

## **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 online and when they returned to the campus in mid-November to pick up their diplomas on the Commencement Day. 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 2014.

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 2014 full-time graduates of the University. As shown in Appendix 1, this year, a total of 2259 graduates completed their undergraduate studies and among courses/majors/options of the three Faculties, two Academies and three Schools. There are, 1797 full-time taught postgraduates, 78 full-time research postgraduates and 229 full-time sub-degree graduates\*. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academy.

Out of the 2259 undergraduates, 2144 valid responses were received, representing a response rate of 94.91 % (94.01% in 2013). Besides, a total of 1428 and 180 valid questionnaires were collected from full-time postgraduates and full-time sub-degree graduates\* respectively.

\* Only Academic Registry-administered diploma and certificate programmes are included in the survey.

## **Executive Summary**

### **SECTION A FULL-TIME UNDERGRADUATES**

#### ***Overall Employment Status***

At the close of the survey, 88.90% graduates were in employment. The number of graduates in part-time or temporary employment has slightly decreased from 5.70% in 2013 to 4.71% in 2014.

The number of graduates pursuing further studies remains more or less the same (7.79% in 2014, 7.81% in 2013). The unemployment rate was dropped to 0.51% (1.08% in 2013).

#### ***Employment Sectors and Job Nature***

A decrease of graduates employed in the Commercial or Industrial sector (72.38%) and in the Government sector (3.33%) has been noted (73.11% and 4.13% in 2013 respectively). On the contrary, an increase was noted in the percentage of graduates employed in the other two sectors: 13.81% in the Education sector (12.96% in 2013) and 10.48% in the Community/Social Services Organizations (9.80% in 2013).

Administration / Management (12.66%), Marketing / Sales (11.03%) and Accounting / Auditing / Taxation / Secretarial Work (6.86%) continued to rank the top three most frequent job natures. The other top five job natures are distributed among the categories of Human Resources (5.92%) and Teaching / Lecturing (Assistant) (5.67%).

#### ***Remuneration***

The average monthly salary (including commission, allowances and any year-end bonuses) is \$ 13,312.35, an increase of 5.22% (\$12,652.41 in 2013). The Commerce / Industry sector, Education sector and Community / Social Services sector have an increase in salary (increase of 6.58%, 5.59% and 1.33% respectively), while a decrease is noted in the Government sector (5.17%).

#### ***Further Studies***

There are 167 graduates pursuing further studies, which accounts for 7.79% of our graduates (7.81% in 2013). Among those graduates, 90.79% 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 29.91% and 20.56% of our graduates respectively.

## **SECTION B FULL-TIME TAUGHT / RESEARCH POSTGRADUATES**

### ***Overall Employment Status***

At the close of the survey, 48.23% of the taught postgraduates (65.23% in 2013) were in employment with 46.52% working full-time or self-employed, 1.19% engaging in part-time employment, and 0.52% being temporarily employed. For research postgraduates, 58.97% were employed full-time (48.65% in 2013), with 1.28% being self-employed, adding up to 60.25% in employment, slightly increased comparing with last year's (54.05% in 2013). A huge increase (21.85%) and a decrease (8.42%) was noted in the percentage of non-local taught postgraduates and research postgraduates emigrated or return to home country respectively.

### ***Employment Sectors and Job Nature***

The Commercial or Industrial sector has absorbed the majority (66.95%) of taught postgraduates (72.33% in 2013), and the second highest number was in the Education sector, capturing 19.86% of them (18.63% in 2013).

Among the research postgraduates, 88.64% of graduates were employed in the Education sector (74.29% in 2013). A significant decrease was noted in the percentage of research postgraduates joined the field of Government sector (2.27% in 2014 comparing with 11.43% in 2013).

### ***Remuneration***

The average monthly salary (including commission, allowances and any year-end bonuses) is \$15,179.04 for taught postgraduates, slightly less than 2013 (\$15,636.78). Meanwhile, the average monthly salary of research postgraduates has a significant 8.48% increase, reaching \$23,170.37 (\$21,358.62 in 2013).

### ***Further Studies***

Less taught postgraduates (2.22% in 2014 comparing with 4.47% in 2013) and more research postgraduates (7.69% in 2014 comparing with 2.70% in 2013) have chosen to pursue further studies.

## **SECTION C FULL-TIME SUB-DEGREE GRADUATES \***

### ***Overall Employment Status***

At the close of the survey, 86.11% of the sub-degree graduates were in employment with 73.89% working full-time or self-employed, 11.11% engaging in part-time employment, and 1.11% being temporarily employed.

### ***Employment Sectors and Job Nature***

The Commercial or Industrial sector has absorbed the majority (82.61%) of the sub-degree graduates, and the second highest number was in the Community and Social Service sector, capturing 10.14% of them.

### ***Remuneration***

The average monthly salary (including commission, allowances and any year-end bonuses) is \$11,082.35 for the sub-degree graduates.

### ***Further Studies***

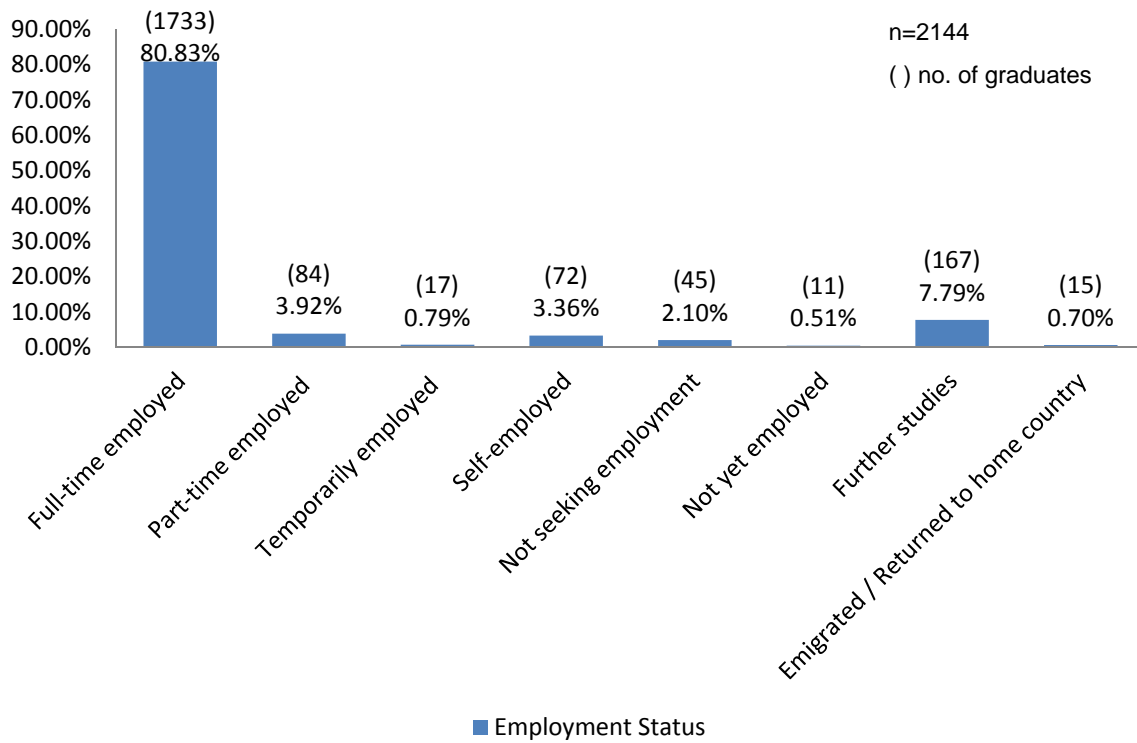
10% of the sub-degree graduates have chosen to pursue further studies.

\* Only Academic Registry-administered diploma and certificate programmes are included in the survey.

