

## 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 2015.

The bulk of the analysis is concentrated on the graduates engaged in full-time employment. The classification on job nature and employment field 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 2015 full-time graduates of the University. As shown in Appendix 1, this year, a total of 2,336 graduates completed their undergraduate studies and among courses/majors/options of the three Faculties, two Academies and three Schools. There are 1,890 full-time taught postgraduates, 64 full-time research postgraduates and 119 full-time sub-degree graduates\*. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academies.

Out of the 2,336 undergraduates, 2,247 valid responses were received, representing a response rate of 96.19% (94.91% in 2014). Besides, a total of 1,699 and 93 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, 88.52% graduates were in employment. The number of graduates in part-time or temporary employment has slightly decreased from 4.71% in 2014 to 4.58% in 2015.

There was an increase in the number of graduates pursuing further studies from 7.79% in 2014 to 10.24% in 2015. The unemployment rate was dropped to 0.22% (0.51% in 2014).

#### *Employment Sector and Job Nature*

Similar to last year, the percentage of graduates employed in the Government sector was 3.31% (3.33% in 2014). Percentage of graduates employed in the Commercial / Industrial sector has decreased to 66.17% (72.38% in 2014). On the contrary, an increase was noted in the percentage of graduates employed in the other two sectors: 17.63% in the Education sector (13.81% in 2014) and 12.89% in the Community / Social Services organizations (10.48% in 2014).

Administration / Management (14.19%), Marketing / Sales (8.05%), Accounting / Auditing / Taxation / Secretarial Work (7.09%) and Human Resources (5.97%) continued to rank the top four most frequent job nature. The other top two job nature are distributed among the categories of Social / Community Services (5.97%) and Teaching / Lecturing (Assistant) (5.69%).

#### *Remuneration*

The average monthly salary (including commission, allowances and any year-end bonuses) is \$14,160.68, an increase of 6.37% (\$13,312.35 in 2014). The Commerce / Industry sector, Education sector and Community / Social Services sector have an increase in salary (increase of 7.12%, 2.64% and 3.45% respectively), while a slightly decrease is noted in the Government sector (0.09%).

#### *Further Studies*

There are 230 graduates pursuing further studies, which accounts for 10.24% of our graduates (7.79% in 2014). Among those graduates, 93.01% 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 27.74% and 22.63% of our graduates respectively.

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

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

95.91% of the taught postgraduates (99.39% in 2014) who were seeking local opportunities were in employment with 94.15% working full-time or self-employed, 1.02% engaging in part-time employment, and 0.73% being temporarily employed. For research postgraduates, 85.71% were employed full-time (95.83% in 2014), with 10.71% being employed part time, adding up to 96.43% in employment (97.92% in 2014).

An increase (7.65%) and a decrease (7.24%) were noted in the percentage of non-local taught postgraduates and research postgraduates emigrated or returned to home country respectively.

### ***Employment Sector and Job Nature***

The Commercial / Industrial sector has absorbed the majority (78.16%) of the taught postgraduates (66.95% in 2014), followed by the Education sector, capturing 17.09% of them (19.86% in 2014).

Among the research postgraduates, 87.50% of graduates were employed in the Education sector (88.64% in 2014). The second highest number was in the Commercial / Industrial sector, capturing 8.33% of the graduates (9.09% in 2014).

### ***Remuneration***

The average monthly salary (including commission, allowances and any year-end bonuses) is \$17,320.45 for taught postgraduates, significantly higher than 2014 (\$15,179.04). Meanwhile, the average monthly salary of research postgraduates has increased 3.83%, reaching \$24,058.33 (\$23,170.37 in 2014).

### ***Further Studies***

More taught postgraduates (3.40% in 2015 and 2.22% in 2014) and more research postgraduates (17.65% in 2015 and 7.69% in 2014) have chosen to pursue further studies.

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

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

At the close of the survey, 80.65% of the sub-degree graduates were in employment with 62.37% working full-time or self-employed, 17.20% engaging in part-time employment, and 1.08% being temporarily employed.

### ***Employment Sector and Job Nature***

The Commercial / Industrial sector has absorbed the majority (89.36%) of the sub-degree graduates, followed by the Government sector and the Community / Social Service sector, both capturing 4.26% of the graduates.

### ***Remuneration***

The average monthly salary (including commission, allowances and any year-end bonuses) is \$12,556.52 for the sub-degree graduates.

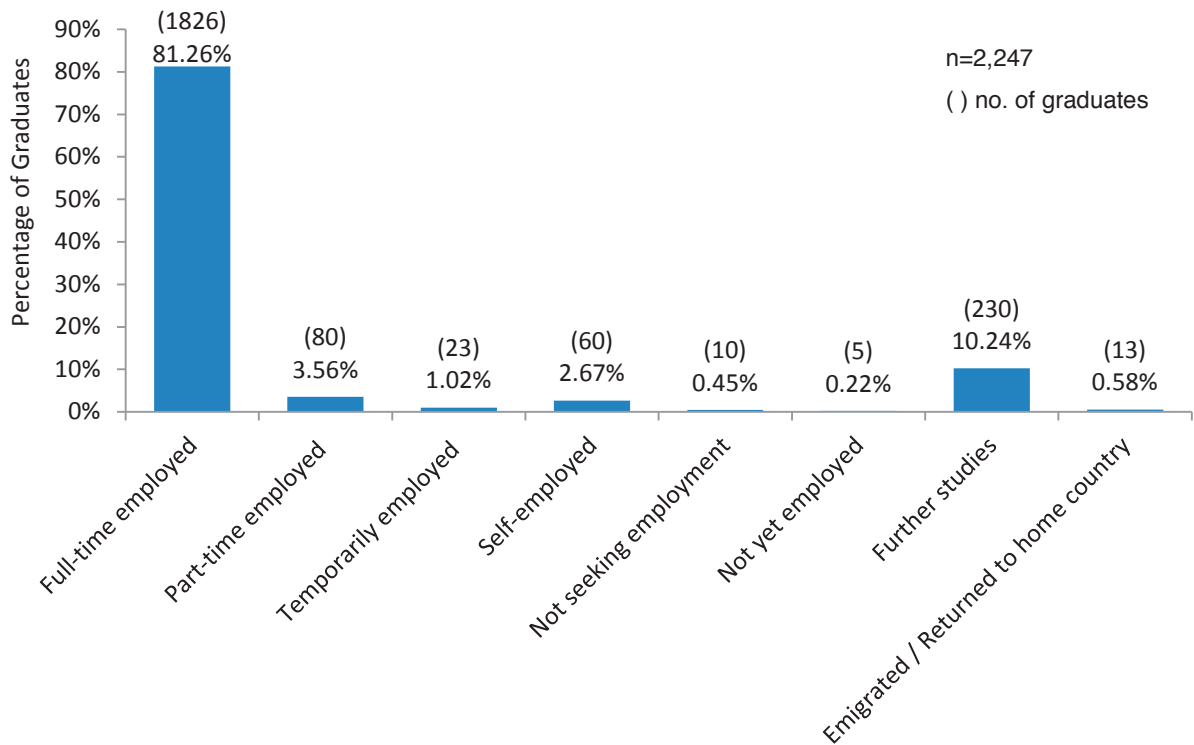
### ***Further Studies***

18.28% of the sub-degree graduates have chosen to pursue further studies.

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

**A.1. Overall Employment Status**

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



**A.1.1 Employment Status by Programme**

Appendix 2 illustrates the employment status of graduates by programme/major/option.

