Hons) in Translation	4	(2.14)
BA (Hons) in Visual Arts	7	(3.74)
BA in Liberal and Cultural Studies	14	(7.49)
Bachelor of Chinese Med and Bachelor of Sci (Hons) in Biomedical Sci	1	(0.53)
Bachelor of Pharmacy (Hons) in Chinese Medicine	1	(0.53)
Bachelor of Social Work (Hons)	4	(2.14)
BBA (Hons) - Applied Economics	5	(2.67)
BBA (Hons) - Finance	3	(1.60)
BBA (Hons) - Human Resources Management	2	(1.07)
BBA (Hons) - Information Systems and e-Business Management	1	(0.53)
BBA (Hons) - Marketing	3	(1.60)
Bcom (Hons) in Accountancy	1	(0.53)
Bcom in Human Resources Management	7	(3.74)
Bcom in Marketing	1	(0.53)
BSc (Hons) in Applied Biology - Biotechnology Studies	5	(2.67)
BSc (Hons) in Chemistry	7	(3.74)
BSc (Hons) in Computing Studies (Information Systems)	1	(0.53)
BSc (Hons) in Mathematical Science	2	(1.07)
BSc (Hons) in Mathematical Science and BEd (Hons) in Mathematics Teaching	1	(0.53)
BSc (Hons) in Physics	4	(2.14)
BSc (Hons) in Statistics and Operations Research	5	(2.67)
BSocSc (Hons) in China Studies - Economics	2	(1.07)
BSocSc (Hons) in China Studies - Geography	1	(0.53)
BSocSc (Hons) in China Studies - Sociology	1	(0.53)
BSocSc (Hons) in Communication - Cinema and Television	4	(2.14)
BSocSc (Hons) in Communication - Journalism	5	(2.67)
BSocSc (Hons) in Communication - Organizational Communication	2	(1.07)
BSocSc (Hons) in Communication - Public Relations and Advertising	3	(1.60)
BSocSc (Hons) in European Studies	5	(2.67)
BSocSc (Hons) in Geography	3	(1.60)
BSocSc (Hons) in Government and International Studies	6	(3.21)
BSocSc (Hons) in Psychology	4	(2.14)
BSocSc (Hons) in Sociology	3	(1.60)
BSocSc in Integrated Communication Management	7	(3.74)
BSocSc in Sport and Recreation Leadership	16	(8.56)
Total	187	(100.00)

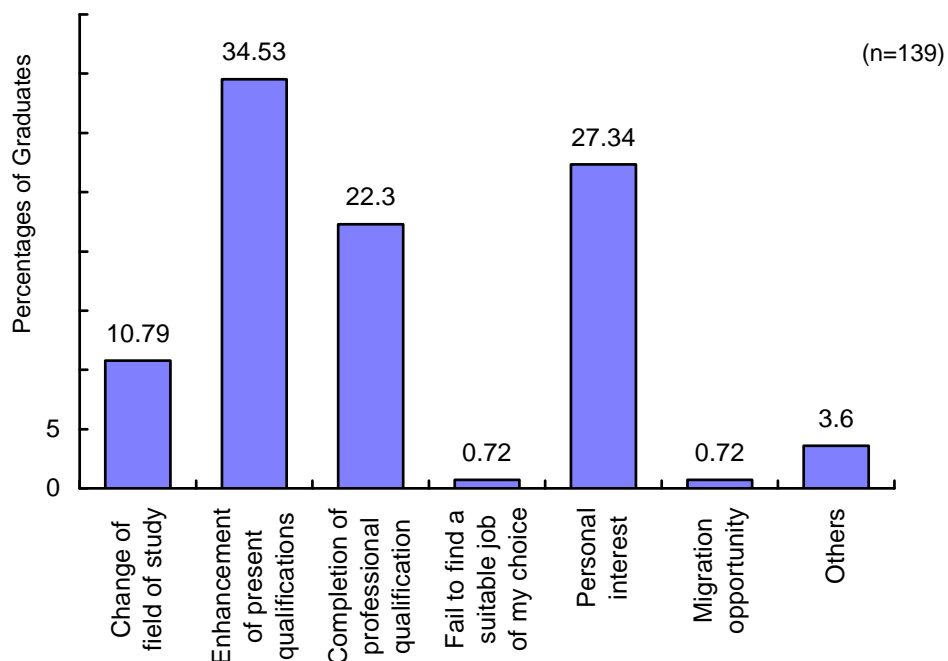
A.6.2 Destination of Further Studies

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 13: Graduates' Perception Towards Their University Life