**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**

Appendix 2 illustrates 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

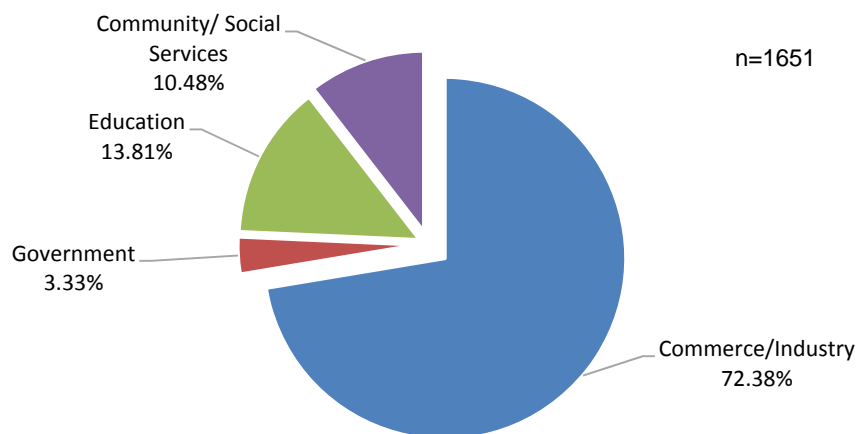
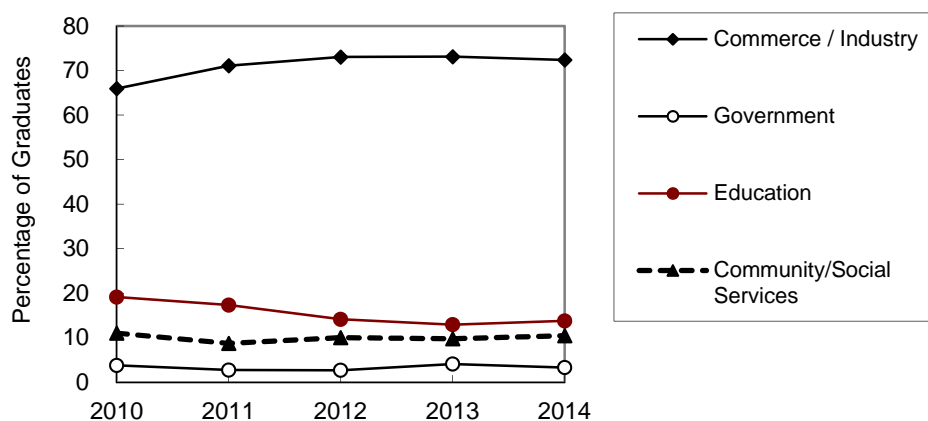


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2010 to 2014 (in Percentage)

Employment Sector	2014	2013	2012	2011	2010
	n=1651	n=1428	n=1469	n=1515	n=1268
Commerce/Industry	72.38	73.11	73.04	71.09	66.88
Government	3.33	4.13	2.72	2.77	3.71
Education	13.81	12.96	14.16	17.36	18.22
Community/Social Services	10.48	9.80	10.07	8.78	11.20

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2010 to 2014



Appendix 3 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	346	(21.69)
Community, social, medical and personal services	288	(18.06)
Education	263	(16.49)
Financial Institutions	142	(8.90)
Manufacturing	141	(8.84)
Trading	113	(7.08)
Transport, Storage and Communications	105	(6.58)
Government	50	(3.13)
Hospitality and Tourism Services	50	(3.13)
Real Estate	34	(2.13)
Engineering, Architectural and Technical Services	27	(1.69)
Insurance	23	(1.44)
Construction	9	(0.56)
Multi-nature / Others	4	(0.25)
<b>Total</b>	<b>1595</b>	<b>(100.00)</b>

\* 138 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 2013 and 2014

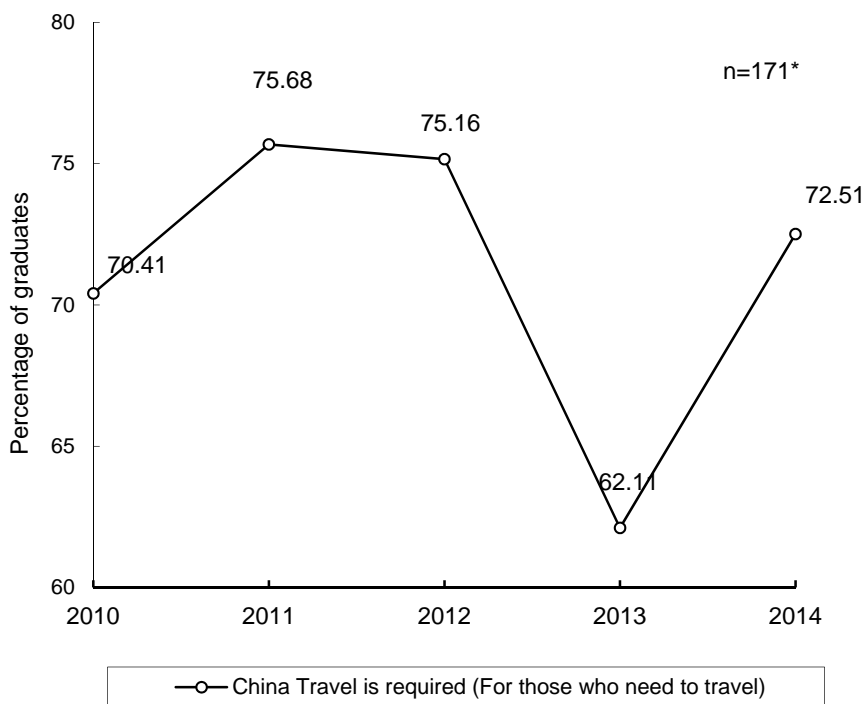
Job Nature	No. of Employed Graduates			
	2014		2013	
	n	(%)	n	(%)
Administration / Management	203	(12.66)	150	(10.92)
Marketing / Sales	177	(11.03)	135	(9.83)
Accounting / Auditing / Taxation / Secretarial Work	110	(6.86)	113	(8.22)
Human Resources	95	(5.92)	74	(5.39)
Teaching / Lecturing (Assistant)	91	(5.67)	76	(5.53)
Editorial / Journalism	81	(5.05)	55	(4.00)
Teaching / Lecturing (Others)	81	(5.05)	76	(5.53)
Public Relations & Advertising	77	(4.80)	84	(6.11)
Customer Services	71	(4.43)	62	(4.51)
Social / Community Services	70	(4.36)	65	(4.73)
System Analysis / Computer Programming	62	(3.87)	63	(4.59)
Tourism	51	(3.18)	41	(2.98)
Scientific & Research Work	47	(2.93)	43	(3.13)
Art & Design	44	(2.74)	32	(2.33)
Media / Communications	38	(2.37)	35	(2.55)
Finance	35	(2.18)	25	(1.82)
Recreation Services	33	(2.06)	31	(2.26)
Teaching / Lecturing (Secondary School)	29	(1.81)	22	(1.60)
Banking	28	(1.75)	27	(1.97)
Economic, Statistical & Mathematical Work	22	(1.37)	6	(0.44)
Medical & Health Services (Chinese medicine)	21	(1.31)	21	(1.53)
Merchandising / Purchasing	15	(0.94)	13	(0.95)
Medical & Health Services (Others)	12	(0.75)	5	(0.36)
Teaching / Lecturing (Primary School)	12	(0.75)	8	(0.58)
Engineering	11	(0.69)	16	(1.16)
Protective Services	9	(0.56)	17	(1.24)
Clerical Work and Office Support	8	(0.50)	0	(0.00)
Insurance Services	7	(0.44)	15	(1.09)
Logistics / Transportation	5	(0.31)	8	(0.58)
Interpretation / Translation	4	(0.25)	3	(0.22)
Legal Services	2	(0.12)	4	(0.29)
Architecture / Surveying	1	(0.06)	1	(0.07)
Religious Work	0	(0.00)	1	(0.07)
Others	52	(3.24)	47	(3.42)
<b>Total</b>	<b>1604</b>	<b>(100.00)</b>	<b>1374</b>	<b>(100.00)</b>

\* 129 Full-time employed graduates did not indicate Job Nature

Appendix 4 shows the number of full-time employed respondents in each employment field by each 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 2010 to 2014



\*193 respondents indicated they need to work outside Hong Kong, 171 of them indicated the destination.

### 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	124	(72.51)
Other Asian countries	8	(4.68)
Macau	7	(4.09)
Singapore	7	(4.09)
Taiwan	5	(2.92)
U.K.	4	(2.34)
Other European countries	4	(2.34)
Japan	2	(1.17)
U.S.	2	(1.17)
Others	8	(4.68)
<b>Total</b>	<b>171</b>	<b>(100.00)</b>

\*22 respondents who need to work outside Hong Kong did not disclose the working destination.