**A.1.2 Analysis by Employment Sector**

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

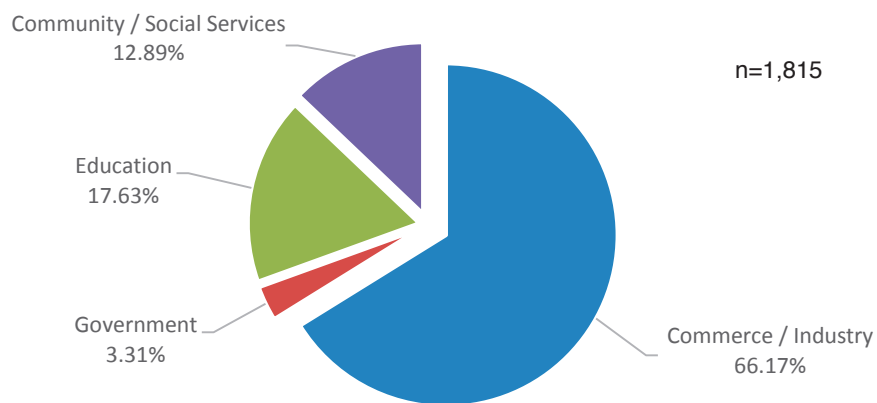
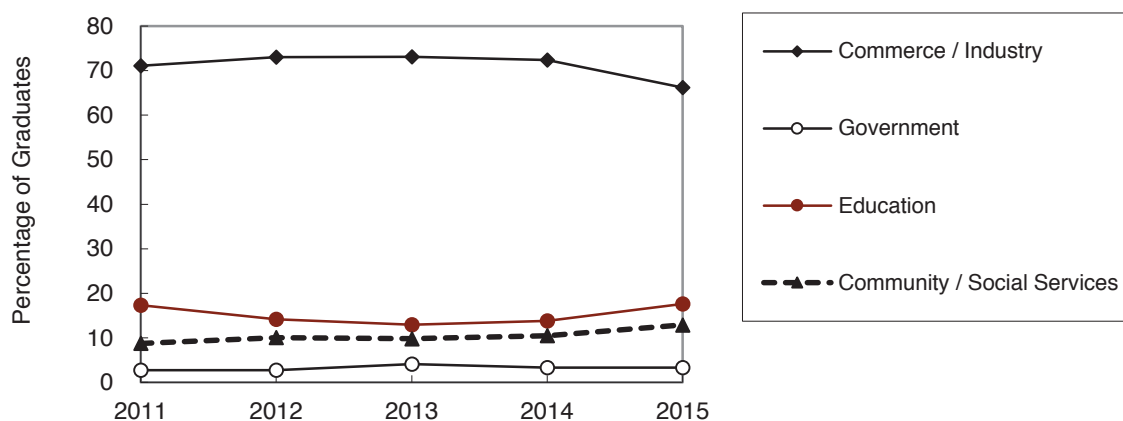


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2011 to 2015 (in Percentage)

Employment Sector	2015	2014	2013	2012	2011
	n=1815	n=1651	n=1428	n=1469	n=1515
Commerce / Industry	66.17	72.38	73.11	73.04	71.09
Government	3.31	3.33	4.13	2.72	2.77
Education	17.63	13.81	12.96	14.16	17.36
Community / Social Services	12.89	10.48	9.80	10.07	8.78

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2011 to 2015



Appendix 3 shows the number of full-time employed respondents in each employment sector by programme/major/option.

### A.1.3 Analysis by Employment Field

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

Employment Field	No. of Employed Graduates	
	n	(%)
Business Services	331	(18.70)
Community, Social, Medical and Personal Services	330	(18.64)
Education	302	(17.06)
Financial Institutions	174	(9.83)
Manufacturing	155	(8.76)
Trading	102	(5.76)
Transport, Storage and Communication	101	(5.71)
Engineering, Architectural and Technical Services	75	(4.24)
Government	54	(3.05)
Insurance	40	(2.26)
Real Estate	38	(2.15)
Hospitality and Tourism Services	35	(1.98)
Construction	17	(0.96)
Multi-nature / Others	11	(0.62)
Electricity, Gas and Water	4	(0.23)
Agriculture & Fishery	1	(0.06)
<b>Total</b>	<b>1770</b>	<b>(100.00)</b>

\* 56 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 2014 and 2015

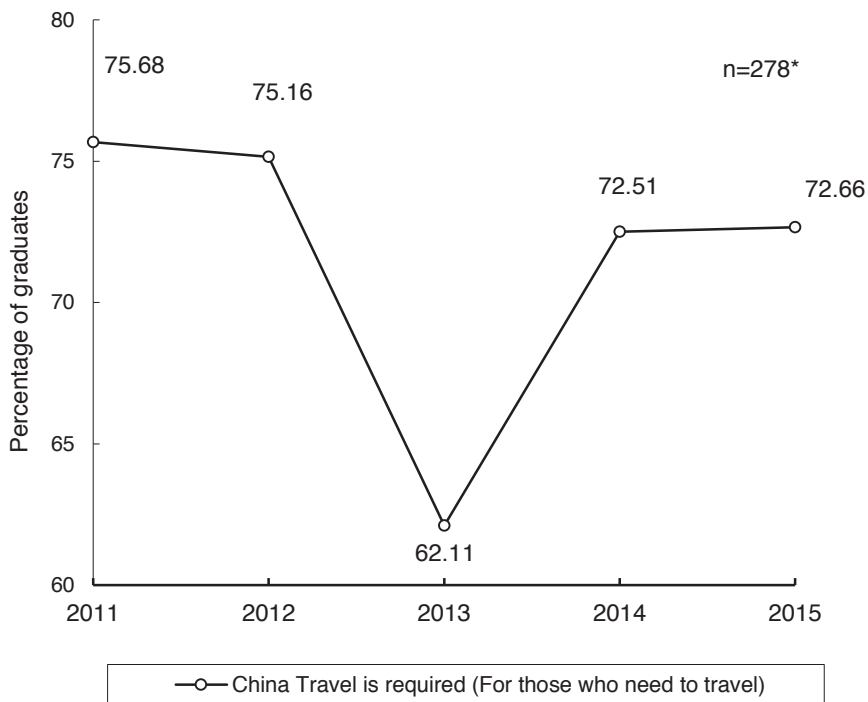
Job Nature	No. of Employed Graduates			
	2015		2014	
	n	(%)	n	(%)
Administration / Management	252	(14.19)	203	(12.66)
Marketing / Sales	143	(8.05)	177	(11.03)
Accounting / Auditing / Taxation / Secretarial Work	126	(7.09)	110	(6.86)
Human Resources	106	(5.97)	95	(5.92)
Social / Community Services	106	(5.97)	70	(4.36)
Teaching / Lecturing (Assistant)	101	(5.69)	91	(5.67)
Editorial / Journalism	100	(5.63)	81	(5.05)
Customer Services	88	(4.95)	71	(4.43)
Teaching / Lecturing (Others)	84	(4.73)	81	(5.05)
Public Relations & Advertising	62	(3.49)	77	(4.80)
Banking	61	(3.43)	28	(1.75)
System Analysis / Computer Programming	58	(3.27)	62	(3.87)
Scientific & Research Work	51	(2.87)	47	(2.93)
Art & Design	40	(2.25)	44	(2.74)
Sports & Recreation Services	39	(2.20)	33	(2.06)
Teaching / Lecturing (Secondary School)	35	(1.97)	29	(1.81)
Media / Communications	32	(1.80)	38	(2.37)
Tourism	31	(1.75)	51	(3.18)
Finance	29	(1.63)	35	(2.18)
Medical & Health Services (Chinese Medicine)	24	(1.35)	21	(1.31)
Engineering	21	(1.18)	11	(0.69)
Logistics / Transportation	18	(1.01)	5	(0.31)
Merchandising / Purchasing	18	(1.01)	15	(0.94)
Insurance Services	14	(0.79)	7	(0.44)
Teaching / Lecturing (Primary School)	12	(0.68)	12	(0.75)
Economic, Statistical & Mathematical Work	11	(0.62)	22	(1.37)
Protective Services	10	(0.56)	9	(0.56)
Clerical Work and Office Support	8	(0.45)	8	(0.50)
Medical & Health Services (Others)	8	(0.45)	12	(0.75)
Architecture / Surveying	4	(0.23)	1	(0.06)
Legal Services	4	(0.23)	2	(0.12)
Interpretation / Translation	3	(0.17)	4	(0.25)
Others	77	(4.34)	52	(3.24)
<b>Total</b>	<b>1776</b>	<b>(100.00)</b>	<b>1604</b>	<b>(100.00)</b>

\* 50 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 2011 to 2015



\*285 respondents indicated they needed to work outside Hong Kong, with 278 indicating the destination.