To what extent do you agree or disagree with the following statements?	Strongly disagree/ Disagree		Neither agree/ disagree		Strongly Agree/ Agree		Total	
	n	%	n	%	n	%	n	%
1. I am satisfied overall with my academic learning experience, both the curriculum and teaching in the university.	170	(15.51)	341	(31.11)	585	(53.38)	1096	(100.00)
2. I am satisfied overall with the above off-classroom experience in the university.	164	(14.96)	369	(33.67)	563	(51.37)	1096	(100.00)
3. My university experience (academic learning and off-classroom experience) has prepared me with the necessary skills and knowledge for my work place.	203	(18.56)	371	(33.91)	520	(47.53)	1094	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	139	(12.71)	379	(34.64)	576	(52.65)	1094	(100.00)
5. I have strong affiliation with Hong Kong Baptist University.	202	(18.43)	475	(43.34)	419	(38.23)	1096	(100.00)
6. I have strong affiliation with my school/faculty.	183	(16.70)	400	(36.50)	513	(46.81)	1096	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	249	(22.82)	396	(36.30)	446	(40.88)	1091	(100.00)
8. I have strong interest to know HKBU's news / recent development.	283	(25.82)	482	(43.98)	331	(30.20)	1096	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	157	(14.34)	427	(39.00)	511	(46.67)	1095	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	176	(16.07)	412	(37.63)	507	(46.30)	1095	(100.00)
11. I shall try to help with the university's education program to nurture the younger HKBU generation if I have time in the future.	178	(16.29)	474	(43.37)	441	(40.35)	1093	(100.00)

Table 14: Graduates' Participation in Off-classroom Activities

	N	% (out of total 1096 respondents)
International exchange	176	(16.06)
Internship program	411	(37.50)
Service learning program	184	(16.79)
Skills enrichment program	145	(13.23)
Participation in student societies / university bodies	445	(40.60)
Others	35	(3.19)
Total	1396	(100.00)

(Respondents can choose more than 1 option)

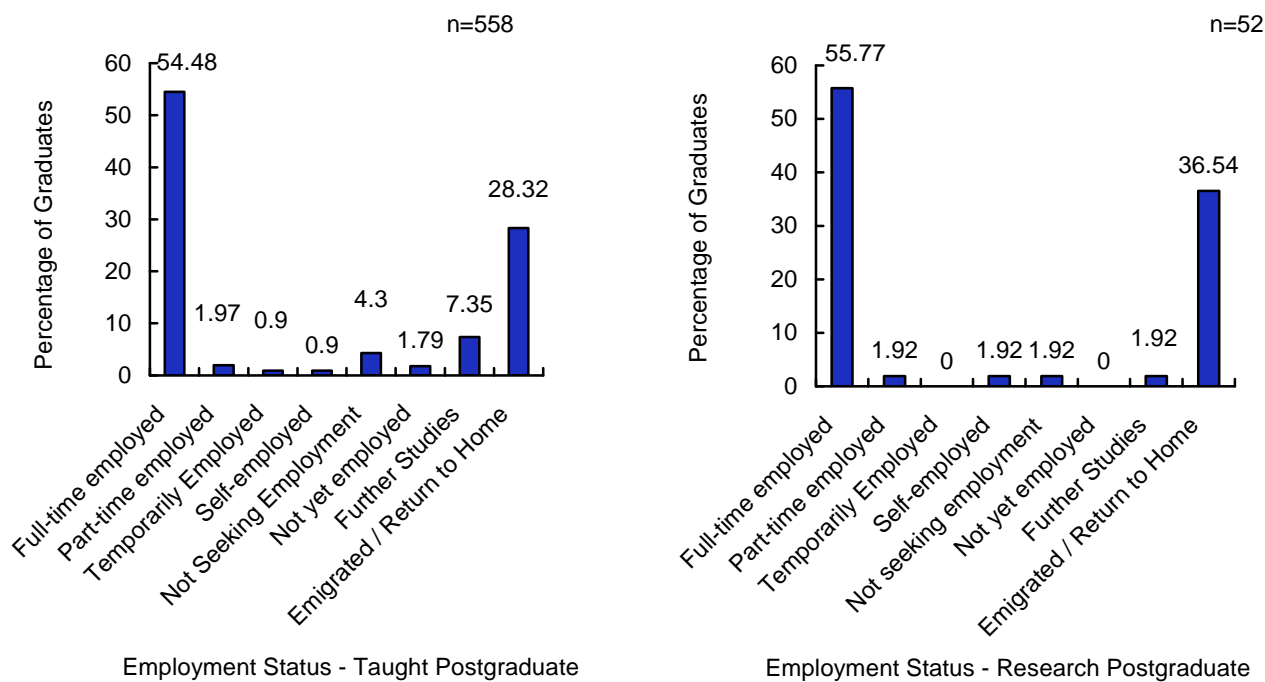
Table 15: Graduates' Perception of the Contribution of University Experience to the Development of Graduate Attributes