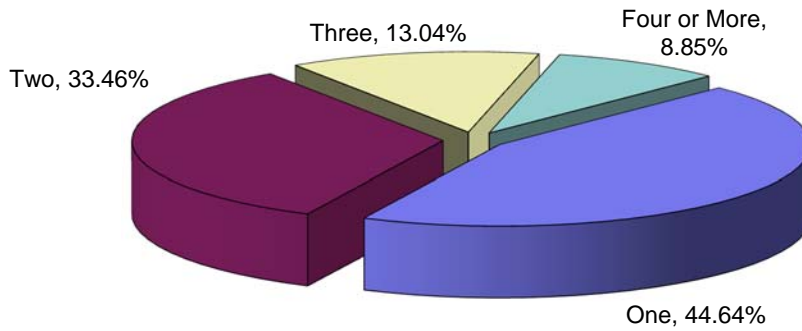


## A.2. Job Search

### A.2.1 Number of Job Offers

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

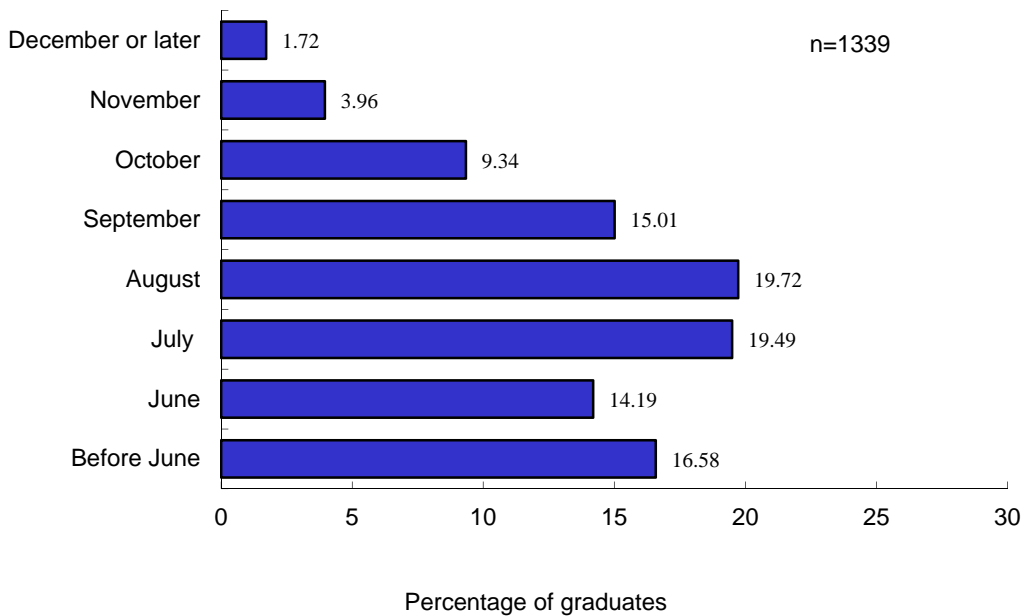
n=1288



### 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	50	(8.98)
Good	313	(56.19)
Fair	169	(30.34)
Not Good	25	(4.49)
<b>Total</b>	<b>557</b>	<b>(100.00)</b>

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 (%)	n (%)	n (%)	n (%)	
Commerce/ Industry	32 (8.06)	230 (57.93)	116 (29.22)	19 (4.79)	397 (100.00)				
Government	6 (30.00)	7 (35.00)	7 (35.00)	0 (0.00)	20 (100.00)				
Education	6 (7.06)	51 (60.00)	24 (28.24)	4 (4.71)	85 (100.00)				
Community/ Social Services	6 (10.91)	25 (45.45)	22 (40.00)	2 (3.64)	55 (100.00)				

#### A.3.2 Job Satisfaction

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

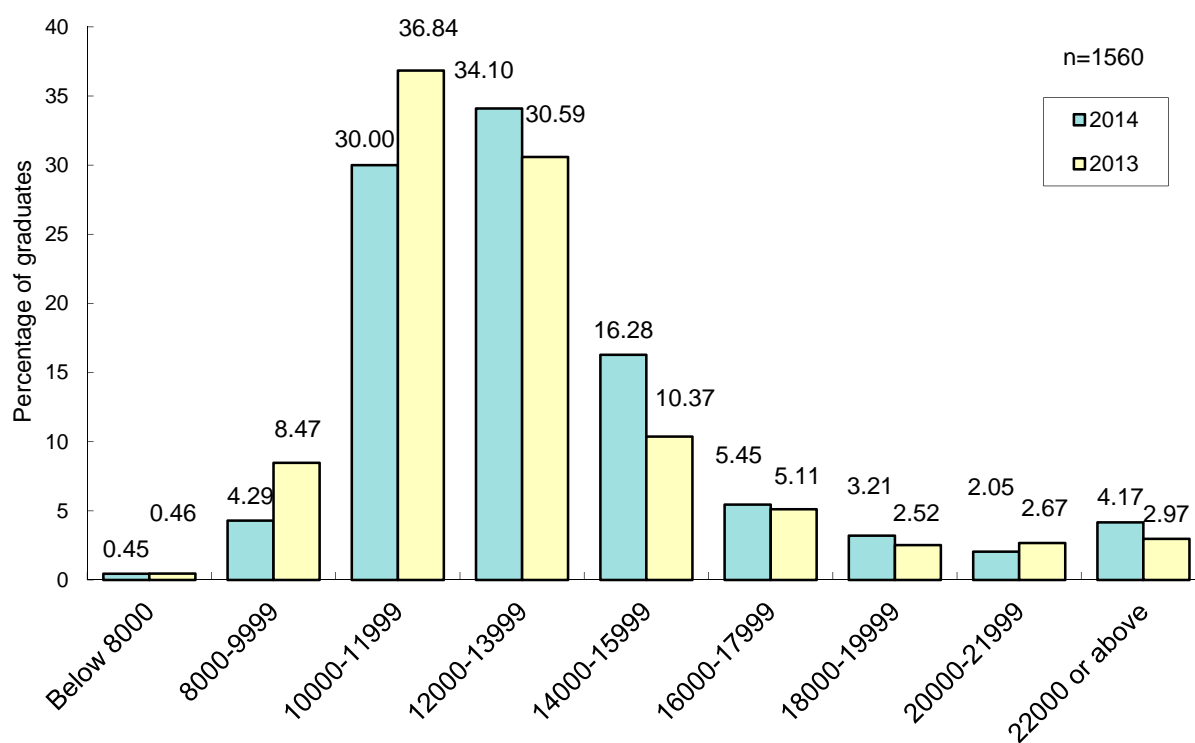
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	295	(24.22)
Quite Satisfied	775	(63.63)
Not Satisfied	148	(12.15)
<b>Total</b>	<b>1218</b>	<b>(100.00)</b>

## 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 2013 and 2014



### A.4.2 By Employment Sector

Table 8: Full-time Employed Graduates' Average Monthly Salary by Employment Sector in 2013 and 2014

Employment Sector	2014	2013	% Increase or Decrease over last year
Commerce / Industry	\$13,016.26	\$12,213.02	6.58
Government	\$14,446.96	\$15,234.61	-5.17
Education	\$14,307.10	\$13,549.91	5.59
Community / Social Services	\$13,960.10	\$13,777.38	1.33

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\$)	
<b>Faculty of Arts</b>				
<b>Bachelor of Arts (Hons)</b>				
Chinese Language & Literature	10000-11999	(51.85%)	12000-13999	(37.04%)
Creative Writing for Film, Television and New Media	12000-13999	(44.44%)	10000-11999	(40.74%)
English Language & Literature	12000-13999	(50.00%)	14000-15999	(23.33%)
English Language & Literature and Bachelor of Education (Hons) in English Language Teaching	22000 or above	(66.67%)	16000-17999	(16.67%)
<b>Humanities</b>				
Chinese#	10000-11999	(50.00%)	12000-13999	(33.33%)
Creative & Professional Writing				
- Chinese Stream	10000-11999	(45.45%)	12000-13999	(36.36%)
- English Stream	20000-21999	(100.00%)		
English Studies	16000-17999	(50.00%)	10000-11999	(50.00%)
Film Arts	12000-13999	(37.50%)	14000-15999	(25.00%)
History				
- Western History Stream	12000-13999	(50.00%)	18000-19999	(25.00%)
Religion & Philosophy	12000-13999	(100.00%)		
Visual Arts	12000-13999	(66.67%)	10000-11999	(33.33%)
<b>Music</b>				
General Music	10000-11999	(100.00%)		
Music Education#	22000 or above	(60.00%)	20000-21999	(20.00%)
Music Studies	12000-13999	(50.00%)	22000 or above	(10.00%)
<b>Religious Studies</b>				
Christian Studies	12000-13999	(50.00%)	10000-11999	(37.50%)
Philosophical Studies	10000-11999	(42.86%)	8000-9999	(28.57%)
Translation	14000-15999	(28.00%)	12000-13999	(28.00%)
Bachelor of Arts in Liberal and Cultural Studies	10000-11999	(52.54%)	12000-13999	(20.34%)
<b>Academy of Visual Arts</b>				
Bachelor of Arts (Hons) in Visual Arts#	10000-11999	(33.87%)	12000-13999	(22.58%)
<b>School of Business</b>				
<b>Bachelor of Business Administration (Hons)</b>				
Accounting#	14000-15999	(38.10%)	12000-13999	(31.75%)
Applied Economics	12000-13999	(61.90%)	10000-11999	(14.29%)
China Business Studies	12000-13999	(50.00%)	14000-15999	(15.38%)
Finance	12000-13999	(40.00%)	14000-15999	(22.22%)
Human Resources Management	12000-13999	(48.08%)	14000-15999	(21.15%)
Information Systems & e-Business Management	12000-13999	(52.63%)	10000-11999	(26.32%)
Marketing	12000-13999	(39.58%)	10000-11999	(25.00%)
Bachelor of Commerce (Hons) in Accountancy	12000-13999	(39.13%)	10000-11999	(36.96%)
Bachelor of Commerce in Human Resources Management	10000-11999	(46.68%)	12000-13999	(29.58%)
Bachelor of Commerce in Marketing	12000-13999	(42.86%)	10000-11999	(36.51%)
Bachelor of Social Sciences in China Studies (Hons) in Economics	12000-13999	(50.00%)	10000-11999	(31.25%)
<b>School of Chinese Medicine</b>				
Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science	18000-19999	(63.64%)	16000-17999	(31.82%)
Bachelor of Pharmacy (Hons) in Chinese Medicine	10000-11999	(60.00%)	18000-19999	(20.00%)