**A.1.6 Global Working Destination**

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

Working Destination	No. of Employed Graduates	
	n	(%)
Mainland China	202	(72.66)
Macau	16	(5.76)
Other Asian countries	11	(3.96)
Japan	8	(2.88)
U.S.	8	(2.88)
Taiwan	6	(2.16)
Other European countries	5	(1.80)
Australia	5	(1.80)
Singapore	4	(1.44)
Canada	1	(0.36)
U.K.	1	(0.36)
Others	11	(3.96)
<b>Total</b>	<b>278</b>	<b>(100.00)</b>

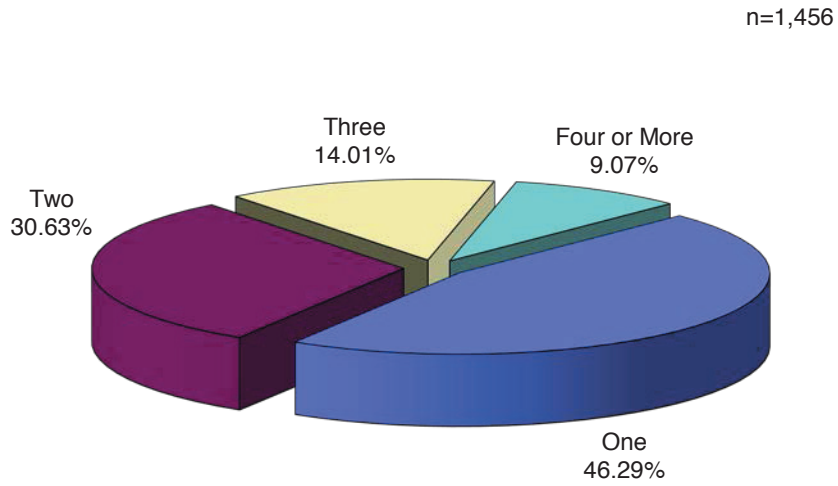
\*7 respondents who needed to work outside Hong Kong did not disclose the working destination.



## A.2. Job Search

### A.2.1 Number of Job Offers

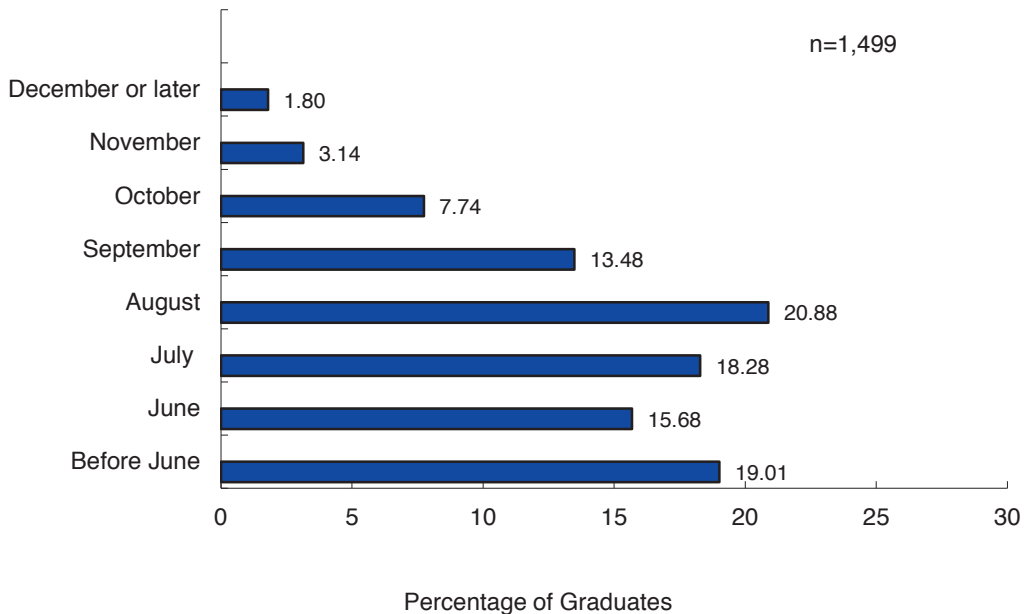
Figure 5: Number of Job Offers Received by Full-time Employed Graduates



### 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	89	(11.63)
Good	392	(51.24)
Fair	263	(34.38)
Not Good	21	(2.75)
<b>Total</b>	<b>765</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 (%)
Commerce / Industry	62 (12.33)	249 (49.50)	178 (35.39)	14 (2.78)	503 (100.00)
Government	1 (4.35)	13 (56.52)	8 (34.78)	1 (4.35)	23 (100.00)
Education	17 (11.33)	81 (54.00)	48 (32.00)	4 (2.67)	150 (100.00)
Community / Social Services	9 (10.11)	49 (55.06)	29 (32.58)	2 (2.25)	89 (100.00)

### A.3.2 Job Satisfaction

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

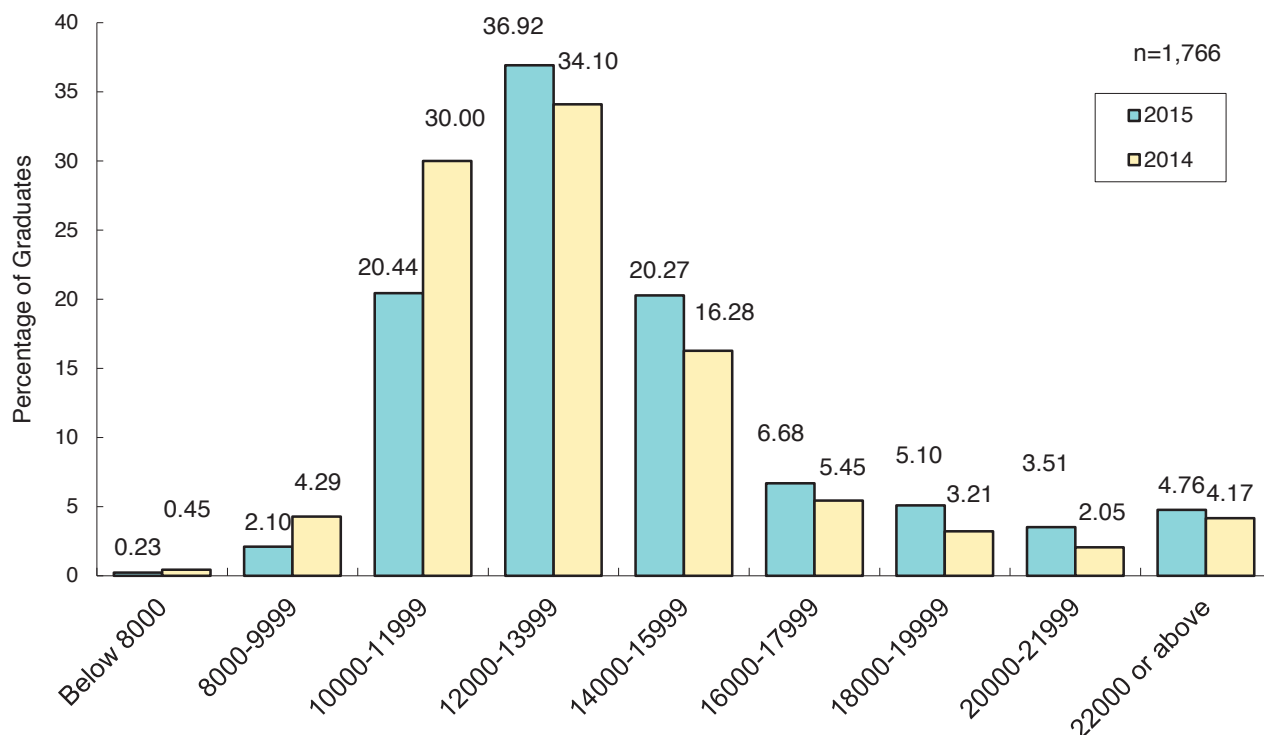
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	262	(19.36)
Quite Satisfied	903	(66.74)
Not Satisfied	188	(13.90)
<b>Total</b>	<b>1353</b>	<b>(100.00)</b>

## A.4. Remuneration

Respondents were requested to indicate their basic monthly salary, monthly commissions and other fixed cash allowances, if any. 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 2014 and 2015



### A.4.2 By Employment Sector

Table 8: Full-time Employed Graduates' Average Monthly Salary by Employment Sector in 2014 and 2015

Employment Sector	2015	2014	% Increase or Decrease over last year
Commerce / Industry	\$13,942.60	\$13,016.26	7.12
Government	\$14,433.62	\$14,446.96	-0.09
Education	\$14,684.22	\$14,307.10	2.64
Community / Social Services	\$14,441.15	\$13,960.10	3.45

Details of the monthly salary statistics and monthly salary intervals of full-time employed graduates by employment sector are shown in Appendices 7 and 8.