	To a very small extent				To a very large extent		Total	
	n	%	n	%	n	%	n	%
Citizenship	180	(16.54)	568	(52.21)	340	(31.25)	1088	(100.00)
Professional & broad based knowledge	122	(11.22)	448	(41.21)	517	(47.56)	1087	(100.00)
Lifelong learning attitude	113	(10.38)	461	(42.33)	515	(47.29)	1089	(100.00)
IT & numerical skills	224	(20.59)	581	(53.40)	283	(26.01)	1088	(100.00)
Creativity	176	(16.19)	530	(48.76)	381	(35.05)	1087	(100.00)
Communication	89	(8.17)	416	(38.20)	584	(53.63)	1089	(100.00)
Teamwork	87	(8.00)	382	(35.11)	619	(56.89)	1088	(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 16: Percentages of Postgraduates by Employment Sector

Employment Sector	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Commerce/Industry	198	(69.47)	8	(28.57)
Government	12	(4.21)	2	(7.14)
Education	62	(21.75)	16	(57.14)
Community and Social Service	13	(4.56)	2	(7.14)
Total	285	(100.00)	28	(100.00)

* 19 Taught Postgraduates did not indicate the Job Nature.

* 1 Research Postgraduates did not indicate the Job Nature.

B.3. Analysis by Job Nature

Table 17: Percentages of Postgraduates by Job Nature

Job Nature	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Accounting / Auditing / Taxation / Secretarial Work	10	(3.85)		
Administration / Management	30	(11.54)	3	(11.11)
Art and Design	2	(0.77)		
Banking	1	(0.38)		
Editorial / Journalism	26	(10.00)	1	(3.70)
Engineering	11	(4.23)		
Finance	15	(5.77)	1	(3.70)
Human Resources	3	(1.15)		
Insurance Services	5	(1.92)		
Logistics / Transportation	1	(0.38)		
Marketing / Sales	19	(7.31)	1	(3.70)
Media / Communications	15	(5.77)		
Medical and Health Services (Chinese Medicine)	6	(2.31)		
Medical and Health Services (Others)	3	(1.15)		
Merchandising / Purchasing	2	(0.77)		
Protective Services			1	(3.70)
Public Relations and Advertising	16	(6.15)	1	(3.70)
Recreation Services	1	(0.38)		
Religious Work			1	(3.70)
Scientific and Research Work	19	(7.31)	10	(37.04)
Social / Community Services	2	(0.77)		
System Analysis / Computer Programming	18	(6.92)	1	(3.70)
Teaching / Lecturing (Primary School)	2	(0.77)		
Teaching / Lecturing (Secondary School)	14	(5.38)	1	(3.70)
Teaching / Lecturing (Assistant)	11	(4.23)	1	(3.70)
Teaching / Lecturing (Others)	20	(7.69)	4	(14.81)
Tourism			1	(3.70)
Others	8	(3.08)		
Total	260	(100.00)	27	(100.00)

*44 Taught Postgraduates and 2 Research Postgraduates did not indicate their Job Nature.

B.4. Remuneration

Table 18: Overall Average Monthly Salary of Postgraduates

Programme of Study	2012	2011	% Increase or Decrease over last year
Taught Postgraduate			
- Mean	\$15762.78	\$15297.82	3.04%
- Median	\$13000.00	\$14000.00	-7.14%
Research Postgraduate			
- Mean	\$19531.42	\$17419.54	12.12%
- Median	\$18000.00	\$15962.50	12.76%