**School of Communication****Bachelor of Social Sciences (Hons) in Communication**

Cinema & Television	12000-13999	(47.62%)	10000-11999	(28.57%)
Digital Graphic Communication	10000-11999	(58.82%)	14000-15999	(17.65%)
Journalism				
Broadcast	12000-13999	(43.75%)	14000-15999	(25.00%)
Chinese	14000-15999	(36.36%)	12000-13999	(36.36%)
International	12000-13999	(50.00%)	14000-15999	(30.00%)
Organizational Communication	12000-13999	(50.00%)	10000-11999	(22.22%)
Public Relations & Advertising				
Advertising	12000-13999	(40.00%)	10000-11999	(40.00%)
Public Relations	12000-13999	(52.94%)	10000-11999	(23.53%)

**Bachelor of Social Sciences in Integrated Communication Management**

	10000-11999	(47.54%)	12000-13999	(27.87%)
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**Faculty of Science****Bachelor of Science (Hons)**

Applied and Computational Mathematics	12000-13999	(50.00%)	20000-21999	(25.00%)
Applied Biology				
Biotechnology Studies	14000-15999	(35.71%)	12000-13999	(21.43%)
Environmental Science	10000-11999	(52.63%)	12000-13999	(21.05%)
Chemistry				
Environmental Studies#	14000-15999	(22.22%)	12000-13999	(22.22%)
No Concentration	10000-11999	(37.50%)	12000-13999	(31.25%)
Computer Science	14000-15999	(38.46%)	12000-13999	(35.90%)
Computing Studies (Information Systems)	14000-15999	(43.33%)	12000-13999	(33.33%)
Mathematical Science#	12000-13999	(38.46%)	10000-11999	(38.46%)
Physics				
Applied Physics	12000-13999	(38.10%)	10000-11999	(28.57%)
Computer Science	14000-15999	(60.00%)	10000-11999	(40.00%)
Statistical & Operations Research	14000-15999	(25.00%)	12000-13999	(25.00%)

**Faculty of Social Sciences****Bachelor of Social Sciences (Hons)**

China Studies				
Geography	10000-11999	(52.63%)	12000-13999	(15.79%)
History#	12000-13999	(60.00%)	10000-11999	(15.00%)
Sociology	10000-11999	(40.00%)	12000-13999	(35.00%)
European Studies				
French	14000-15999	(44.44%)	12000-13999	(33.33%)
German	14000-15999	(40.00%)	10000-11999	(40.00%)
Geography#	10000-11999	(42.86%)	12000-13999	(28.57%)
Geography and Bachelor of Education (Hons) in Liberal Studies Teaching	22000 or above	(75.00%)	8000-9999	(25.00%)
Government & International Studies	12000-13999	(55.00%)	10000-11999	(25.00%)
Psychology	10000-11999	(41.82%)	12000-13999	(32.73%)
Social Policy	10000-11999	(42.50%)	12000-13999	(30.00%)
Sociology#	12000-13999	(52.94%)	10000-11999	(29.41%)
Sociology and Bachelor of Education (Hons) in Liberal Studies Teaching	12000-13999	(100.00%)		
Bachelor of Social Sciences in Sport & Recreation Leadership	10000-11999	(37.50%)	12000-13999	(27.08%)
<b>Bachelor of Arts (Hons)</b>				
History#	10000-11999	(36.84%)	12000-13999	(31.58%)
History and Bachelor of Education (Hons) in Liberal Studies Teaching	14000-15999	(50.00%)	12000-13999	(50.00%)
Physical Education & Recreation Management#	14000-15999	(25.81%)	22000 or above	(22.58%)
<b>Bachelor of Social Work (Hons)</b>	16000-17999	(41.03%)	18000-19999	(23.08%)

( ) 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 2013 and 2014

Nature of Job	2014	2013	% Increase or Decrease over last year
	(n=1528)	(n=1299)	
	HK\$	HK\$	
Accounting / Auditing / Taxation / Secretarial Work	12397.54	10836.37	14.41
Administration / Management	13133.17	11930.54	10.08
Architecture / Surveying	15000.00	10000.00	50.00
Art and Design	12113.18	11135.84	8.78
Banking	13874.23	14567.41	-4.76
Clerical Work and Office Support	11767.08	-	-
Customer Services	12456.94	12098.07	2.97
Economic, Statistical and Mathematical Work	13430.68	12377.60	8.51
Editorial / Journalism	12330.30	11900.38	3.61
Engineering	11962.88	13628.13	-12.22
Finance	15954.17	16820.83	-5.15
Human Resources	12251.36	11535.21	6.21
Insurance Services	18583.33	16100.00	15.42
Interpretation / Translation	16500.00	13000.00	26.92
Legal Services	15541.67	10750.00	44.57
Logistics / Transportation	10518.33	11000.00	-4.38
Marketing / Sales	12898.40	12383.31	4.16
Media / Communications	11875.24	11267.06	5.40
Medical and Health Services (Chinese medicine)	17256.50	17424.21	-0.96
Medical and Health Services (Others)	13099.44	13602.00	-3.69
Merchandising / Purchasing	12487.22	12100.00	3.20
Protective Services	23673.29	20897.50	13.28
Public Relations and Advertising	12677.17	11243.68	12.75
Recreation Services	13206.57	12872.33	2.60
Religious Work	-	11000.00	-
Scientific and Research Work	12337.00	11961.05	3.14
Social / Community Services	14553.58	13931.17	4.47
System Analysis / Computer Programming	13839.12	13836.58	0.02
Teaching / Lecturing (Assistant)	11788.47	11331.59	4.03
Teaching / Lecturing (Others)	13179.17	12103.79	8.88
Teaching / Lecturing (Primary School)	22192.50	23592.86	-5.94
Teaching / Lecturing (Secondary School)	21740.34	21900.68	-0.73
Tourism	15796.87	13567.50	16.43
Others	12615.65	11746.43	7.40

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, nearly half of them (44.44%) were employed in the education sector. 37.50% of them were hired by commercial or industrial companies. The remaining respondents chose to work in the Government (4.17%) and community / social services organizations (13.89%). 12 respondents did not indicate their employment sector.