**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	12000-13999	(42.86)	10000-11999	(31.43)
English Language & Literature	12000-13999	(40.00)	14000-15999	(24.00)
English Language & Literature and Bachelor of Education (Hons) in English Language Teaching	22000 or above	(71.43)	12000-13999	(14.29)
Humanities				
Chinese	12000-13999	(100.00)		
Communication Arts #	14000-15999	(100.00)		
Creative & Professional Writing				
- Chinese Stream	12000-13999	(66.67)	14000-15999	(33.33)
- English Stream #	12000-13999	(100.00)		
English Studies	12000-13999	(100.00)		
Film Arts	10000-11999	(100.00)		
Media Studies	22000 or above	(50.00)	12000-13999	(50.00)
No Concentration	12000-13999	(41.18)	14000-15999	(23.53)
Liberal and Cultural Studies	10000-11999	(35.19)	14000-15999	(29.63)
Music				
Composition/Music Production	10000-11999	(100.00)		
General Music	20000-21999	(50.00)	16000-17999	(25.00)
Performance/Pedagogy	16000-17999	(100.00)		
Music Studies	10000-11999	(54.55)	12000-13999	(27.27)
Religious Studies				
Christian Studies	12000-13999	(50.00)	10000-11999	(41.67)
Philosophical Studies	12000-13999	(33.33)	10000-11999	(33.33)
Translation	12000-13999	(59.26)	14000-15999	(22.22)
<b>Academy of Visual Arts</b>				
<b>Bachelor of Arts (Hons) in Visual Arts #</b>	12000-13999	(33.33)	10000-11999	(33.33)
<b>School of Business</b>				
<b>Bachelor of Business Administration (Hons)</b>				
Accounting	12000-13999	(41.79)	14000-15999	(29.85)
Applied Economics	14000-15999	(42.42)	12000-13999	(30.30)
China Business Studies	14000-15999	(50.00)	12000-13999	(25.00)
Finance	12000-13999	(33.33)	14000-15999	(24.56)
Human Resources Management	12000-13999	(37.70)	14000-15999	(24.59)
Information Systems & e-Business Management	12000-13999	(44.00)	10000-11999	(20.00)
Marketing	12000-13999	(33.87)	14000-15999	(25.81)
<b>Bachelor of Commerce (Hons)</b>				
Accountancy	12000-13999	(34.33)	10000-11999	(29.85)
Human Resources Management	12000-13999	(45.33)	10000-11999	(24.00)
Marketing	12000-13999	(43.42)	14000-15999	(18.42)
<b>Bachelor of Social Sciences in China Studies (Hons) in Economics</b>	12000-13999	(50.00)	14000-15999	(18.75)
<b>School of Chinese Medicine</b>				
<b>Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science</b>	20000-21999	(41.38)	18000-19999	(37.93)
<b>Bachelor of Pharmacy (Hons) in Chinese Medicine</b>	12000-13999	(25.00)	10000-11999	(25.00)

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

Cinema & Television	12000-13999	(41.67)	10000-11999	(37.50)
Digital Graphic Communication	10000-11999	(42.11)	12000-13999	(31.58)
Journalism				
Broadcast	12000-13999	(85.71)	14000-15999	(14.29)
Chinese	12000-13999	(61.11)	14000-15999	(22.22)
International	12000-13999	(64.71)	14000-15999	(17.65)
Organizational Communication	12000-13999	(56.00)	14000-15999	(20.00)
Public Relations & Advertising				
Advertising	12000-13999	(50.00)	10000-11999	(18.75)
Public Relations	10000-11999	(38.89)	12000-13999	(33.33)
<b>Bachelor of Arts (Hons) in Creative Writing for Film, Television &amp; New Media</b>	12000-13999	(39.29)	10000-11999	(39.29)
<b>Bachelor of Social Sciences (Hons) in Integrated Communication Management</b>	12000-13999	(40.98)	10000-11999	(32.79)

**Faculty of Science****Bachelor of Science (Hons)**

Applied and Computational Mathematics #	12000-13999	(60.00)	22000 or above	(40.00)
Applied Biology				
Biotechnology Studies	12000-13999	(35.29)	16000-17999	(17.65)
Environmental Science	14000-15999	(31.58)	12000-13999	(31.58)
Chemistry				
Environmental Studies	12000-13999	(46.67)	10000-11999	(40.00)
No Concentration	12000-13999	(40.00)	16000-17999	(25.00)
Computer Science	14000-15999	(45.45)	16000-17999	(20.45)
Computing Studies (Information Systems)	14000-15999	(45.45)	16000-17999	(27.27)
Mathematical Science #	12000-13999	(60.00)	22000 or above	(20.00)
Physics				
Applied Physics	14000-15999	(27.78)	12000-13999	(27.78)
Computer Science	12000-13999	(100.00)		
Statistical & Operations Research #	12000-13999	(55.56)	16000-17999	(22.22)

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

China Studies				
Geography #	12000-13999	(41.67)	14000-15999	(25.00)
History #	12000-13999	(43.48)	10000-11999	(21.74)
Sociology	12000-13999	(53.33)	10000-11999	(16.67)
European Studies				
French	12000-13999	(41.67)	16000-17999	(25.00)
German	14000-15999	(33.33)	12000-13999	(22.22)
Geography #	12000-13999	(62.96)	10000-11999	(22.22)
Geography and Bachelor of Education (Hons) in Liberal Studies Teaching	12000-13999	(60.00)	22000 or above	(20.00)
Government & International Studies	14000-15999	(31.82)	10000-11999	(31.82)
Psychology	12000-13999	(35.29)	10000-11999	(23.53)
Social Policy	12000-13999	(55.56)	10000-11999	(25.00)
Sociology	12000-13999	(37.93)	10000-11999	(31.03)
Sociology and Bachelor of Education (Hons) in Liberal Studies Teaching	14000-15999	(40.00)	20000-21999	(20.00)
Sport & Recreation Leadership	12000-13999	(28.89)	10000-11999	(26.67)
<b>Bachelor of Arts (Hons)</b>				
History #	10000-11999	(35.29)	12000-13999	(23.53)
History and Bachelor of Education (Hons) in Liberal Studies Teaching	22000 or above	(71.43)	12000-13999	(28.57)
Physical Education & Recreation Management #	22000 or above	(35.48)	12000-13999	(19.35)
<b>Bachelor of Social Work (Hons)</b>	18000-19999	(47.06)	20000-21999	(15.69)

( ) Percentages of graduates # Including 2+2 graduates

Details of the monthly salary statistics and monthly salary intervals of full-time employed graduates by programme of study are shown in Appendices 9 and 10. Appendix 11 compares the average monthly salary of the 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 2014 and 2015

Job Nature	2015	2014	% Increase or Decrease over last year
	(n=1750)	(n=1528)	
	HK\$	HK\$	
Accounting / Auditing / Taxation / Secretarial Work	12897.80	12397.54	4.04
Administration / Management	14453.46	13133.17	10.05
Architecture / Surveying	12750.00	15000.00	-15.00
Art and Design	12565.17	12113.18	3.73
Banking	15562.14	13874.23	12.17
Clerical Work and Office Support	12000.00	11767.08	1.98
Customer Services	13733.12	12456.94	10.24
Economic, Statistical and Mathematical Work	13491.06	13430.68	0.45
Editorial / Journalism	12372.83	12330.30	0.34
Engineering	14277.86	11962.88	19.35
Finance	17508.93	15954.17	9.75
Human Resources	13275.01	12251.36	8.36
Insurance Services	15266.67	18583.33	-17.85
Interpretation / Translation	11833.33	16500.00	-28.28
Legal Services	13616.67	15541.67	-12.39
Logistics / Transportation	13396.82	10518.33	27.37
Marketing / Sales	13313.38	12898.40	3.22
Media / Communications	12210.75	11875.24	2.83
Medical and Health Services (Chinese Medicine)	18849.17	17256.50	9.23
Medical and Health Services (Others)	14000.00	13099.44	6.87
Merchandising / Purchasing	13917.20	12487.22	11.45
Protective Services	19466.67	23673.29	-17.77
Public Relations and Advertising	14827.64	12677.17	16.96
Sports & Recreation Services	12564.23	13206.57	-4.86
Religious Work	-	-	-
Scientific and Research Work	13133.03	12337.00	6.45
Social / Community Services	15059.56	14553.58	3.48
System Analysis / Computer Programming	15998.04	13839.12	15.60
Teaching / Lecturing (Assistant)	12561.71	11788.47	6.56
Teaching / Lecturing (Others)	13597.32	13179.17	3.17
Teaching / Lecturing (Primary School)	20490.14	22192.50	-7.67
Teaching / Lecturing (Secondary School)	23891.67	21740.34	9.90
Tourism	16826.38	15796.87	6.52
Others	13310.84	12615.65	5.51

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

## A.5. Other Career Destinations

### A.5.1 Part-time Employment

42.5% of the part-time employed graduates were employed in the Commercial / Industrial sector and 40% of them were hired by the Education sector. The remaining respondents chose to work in the field of Community / Social Services sector (12.5%) and the Government sector (5%).

### A.5.2 Temporary Employment

Among the 23 respondents, 8 were hired by various Commercial / Industrial companies (34.78%); 3 were employed by the Education sector (13.04%); and 4 chose to work in the Community / Social Services organizations (17.39%). 8 of them reported having working holiday in overseas countries and did not indicate their employment sector (34.78%).

### A.5.3 Self-Employed

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

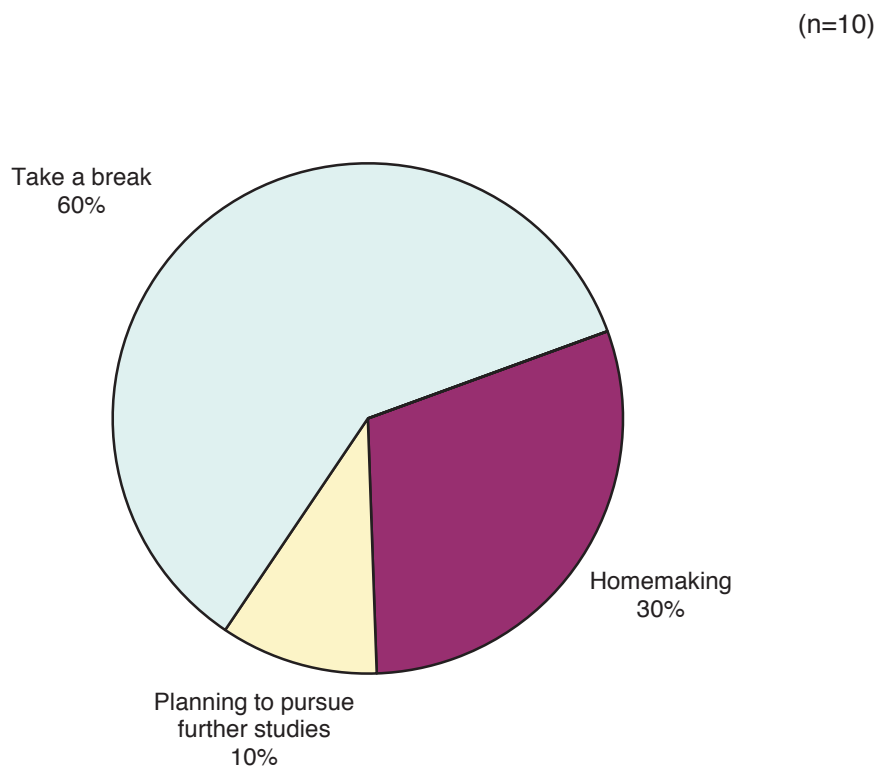
Programme/Major/Option	No. of Graduates
Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media	2
Bachelor of Arts (Hons) in Humanities	1
Bachelor of Arts (Hons) in Music - General Music	2
Bachelor of Arts (Hons) in Music - Music Education	2
Bachelor of Arts (Hons) in Music - Performance/Pedagogy	3
Bachelor of Arts (Hons) in Music Studies	8
Bachelor of Arts (Hons) in Physical Education and Recreation Management	2
Bachelor of Arts (Hons) in Visual Arts	7
Bachelor of Business Administration (Hons) - China Business Studies	1
Bachelor of Business Administration (Hons) - Information Systems & e-Business Management	1
Bachelor of Commerce (Hons) in Marketing	2
Bachelor of Science (Hons) in Applied Biology - Biotechnology Studies	1
Bachelor of Science (Hons) in Computer Science	1
Bachelor of Science (Hons) in Mathematical Science	1
Bachelor of Social Sciences (Hons) in China Studies - Geography	2
Bachelor of Social Sciences (Hons) in China Studies - Sociology	1
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	5
Bachelor of Social Sciences (Hons) in Communication - Digital Graphic Communication	2
Bachelor of Social Sciences (Hons) in Communication - Journalism (International Journalism)	1
Bachelor of Social Sciences (Hons) in Communication - Organizational Communication	2
Bachelor of Social Sciences (Hons) in Communication - Public Relations and Advertising	2
Bachelor of Social Sciences (Hons) in Social Policy	1
Bachelor of Social Sciences (Hons) in Sociology	2
Bachelor of Social Sciences (Hons) in Sport and Recreation Leadership	6
Bachelor of Social Sciences (Hons) in Integrated Communication Management	2
<b>Total</b>	<b>60</b>

Out of the 60 respondents, 54 indicated their employment sector. 57.41% worked in the Education sector and 31.48% worked in the Commercial / Industrial companies. The remaining chose to work for Community / Social Services organizations (11.11%).

#### A.5.4 Not Seeking Employment

10 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

5 graduates (0.22%) were unemployed at the time of survey. The major perceived reasons of their unemployment were relatively late start of job search and keen job market competition.



## A.6.Further Studies

Among the 230 graduates who pursued further studies, 72.13% chose subjects related to their studies in HKBU. 74.07% of the respondents were studying in Hong Kong. 93.01% of the respondents were pursuing postgraduates/master or above level of 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	17	(7.39)
Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media	8	(3.48)
Bachelor of Arts (Hons) in English Language and Literature	8	(3.48)
Bachelor of Arts (Hons) in English Language and Literature and BEd (Hons) in English Learning Teaching	1	(0.43)
Bachelor of Arts (Hons) in History	7	(3.04)
Bachelor of Arts (Hons) in Humanities	4	(1.74)
Bachelor of Arts (Hons) in Liberal and Cultural Studies	5	(2.17)
Bachelor of Arts (Hons) in Music	9	(3.91)
Bachelor of Arts (Hons) in Music Studies	8	(3.48)
Bachelor of Arts (Hons) in Physical Education and Recreation Management	6	(2.61)
Bachelor of Arts (Hons) in Religious Studies	5	(2.17)
Bachelor of Arts (Hons) in Translation	4	(1.74)
Bachelor of Arts (Hons) in Visual Arts	2	(0.87)
Bachelor of Business Administration (Hons) in Accounting	4	(1.74)
Bachelor of Business Administration (Hons) in Applied Economics	6	(2.61)
Bachelor of Business Administration (Hons) in Finance	7	(3.04)
Bachelor of Business Administration (Hons) in Human Resources Management	2	(0.87)
Bachelor of Business Administration (Hons) in Information Systems and e-Business Management	1	(0.43)
Bachelor of Business Administration (Hons) in Marketing	2	(0.87)
Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science	1	(0.43)
Bachelor of Commerce (Hons) in Accountancy	3	(1.30)
Bachelor of Commerce (Hons) in Human Resources Management	3	(1.30)
Bachelor of Commerce (Hons) in Marketing	4	(1.74)
Bachelor of Pharmacy (Hons) in Chinese Medicine	6	(2.61)
Bachelor of Science (Hons) in Applied and Computational Mathematics	5	(2.17)
Bachelor of Science (Hons) in Applied Biology	13	(5.65)
Bachelor of Science (Hons) in Chemistry	17	(7.39)
Bachelor of Science (Hons) in Computer Science	7	(3.04)
Bachelor of Science (Hons) in Computing Studies (Information Systems)	1	(0.43)
Bachelor of Science (Hons) in Mathematical Science	3	(1.30)
Bachelor of Science (Hons) in Physics	5	(2.17)
Bachelor of Science (Hons) in Statistics and Operations Research	5	(2.17)
Bachelor of Social Sciences (Hons) in China Studies - Economics	3	(1.30)
Bachelor of Social Sciences (Hons) in China Studies - Geography	1	(0.43)
Bachelor of Social Sciences (Hons) in China Studies - History	6	(2.61)
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	3	(1.30)
Bachelor of Social Sciences (Hons) in Communication - Digital Graphic Communication	1	(0.43)
Bachelor of Social Sciences (Hons) in Communication - Journalism	6	(2.61)
Bachelor of Social Sciences (Hons) in Communication - Organizational Communication	1	(0.43)
Bachelor of Social Sciences (Hons) in Communication - Public Relations and Advertising	1	(0.43)
Bachelor of Social Sciences (Hons) in European Studies	3	(1.30)
Bachelor of Social Sciences (Hons) in Geography	5	(2.17)
Bachelor of Social Sciences (Hons) in Government and International Studies	7	(3.04)
Bachelor of Social Sciences (Hons) in Integrated Communication Management	4	(1.74)
Bachelor of Social Sciences (Hons) in Psychology	5	(2.17)
Bachelor of Social Sciences (Hons) in Sport and Recreation Leadership	5	(2.17)
<b>Total</b>	<b>230</b>	<b>(100.00)</b>