### A.5.2 Temporary Employment

Among the 17 respondents, 3 were hired by various Commercial or Industrial companies, 1 respondent chose to work in the Government. 13 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

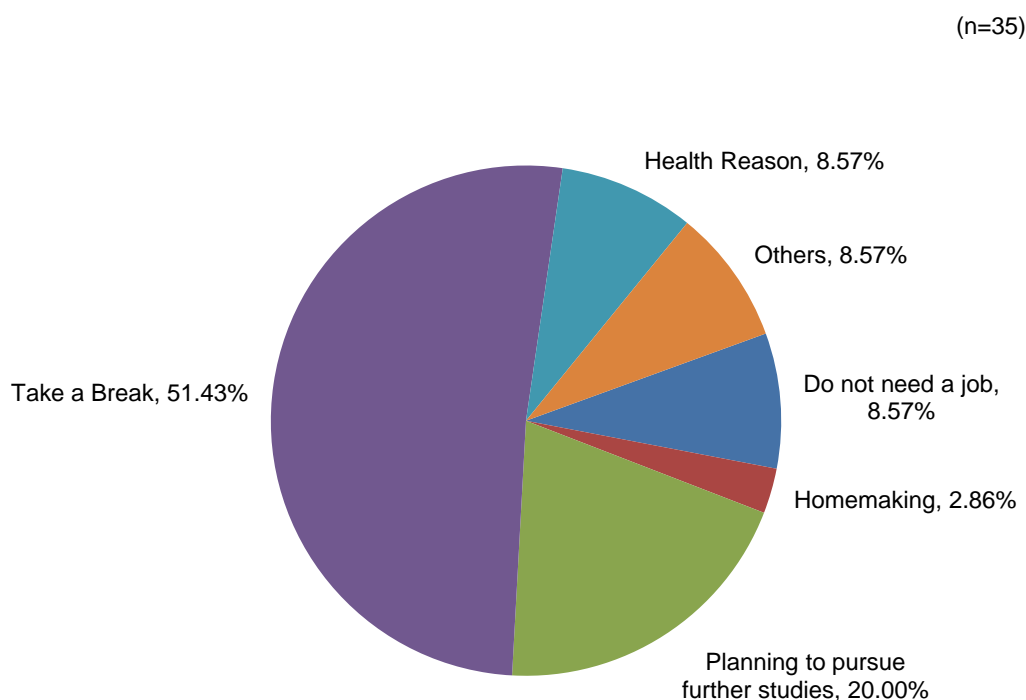
Programme/Major/Option	No. of Graduates
Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media	3
Bachelor of Arts (Hons) in Music Studies	15
Bachelor of Arts (Hons) in English Language and Literature	1
Bachelor of Arts (Hons) in History	1
Bachelor of Arts (Hons) in Humanities - Creative and Professional Writing (Chinese Stream)	1
Bachelor of Arts (Hons) in Music	8
Bachelor of Arts (Hons) in Physical Education and Recreation Management	2
Bachelor of Arts (Hons) in Visual Arts	14
Bachelor of Arts in Liberal and Cultural Studies	4
Bachelor of Business Administration (Hons) - Applied Economics	1
Bachelor of Business Administration (Hons) - China Business Studies	1
Bachelor of Business Administration (Hons) - Finance	1
Bachelor of Business Administration (Hons) - Information Systems & e-Business Management	1
Bachelor of Commerce (Hons) in Accountancy	1
Bachelor of Commerce in Human Resources Management	3
Bachelor of Commerce in Marketing	1
Bachelor of Science (Hons) in Computer Science	1
Bachelor of Science (Hons) in Physics	1
Bachelor of Social Sciences (Hons) in Psychology	1
Bachelor of Social Sciences (Hons) in Sociology	1
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	2
Bachelor of Social Sciences (Hons) in Communication - Digital Graphic Communication	1
Bachelor of Social Sciences (Hons) in Communication - Journalism (International Journalism)	1
Bachelor of Social Sciences (Hons) in Communication - Organizational Communication	1
Bachelor of Social Sciences (Hons) in European Studies - German	1
Bachelor of Social Sciences in Integrated Communication Management	2
Bachelor of Social Sciences in Sport and Recreation Leadership	1
Bachelor of Social Work (Hons)	1
<b>Total</b>	<b>72</b>

Among the 53 respondents who indicated their employment sector, 45.28% worked in the education sector. 41.51% of them worked in the commercial or industrial companies. The remaining chose to work for community / social services organizations and in the government sector (13.21%).

#### A.5.4 Not Seeking Employment

45 graduates did not intend to seek employment in the near future and indicated the reason.

Figure 8: Reasons for Not Seeking Employment



#### A.5.5 Not Yet Employed

11 (0.51%) 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 167 graduates who pursued further studies, 65.35% had chosen subjects related to their studies in Baptist University. 70% of the respondents were studying in Hong Kong. 90.79% 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	(%)
Bachelor of Arts (Hons) in Chinese Language and Literature	14	(8.38)
Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media	1	(0.6)
Bachelor of Arts (Hons) in Eng and Literature and BEd (Hons) in English Learning Teaching	2	(1.2)
Bachelor of Arts (Hons) in English Language and Literature	4	(2.4)
Bachelor of Arts (Hons) in History	2	(1.2)
Bachelor of Arts (Hons) in Humanities	5	(2.99)
Bachelor of Arts (Hons) in Music	12	(7.19)
Bachelor of Arts (Hons) in Music Studies	7	(4.19)
Bachelor of Arts (Hons) in Physical Education and Recreation Management	7	(4.19)
Bachelor of Arts (Hons) in Translation	2	(1.2)
Bachelor of Arts (Hons) in Visual Arts	4	(2.4)
Bachelor of Arts in Liberal and Cultural Studies	6	(3.59)
Bachelor of Business Administration (Hons) - Accounting	1	(0.6)
Bachelor of Business Administration (Hons) - Applied Economics	6	(3.59)
Bachelor of Business Administration (Hons) - China Business Studies	1	(0.6)
Bachelor of Business Administration (Hons) - Finance	4	(2.4)
Bachelor of Business Administration (Hons) - Human Resources Management	2	(1.2)
Bachelor of Business Administration (Hons) - Information Systems & e-Business Management	3	(1.8)
Bachelor of Commerce (Hons) in Accountancy	3	(1.8)
Bachelor of Commerce in Human Resources Management	2	(1.2)
Bachelor of Commerce in Marketing	5	(2.99)
Bachelor of Pharmacy (Hons) in Chinese Medicine	4	(2.4)
Bachelor of Science (Hons) in Applied and Computational Mathematics	5	(2.99)
Bachelor of Science (Hons) in Applied Biology	5	(2.99)
Bachelor of Science (Hons) in Chemistry	10	(5.99)
Bachelor of Science (Hons) in Computer Science	1	(0.6)
Bachelor of Science (Hons) in Computing Studies (Information Systems)	2	(1.2)
Bachelor of Science (Hons) in Mathematical Science	1	(0.6)
Bachelor of Science (Hons) in Physics	4	(2.4)
Bachelor of Science (Hons) in Statistics and Operations Research	3	(1.8)
Bachelor of Social Sciences (Hons) in China Studies - Economics	1	(0.6)
Bachelor of Social Sciences (Hons) in China Studies - History	2	(1.2)
Bachelor of Social Sciences (Hons) in China Studies - Sociology	2	(1.2)
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	2	(1.2)
Bachelor of Social Sciences (Hons) in Communication - Journalism	3	(1.8)
Bachelor of Social Sciences (Hons) in Communication - Organizational Communication	2	(1.2)
Bachelor of Social Sciences (Hons) in Communication - Public Relations and Advertising	1	(0.6)
Bachelor of Social Sciences (Hons) in European Studies	3	(1.8)
Bachelor of Social Sciences (Hons) in Geography	1	(0.6)
Bachelor of Social Sciences (Hons) in Government and International Studies	4	(2.4)
Bachelor of Social Sciences (Hons) in Psychology	3	(1.8)
Bachelor of Social Sciences (Hons) in Sociology and BEd (Hons) in Liberal Studies Teaching	1	(0.6)
Bachelor of Social Sciences (Hons) in Social Policy	1	(0.6)
Bachelor of Social Sciences (Hons) in Sociology	2	(1.2)
Bachelor of Social Sciences in Integrated Communication Management	3	(1.8)
Bachelor of Social Sciences in Sport and Recreation Leadership	5	(2.99)
Bachelor of Social Sciences(Hons) in Geography and BEd (Hons) in Liberal Studies Teaching	1	(0.6)
Bachelor of Social Work (Hons)	2	(1.2)
<b>Total</b>	<b>167</b>	<b>(100.00)</b>

**A.6.2 Destination of Further Studies**

Figure 9: Destination of Further Studies

(n=160)