**A.6.2 Destination of Further Studies**

Figure 9: Destination of Further Studies

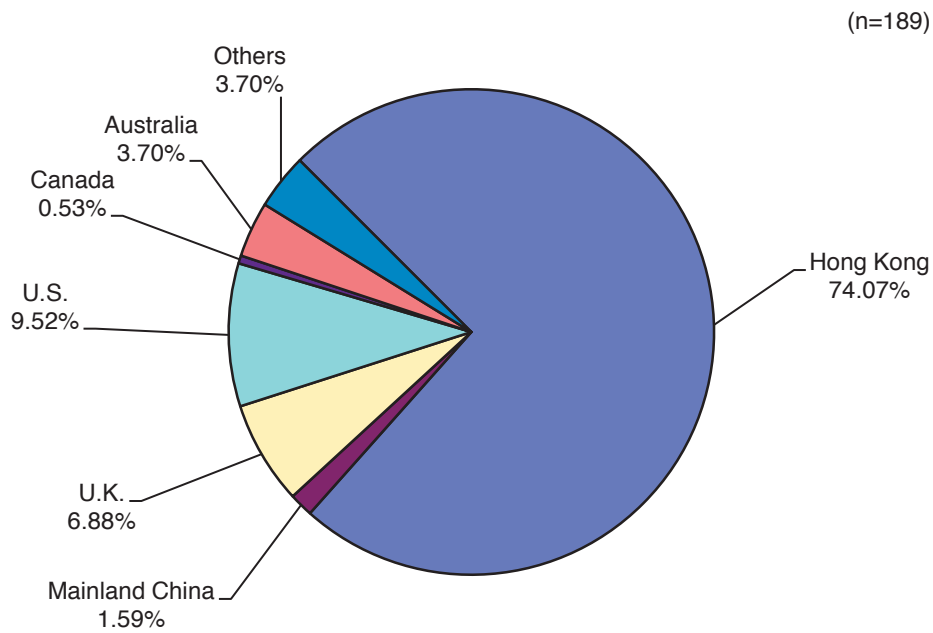
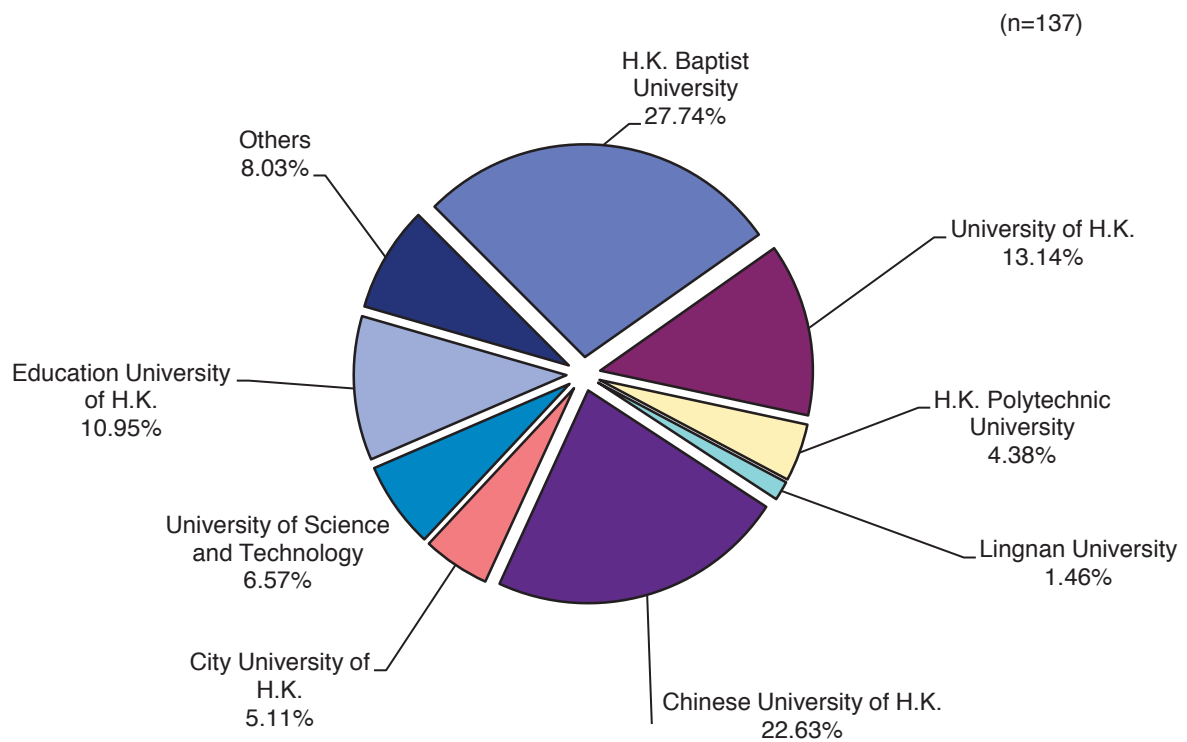
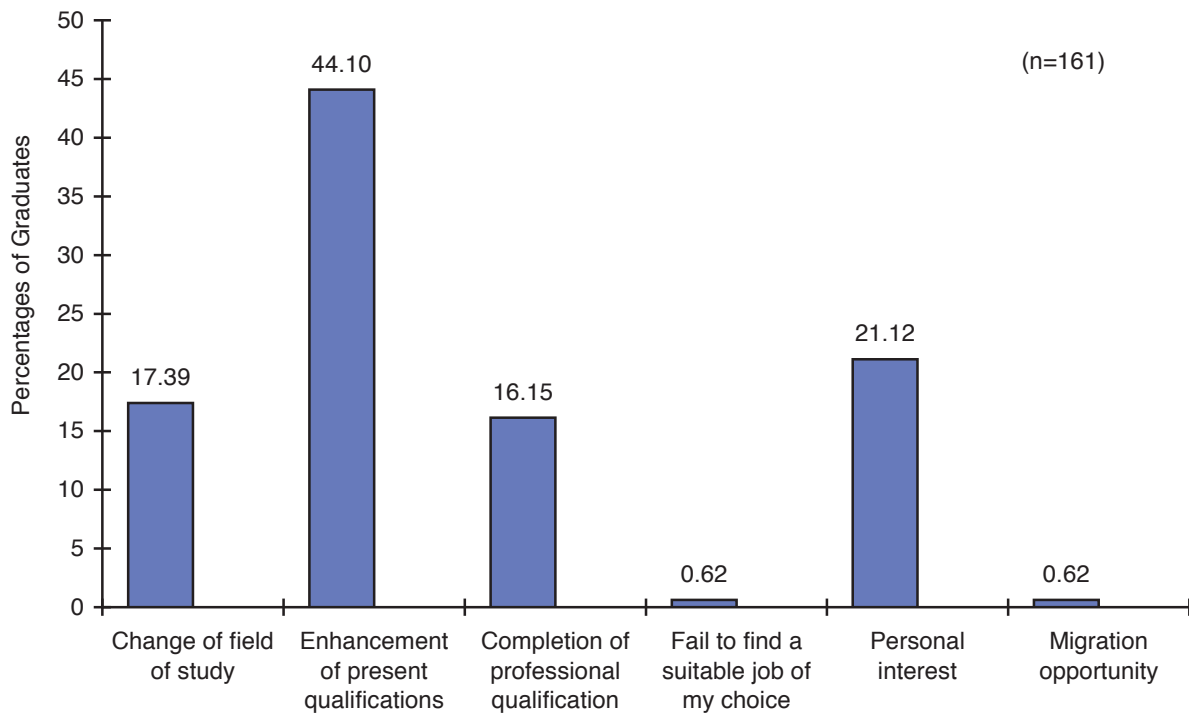


Figure 10: Local Institutions for Further Studies



### 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.	115	(8.05)	852	(59.62)	392	(27.43)	58	(4.06)	12	(0.84)	1429	(100.00)
2. I am satisfied overall with the off-classroom experience in the university.	137	(9.59)	750	(52.48)	433	(30.30)	88	(6.16)	21	(1.47)	1429	(100.00)
3. My university experience (academic learning and off-classroom experience) has prepared me with the necessary skills and knowledge for my workplace.	118	(8.26)	716	(50.14)	453	(31.72)	113	(7.91)	28	(1.96)	1428	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	157	(10.99)	773	(54.09)	416	(29.11)	66	(4.62)	17	(1.19)	1429	(100.00)
5. I have strong affiliation with HKBU.	92	(7.67)	495	(41.25)	478	(39.83)	104	(8.67)	31	(2.58)	1200	(100.00)
6. I have strong affiliation with my school/faculty.	147	(12.25)	552	(46.00)	399	(33.25)	79	(6.58)	23	(1.92)	1200	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	138	(11.50)	429	(35.75)	426	(35.50)	157	(13.08)	50	(4.17)	1200	(100.00)
8. I have strong interest to know HKBU's news / recent development.	73	(6.08)	425	(35.42)	508	(42.33)	147	(12.25)	47	(3.92)	1200	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	124	(10.33)	603	(50.25)	394	(32.83)	62	(5.17)	17	(1.42)	1200	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	181	(12.67)	748	(52.34)	416	(29.11)	64	(4.48)	20	(1.40)	1429	(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.	119	(9.92)	602	(50.17)	404	(33.67)	59	(4.92)	16	(1.33)	1200	(100.00)

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

Table 14: Graduates' Participation in Off-classroom Activities

	n	%
International exchange	241	(14.74)
Internship program	495	(30.28)
Service learning program	179	(10.95)
Skills enrichment program	158	(9.66)
Participation in student societies / university bodies	518	(31.68)
Others	44	(2.69)
<b>Total</b>	<b>1635</b>	<b>(100.00)</b>

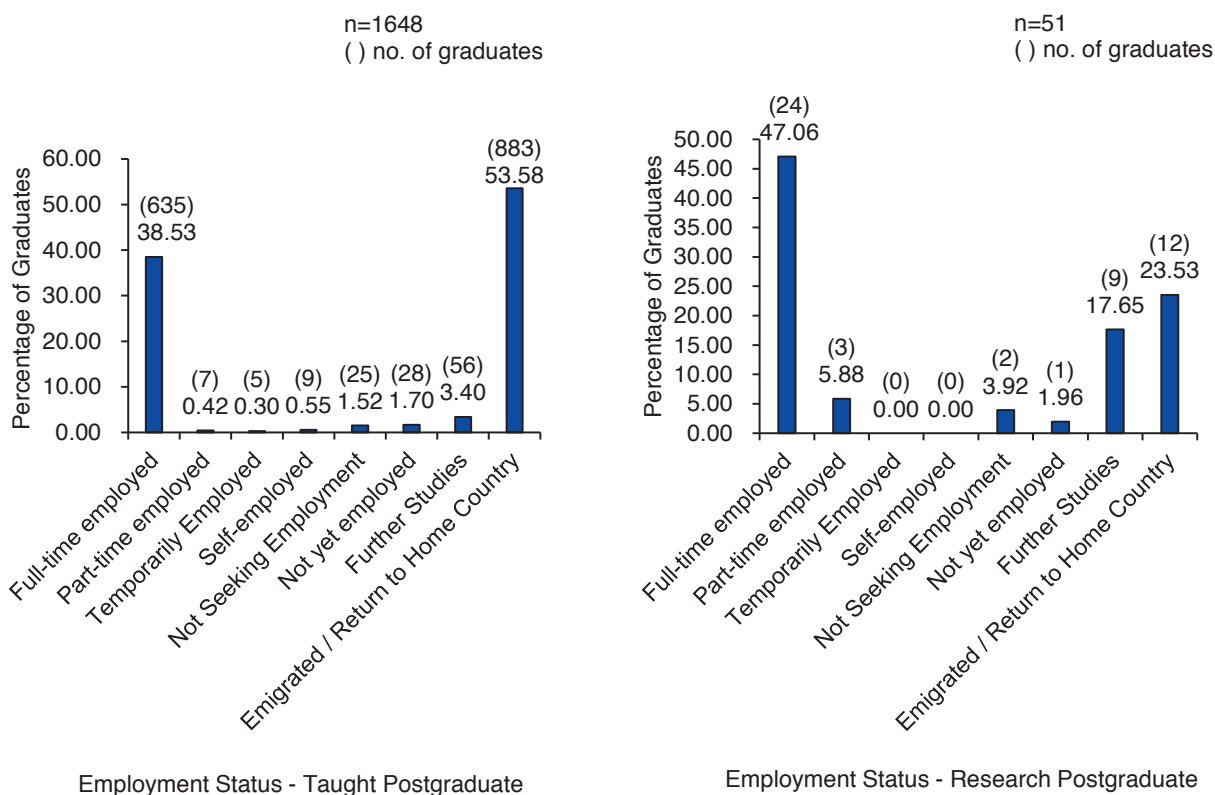
(Respondents can choose more than 1 option)

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	64	(5.33)	408	(34.00)	593	(49.42)	104	(8.67)	31	(2.58)	1200	(100.00)
Professional & broad based knowledge	108	(9.00)	592	(49.33)	424	(35.33)	56	(4.67)	20	(1.67)	1200	(100.00)
Lifelong learning attitude	146	(12.17)	562	(46.83)	409	(34.08)	63	(5.25)	20	(1.67)	1200	(100.00)
IT & numerical skills	61	(5.08)	335	(27.92)	585	(48.75)	172	(14.33)	47	(3.92)	1200	(100.00)
Creativity	78	(6.50)	404	(33.67)	554	(46.17)	126	(10.50)	38	(3.17)	1200	(100.00)
Communication	160	(13.33)	632	(52.67)	344	(28.67)	48	(4.00)	16	(1.33)	1200	(100.00)
Teamwork	162	(13.50)	665	(55.42)	316	(26.33)	39	(3.25)	18	(1.50)	1200	(100.00)

**B.1. Overall Employment Status**

Figure 12: Distribution of Respondents by Employment Status – 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	494	(78.16)	2	(8.33)
Government	2	(0.32)	0	(0.00)
Education	108	(17.09)	21	(87.50)
Community / Social Services	28	(4.43)	1	(4.17)
<b>Total</b>	<b>632</b>	<b>(100.00)</b>	<b>24</b>	<b>(100.00)</b>

\* 3 Taught 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	44	(7.24)		
Administration / Management	54	(8.88)	1	(4.17)
Architecture / Surveying	2	(0.33)		
Art & Design	8	(1.32)		
Banking	18	(2.96)		
Clerical Work & Office Support	2	(0.33)		
Customer Services	8	(1.32)		
Economic, Statistical & Mathematical Work	9	(1.48)		
Editorial / Journalism	31	(5.10)		
Engineering	20	(3.29)	1	(4.17)
Finance	28	(4.61)		
Human Resources	3	(0.49)		
Insurance Services	55	(9.05)		
Interpretation / Translation	6	(0.99)		
Logistics / Transportation	4	(0.66)		
Marketing / Sales	79	(12.99)		
Media / Communications	19	(3.13)		
Medical & Health Services (Chinese Medicine)	15	(2.47)		
Medical and Health Services (Others)	16	(2.63)	1	(4.17)
Merchandising / Purchasing	2	(0.33)		
Public Relations and Advertising	27	(4.44)		
Scientific & Research Work	43	(7.07)	13	(54.17)
Social / Community Services	8	(1.32)		
System Analysis / Computer Programming	31	(5.10)		
Teaching / Lecturing (Assistant)	10	(1.64)	2	(8.33)
Teaching / Lecturing (Others)	46	(7.57)	6	(25.00)
Teaching / Lecturing (Primary School)	7	(1.15)		
Teaching / Lecturing (Secondary School)	8	(1.32)		
Tourism	2	(0.33)		
Others	3	(0.49)		
<b>Total</b>	<b>608</b>	<b>(100.00)</b>	<b>24</b>	<b>(100.00)</b>

\* 27 Taught Postgraduates did not indicate their Job Nature.

### B.4. Remuneration

Table 18: Overall Average Monthly Salary of Postgraduates

Programme of Study	2015	2014	% Increase or Decrease over last year
<b>Taught Postgraduate</b>			
- Mean	\$17,320.45	\$15,179.04	14.11
- Median	\$14,637.50	\$13,500.00	8.43
<b>Research Postgraduate</b>			
- Mean	\$24,058.33	\$23,170.37	3.83
- Median	\$20,000.00	\$17,500.00	14.29

## B.5. Graduates Satisfaction

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

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.	336	(41.23)	407	(49.94)	63	(7.73)	5	(0.61)	4	(0.49)	815	(100.00)
2. I am satisfied overall with the off-classroom experience in the university.	276	(34.33)	371	(46.14)	128	(15.92)	24	(2.99)	5	(0.62)	804	(100.00)
3. My university experience (academic learning and off-classroom experience) has prepared me with the necessary skills and knowledge for my workplace.	249	(30.59)	382	(46.93)	165	(20.27)	15	(1.84)	3	(0.37)	814	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	307	(37.67)	390	(47.85)	106	(13.01)	9	(1.10)	3	(0.37)	815	(100.00)
5. I have strong affiliation with HKBU.	324	(43.37)	309	(41.37)	102	(13.65)	9	(1.20)	3	(0.40)	747	(100.00)
6. I have strong affiliation with my school/faculty.	317	(42.44)	316	(42.30)	99	(13.25)	12	(1.61)	3	(0.40)	747	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	217	(29.05)	270	(36.14)	182	(24.36)	70	(9.37)	8	(1.07)	747	(100.00)
8. I have strong interest to know HKBU's news / recent development.	233	(31.19)	329	(44.04)	150	(20.08)	31	(4.15)	4	(0.54)	747	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	311	(41.63)	327	(43.78)	97	(12.99)	9	(1.20)	3	(0.40)	747	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	402	(49.33)	328	(40.25)	74	(9.08)	7	(0.86)	4	(0.49)	815	(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.	353	(47.26)	322	(43.11)	62	(8.30)	7	(0.94)	3	(0.40)	747	(100.00)