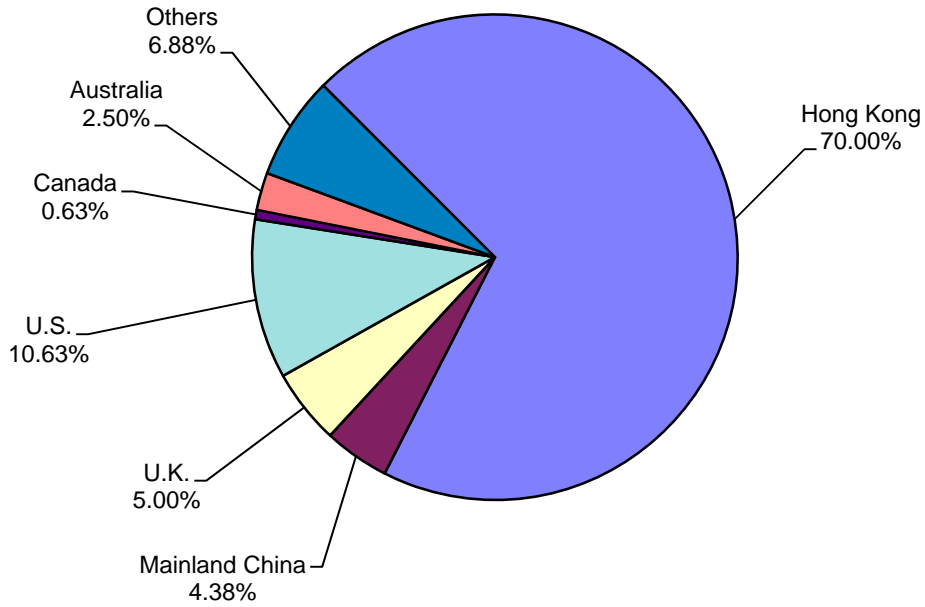
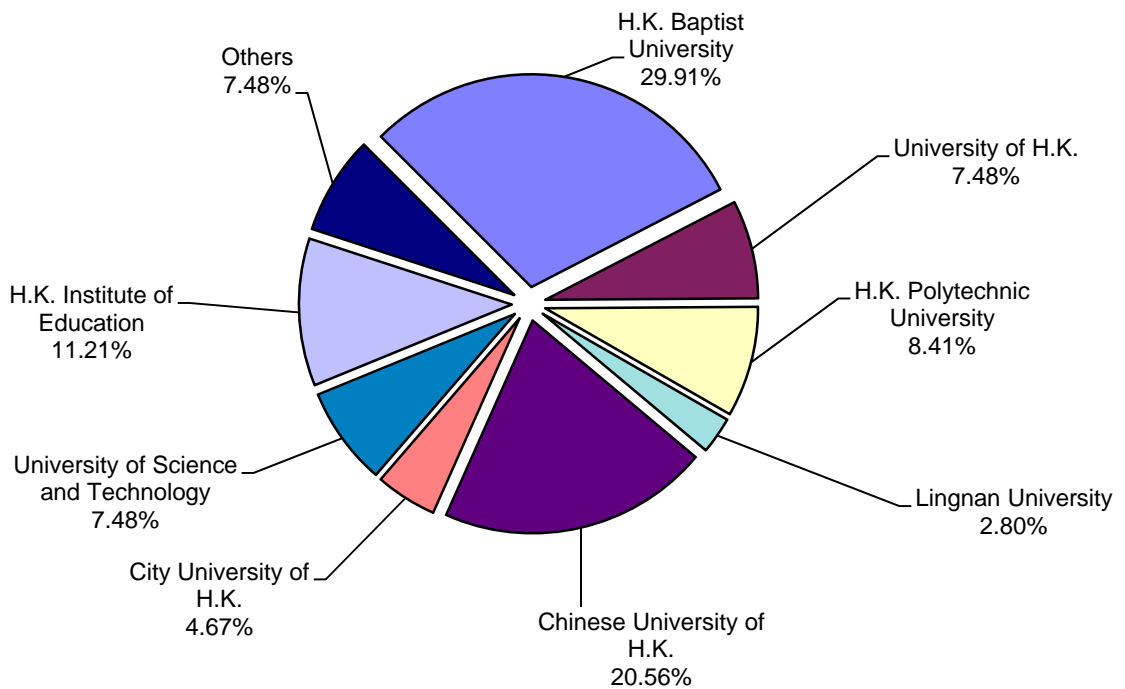


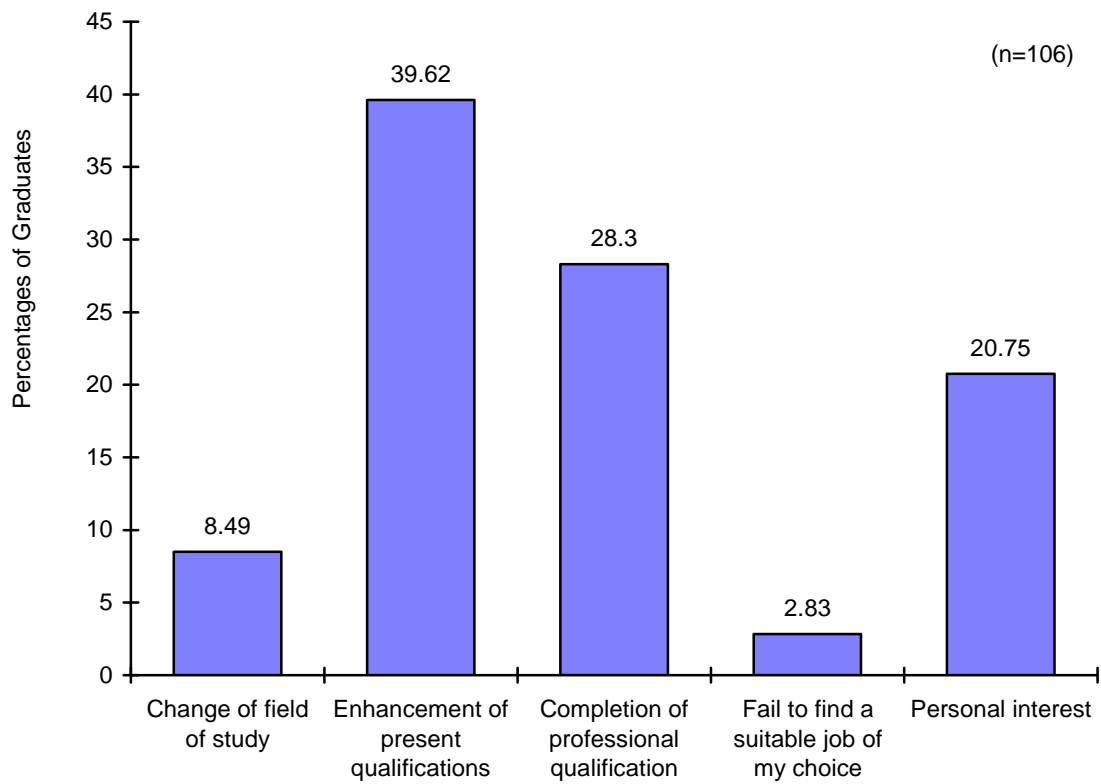
Figure 10: Local Institutions for Further Studies

(n=107)



### A.6.3 Reasons of Pursuing Further Studies

Figure 11: 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 Agree		Agree		Neither agree/ disagree		Disagree		Strongly disagree		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
1. I am satisfied overall with my academic learning experience, both the curriculum and teaching in the university.	199	(11.57)	943	(54.83)	439	(25.52)	108	(6.28)	31	(1.80)	1720	(100.00)
2. I am satisfied overall with the above off-classroom experience in the university.	223	(12.95)	861	(50.00)	514	(29.85)	93	(5.40)	31	(1.80)	1722	(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.	173	(10.06)	818	(47.59)	560	(32.58)	133	(7.74)	35	(2.04)	1719	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	201	(11.69)	940	(54.65)	455	(26.45)	94	(5.47)	30	(1.74)	1720	(100.00)
5. I have strong affiliation with Hong Kong Baptist University.	69	(8.60)	317	(39.53)	317	(39.53)	78	(9.73)	21	(2.62)	802	(100.00)
6. I have strong affiliation with my school/faculty.	104	(12.97)	360	(44.89)	270	(33.67)	48	(5.99)	20	(2.49)	802	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	116	(14.46)	257	(32.04)	265	(33.04)	125	(15.59)	39	(4.86)	802	(100.00)
8. I have strong interest to know HKBU's news / recent development.	56	(6.98)	278	(34.66)	345	(43.02)	99	(12.34)	24	(2.99)	802	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	89	(11.10)	421	(52.49)	238	(29.68)	43	(5.36)	11	(1.37)	802	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	216	(12.56)	848	(49.30)	520	(30.23)	100	(5.81)	36	(2.09)	1720	(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.	97	(12.09)	404	(50.37)	246	(30.67)	44	(5.49)	11	(1.37)	802	(100.00)

\*Since question no. 1, 2, 3, 4 and 10 were included in both the online and on-site questionnaires, the total no. of respondents is larger than question no. 5, 6, 7, 8, 9 and 11.

Table 14: Graduates' Participation in Off-classroom Activities

	n	% (out of total 802 respondents)
International exchange	152	(12.78)
Internship program	369	(31.03)
Service learning program	123	(10.34)
Skills enrichment program	142	(11.94)
Participation in student societies / university bodies	374	(31.46)
Others	29	(2.44)
<b>Total</b>	<b>1189</b>	<b>(100.00)</b>

(Respondents can choose more than 1 option)

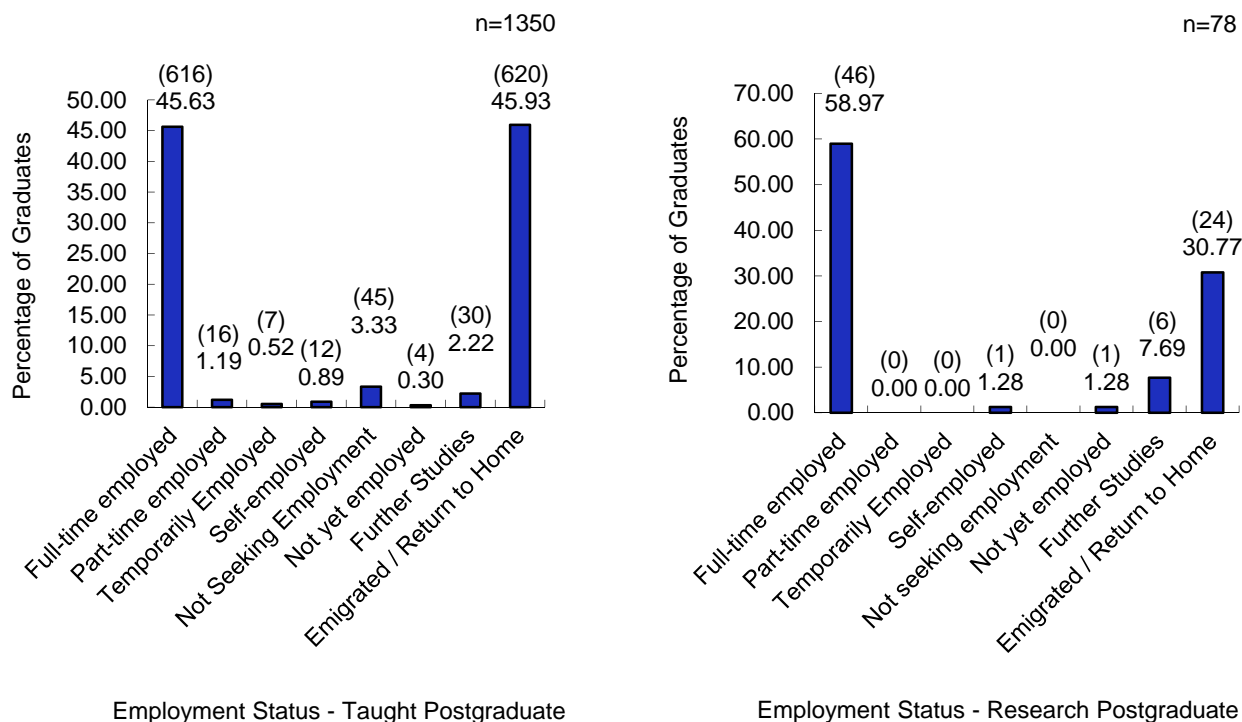
Table 15: Graduates' Perception of the Contribution of University Experience to the Development of Graduate Attributes

	To a very large extent		To a large extent		Average		To a small extent		To a very small extent		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Citizenship	57	(7.11)	290	(36.16)	377	(47.01)	53	(6.61)	25	(3.12)	802	(100.00)
Professional & broad based knowledge	91	(11.35)	422	(52.62)	244	(30.42)	36	(4.49)	9	(1.12)	802	(100.00)
Lifelong learning attitude	118	(14.71)	397	(49.50)	249	(31.05)	31	(3.87)	7	(0.87)	802	(100.00)
IT & numerical skills	50	(6.23)	224	(27.93)	373	(46.51)	119	(14.84)	36	(4.49)	802	(100.00)
Creativity	65	(8.10)	284	(35.41)	335	(41.77)	94	(11.72)	24	(2.99)	802	(100.00)
Communication	138	(17.21)	418	(52.12)	215	(26.81)	27	(3.37)	4	(0.50)	802	(100.00)
Teamwork	148	(18.45)	424	(52.87)	206	(25.69)	20	(2.49)	4	(0.50)	802	(100.00)

**SECTION B FULL-TIME TAUGHT / RESEARCH POSTGRADUATES**

**B.1. Overall Employment Status**

Figure 12: 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	391	(66.95)	4	(9.09)
Government	10	(1.71)	1	(2.27)
Education	116	(19.86)	39	(88.64)
Community and Social Service	67	(11.47)	0	(0.00)
<b>Total</b>	<b>584</b>	<b>(100.00)</b>	<b>44</b>	<b>(100.00)</b>

\* 32 Taught Postgraduates did not indicate the Employment Sector.  
 \* 2 Research Postgraduates did not indicate the Employment Sector.

### 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	31	(5.74)		
Administration / Management	71	(13.15)		
Art and Design	8	(1.48)		
Banking	19	(3.52)		
Clerical Work and Office Support	2	(0.37)		
Customer Services	11	(2.04)		
Economic, Statistical and Mathematical Work	10	(1.85)	1	(2.27)
Editorial / Journalism	31	(5.74)		
Engineering	4	(0.74)		
Finance	16	(2.96)		
Human Resources	6	(1.11)		
Insurance Services	16	(2.96)		
Interpretation / Translation	3	(0.56)		
Legal Services	2	(0.37)		
Logistics / Transportation	3	(0.56)		
Marketing / Sales	40	(7.41)		
Media / Communications	28	(5.19)		
Medical and Health Services (Chinese medicine)	14	(2.59)		
Medical and Health Services (Others)	5	(0.93)		
Merchandising / Purchasing	1	(0.19)		
Protective Services	1	(0.19)		
Public Relations and Advertising	32	(5.93)		
Recreation Services	2	(0.37)		
Scientific and Research Work	40	(7.41)	26	(59.09)
Social / Community Services	3	(0.56)		
System Analysis / Computer Programming	55	(10.19)	1	(2.27)
Teaching / Lecturing (Assistant)	19	(3.52)		
Teaching / Lecturing (Others)	38	(7.04)	14	(31.82)
Teaching / Lecturing (Primary School)	5	(0.93)	1	(2.27)
Teaching / Lecturing (Secondary School)	12	(2.22)		
Tourism	2	(0.37)		
Others	10	(1.85)	1	(2.27)
<b>Total</b>	<b>540</b>	<b>(100.00)</b>	<b>44</b>	<b>(100.00)</b>

\*76 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	2014	2013	% Increase or Decrease over last year
<b>Taught Postgraduate</b>			
- Mean	\$15,179.04	\$15,636.78	-2.93
- Median	\$13,500.00	\$13,000.00	3.85
<b>Research Postgraduate</b>			
- Mean	\$23,170.37	\$21,358.62	8.48
- Median	\$17,500.00	\$20,000.00	-12.50

## B.5. Graduates Satisfaction

Table 19: Graduates' Perception Towards Their University Life – Taught Postgraduate

To what extent do you agree or disagree with the following statements?	Strongly Agree		Agree		Neither agree/ disagree		Disagree		Strongly disagree		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
1. I am satisfied overall with my academic learning experience, both the curriculum and teaching in the university.	576	(44.21)	481	(36.91)	129	(9.90)	60	(4.60)	57	(4.37)	1303	(100.00)
2. I am satisfied overall with the above off-classroom experience in the university.	474	(36.41)	499	(38.33)	208	(15.98)	67	(5.15)	54	(4.15)	1302	(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.	444	(34.08)	521	(39.98)	219	(16.81)	75	(5.76)	44	(3.38)	1303	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	527	(40.51)	515	(39.58)	135	(10.38)	67	(5.15)	57	(4.38)	1301	(100.00)
5. I have strong affiliation with Hong Kong Baptist University.	157	(39.85)	164	(41.62)	64	(16.24)	8	(2.03)	1	(0.25)	394	(100.00)
6. I have strong affiliation with my school/faculty.	157	(39.85)	158	(40.10)	71	(18.02)	7	(1.78)	1	(0.25)	394	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	102	(25.89)	110	(27.92)	136	(34.52)	39	(9.90)	7	(1.78)	394	(100.00)
8. I have strong interest to know HKBU's news / recent development.	117	(29.70)	168	(42.64)	90	(22.84)	15	(3.81)	4	(1.02)	394	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	157	(39.85)	190	(48.22)	42	(10.66)	4	(1.02)	1	(0.25)	394	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	652	(50.19)	411	(31.64)	116	(8.93)	50	(3.85)	70	(5.39)	1299	(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.	177	(44.92)	176	(44.67)	37	(9.39)	4	(1.02)	0	(0.00)	394	(100.00)

\*Since question no. 1, 2, 3, 4 and 10 were included in both the online and on-site questionnaire, the total no. of respondents is larger than question no. 5, 6, 7, 8, 9 and 11.