\*Question no. 1, 2, 3, 4 and 10 were included in both the online and on-site questionnaire, so the total no. of respondents is larger than that of 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 Postgraduates

	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	172	(23.03)	311	(41.63)	232	(31.06)	20	(2.68)	12	(1.61)	747	(100.00)
Professional & broad based knowledge	223	(29.85)	396	(53.01)	113	(15.13)	13	(1.74)	2	(0.27)	747	(100.00)
Lifelong learning attitude	298	(39.89)	337	(45.11)	103	(13.79)	7	(0.94)	2	(0.27)	747	(100.00)
IT & numerical skills	127	(17.00)	274	(36.68)	273	(36.55)	62	(8.30)	11	(1.47)	747	(100.00)
Creativity	200	(26.77)	326	(43.64)	194	(25.97)	22	(2.95)	5	(0.67)	747	(100.00)
Communication	254	(34.00)	362	(48.46)	116	(15.53)	11	(1.47)	4	(0.54)	747	(100.00)
Teamwork	334	(44.71)	320	(42.84)	85	(11.38)	5	(0.67)	3	(0.40)	747	(100.00)

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

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.	12	(31.58)	15	(39.47)	11	(28.95)	0	(0.00)	0	(0.00)	38	(100.00)
2. I am satisfied overall with the off-classroom experience in the university.	11	(29.73)	14	(37.84)	7	(18.92)	4	(10.81)	1	(2.70)	37	(100.00)
3. My university experience (academic learning and off-classroom experience) has prepared me with the necessary skills and knowledge for my workplace.	13	(35.14)	10	(27.03)	11	(29.73)	3	(8.11)	0	(0.00)	37	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	13	(34.21)	14	(36.84)	7	(18.42)	4	(10.53)	0	(0.00)	38	(100.00)
5. I have strong affiliation with HKBU.	9	(45.00)	8	(40.00)	2	(10.00)	1	(5.00)	0	(0.00)	20	(100.00)
6. I have strong affiliation with my school/faculty.	9	(45.00)	9	(45.00)	2	(10.00)	0	(0.00)	0	(0.00)	20	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	4	(20.00)	5	(25.00)	6	(30.00)	4	(20.00)	1	(5.00)	20	(100.00)
8. I have strong interest to know HKBU's news / recent development.	8	(40.00)	7	(35.00)	4	(20.00)	1	(5.00)	0	(0.00)	20	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	9	(45.00)	8	(40.00)	3	(15.00)	0	(0.00)	0	(0.00)	20	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	14	(38.89)	17	(47.22)	5	(13.89)	0	(0.00)	0	(0.00)	36	(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.	8	(40.00)	8	(40.00)	3	(15.00)	1	(5.00)	0	(0.00)	20	(100.00)

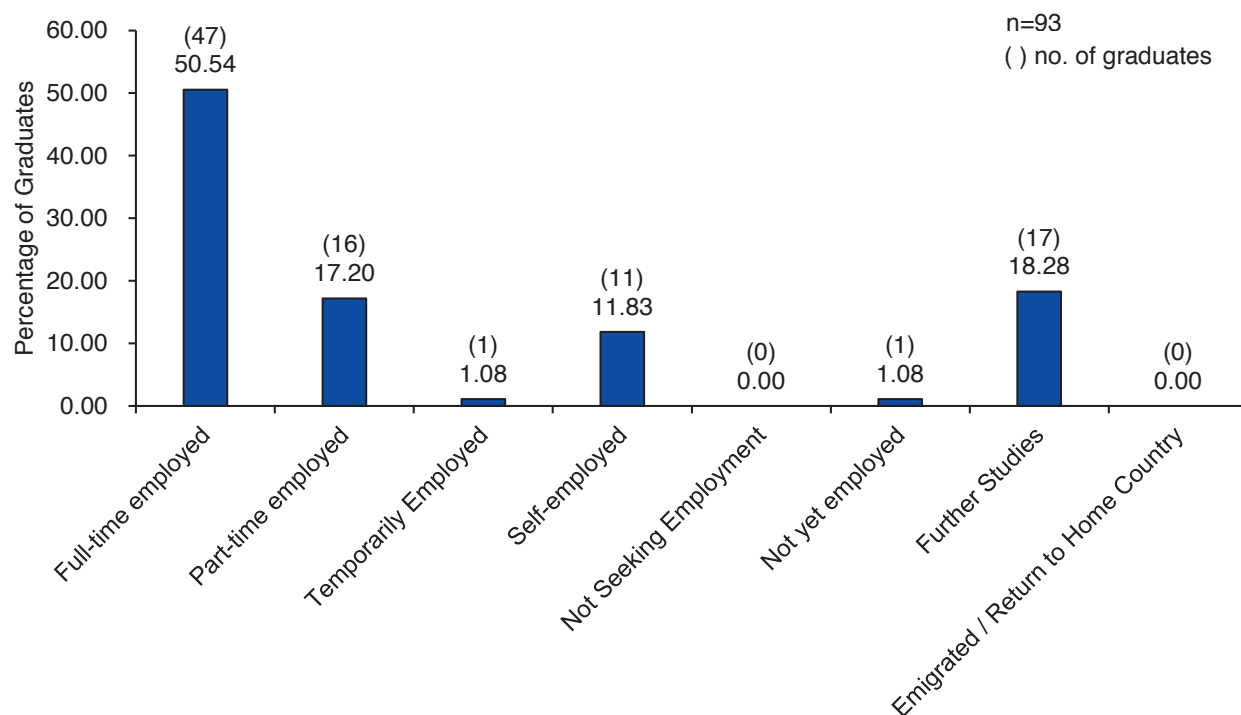
\*Question no. 1, 2, 3, 4 and 10 were included in both the online and on-site questionnaire, so the total no. of respondents is larger than that of question no. 5, 6, 7, 8, 9 and 11.

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

	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	9	(45.00)	4	(20.00)	6	(30.00)	1	(5.00)	0	(0.00)	20	(100.00)
Professional & broad based knowledge	11	(55.00)	7	(35.00)	2	(10.00)	0	(0.00)	0	(0.00)	20	(100.00)
Lifelong learning attitude	9	(45.00)	7	(35.00)	4	(20.00)	0	(0.00)	0	(0.00)	20	(100.00)
IT & numerical skills	6	(30.00)	7	(35.00)	5	(25.00)	2	(10.00)	0	(0.00)	20	(100.00)
Creativity	6	(30.00)	8	(40.00)	6	(30.00)	0	(0.00)	0	(0.00)	20	(100.00)
Communication	6	(30.00)	9	(45.00)	5	(25.00)	0	(0.00)	0	(0.00)	20	(100.00)
Teamwork	6	(30.00)	5	(25.00)	6	(30.00)	3	(15.00)	0	(0.00)	20	(100.00)

### C.1. Overall Employment Status

Figure 13: Distribution of Respondents by Employment Status – Sub-degree Graduates



### C.2. Analysis by Employment Sector

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

Employment Sector	n	(%)
Commerce / Industry	42	(89.36)
Government	2	(4.26)
Education	2	(4.26)
Community / Social Services	1	(2.13)
<b>Total</b>	<b>47</b>	<b>(100.00)</b>

\* 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	(%)
Accounting / Auditing / Taxation / Secretarial Work	1	(2.13)
Administration / Management	1	(2.13)
Clerical Work & Office Support	3	(6.38)
Customer Services	4	(8.51)
Logistics / Transportation	1	(2.13)
Marketing / Sales	2	(4.26)
Media / Communications	25	(53.19)
Public Relations and Advertising	2	(4.26)
Scientific & Research Work	1	(2.13)
Social / Community Services	1	(2.13)
System Analysis / Computer Programming	1	(2.13)
Teaching / Lecturing (Others)	1	(2.13)
Tourism	2	(4.26)
Others	2	(4.26)
<b>Total</b>	<b>47</b>	<b>(100.00)</b>

### C.4. Remuneration

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

	Mean	Median
<b>Sub-degree Graduates</b>	\$12,556.52	\$11,000.00