Table 20: Graduates' Perception of the Contribution of University Experience to the Development of Graduate Attributes – Taught Postgraduate

	To a very large extent		To a large extent		Average		To a small extent		To a very small extent		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Citizenship	86	(21.83)	154	(39.09)	119	(30.20)	22	(5.58)	13	(3.30)	394	(100.00)
Professional & broad based knowledge	120	(30.46)	204	(51.78)	60	(15.23)	9	(2.28)	1	(0.25)	394	(100.00)
Lifelong learning attitude	176	(44.67)	162	(41.12)	47	(11.93)	8	(2.03)	1	(0.25)	394	(100.00)
IT & numerical skills	54	(13.71)	144	(36.55)	152	(38.58)	32	(8.12)	12	(3.05)	394	(100.00)
Creativity	95	(24.11)	186	(47.21)	94	(23.86)	14	(3.55)	5	(1.27)	394	(100.00)
Communication	135	(34.26)	207	(52.54)	43	(10.91)	7	(1.78)	2	(0.51)	394	(100.00)
Teamwork	191	(48.48)	156	(39.59)	36	(9.14)	11	(2.79)	0	(0.00)	394	(100.00)

Table 21: Graduates' Perception Towards Their University Life – Research Postgraduate

To what extent do you agree or disagree with the following statements?	Strongly Agree		Agree		Neither agree/disagree		Disagree		Strongly disagree		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
1. I am satisfied overall with my academic learning experience, both the curriculum and teaching in the university.	11	(36.67)	14	(46.67)	4	(13.33)	1	(3.33)	0	(0.00)	30	(100.00)
2. I am satisfied overall with the above off-classroom experience in the university.	11	(36.67)	10	(33.33)	7	(23.33)	2	(6.67)	0	(0.00)	30	(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.	8	(26.67)	15	(50.00)	6	(20.00)	0	(0.00)	1	(3.33)	30	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	10	(33.33)	17	(56.67)	2	(6.67)	1	(3.33)	0	(0.00)	30	(100.00)
5. I have strong affiliation with Hong Kong Baptist University.	2	(20.00)	6	(60.00)	2	(20.00)	0	(0.00)	0	(0.00)	10	(100.00)
6. I have strong affiliation with my school/faculty.	4	(40.00)	4	(40.00)	1	(10.00)	1	(10.00)	0	(0.00)	10	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	1	(10.00)	3	(30.00)	1	(10.00)	4	(40.00)	1	(10.00)	10	(100.00)
8. I have strong interest to know HKBU's news / recent development.	3	(30.00)	4	(40.00)	2	(20.00)	1	(10.00)	0	(0.00)	10	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	1	(10.00)	7	(70.00)	2	(20.00)	0	(0.00)	0	(0.00)	10	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	11	(36.67)	16	(53.33)	2	(6.67)	1	(3.33)	0	(0.00)	30	(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.	3	(30.00)	5	(50.00)	2	(20.00)	0	(0.00)	0	(0.00)	10	(100.00)

\*Since question no. 1, 2, 3, 4 and 10 were included in both the online and on-site questionnaire, the total no. of respondents is larger than question no. 5, 6, 7, 8, 9 and 11.

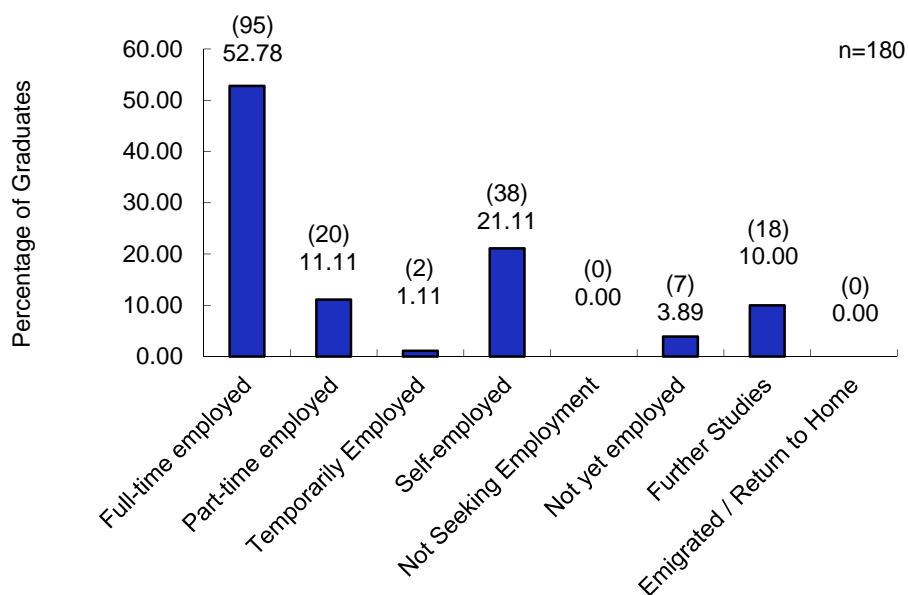
Table 22: Graduates' Perception of the Contribution of University Experience to the Development of Graduate Attributes –  
Research Postgraduate

	To a very large extent		To a large extent		Average		To a small extent		To a very small extent		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Citizenship	2	(20.00)	5	(50.00)	2	(20.00)	0	(0.00)	1	(10.00)	10	(100.00)
Professional & broad based knowledge	3	(30.00)	7	(70.00)	0	(0.00)	0	(0.00)	0	(0.00)	10	(100.00)
Lifelong learning attitude	3	(30.00)	7	(70.00)	0	(0.00)	0	(0.00)	0	(0.00)	10	(100.00)
IT & numerical skills	1	(10.00)	4	(40.00)	2	(20.00)	2	(20.00)	1	(10.00)	10	(100.00)
Creativity	4	(40.00)	3	(30.00)	2	(20.00)	0	(0.00)	1	(10.00)	10	(100.00)
Communication	4	(40.00)	3	(30.00)	2	(20.00)	1	(10.00)	0	(0.00)	10	(100.00)
Teamwork	1	(10.00)	4	(40.00)	3	(30.00)	1	(10.00)	1	(10.00)	10	(100.00)

**SECTION C FULL-TIME SUB-DEGREE GRADUATES \***

**C.1. Overall Employment Status**

Figure 13: Distribution of Respondents by Employment Status (Percentage) – Sub-degree graduates



**C.2. Analysis by Employment Sector**

Table 23: Percentages of Sub-degree Graduates by Employment Sector

Employment Sector	n	(%)
Commerce/Industry	57	(82.61)
Government	2	(2.90)
Education	3	(4.35)
Community and Social Service	7	(10.14)
<b>Total</b>	<b>69</b>	<b>(100.00)</b>

\* 26 Sub-degree Graduates did not indicate the Employment Sector.

\* Only Academic Registry-administered diploma and certificate programmes are included in the survey.

### C.3. Analysis by Job Nature

Table 24: Percentages of Sub-degree Graduates by Job Nature

Job Nature	n	(%)
Administration / Management	6	(6.67)
Art & Design	10	(11.11)
Customer Services	4	(4.44)
Editorial / Journalism	7	(7.78)
Engineering	2	(2.22)
Insurance Services	2	(2.22)
Marketing / Sales	11	(12.22)
Media / Communications	27	(30)
Medical & Health Services (Others)	1	(1.11)
Public Relations & Advertising	1	(1.11)
Recreation Services	3	(3.33)
Social / Community Services	3	(3.33)
System Analysis / Computer Programming	4	(4.44)
Teaching / Lecturing (Assistant)	2	(2.22)
Teaching / Lecturing (Others)	1	(1.11)
Tourism	3	(3.33)
Others	3	(3.33)
<b>Total</b>	<b>90</b>	<b>(100.00)</b>

\*5 Sub-degree Graduates did not indicate their Job Nature.

### C.4. Remuneration

Table 25: Overall Average Monthly Salary of Sub-degree Graduates

	Mean	Median
<b>Sub-degree graduates</b>	\$11,082.35	\$10,000.00