

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 2011.

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 2011 full-time graduates of the University. As shown in Appendix 1, this year, a total of 1987 graduates completed their undergraduate studies and among courses/majors/options of the three Faculties, one Academy and three Schools. There are 746 full-time taught postgraduates and 70 full-time research postgraduates. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academy.

Out of the 1987 undergraduates, 1939 valid responses were received, representing a response rate of 97.58 % (98.54% in 2010). Besides, a total of 429 valid questionnaires were collected from full-time postgraduates.

Executive Summary

SECTION A FULL-TIME UNDERGRADUATES

Overall Employment Status

At the close of the survey, 79.78% of the graduates were working full-time, 1.86% self-employed and 11.09% 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 slightly decreased, a total of 3.97 (4.56% in 2010). The unemployment rate is 0.77% (0.95% in 2010).

Employment Sectors and Job Nature

An increase of graduates employed in the commercial or industrial sector (71.09%) has been noted (66.88% in 2010). On the contrary, there are decreases in number of graduates employed in the other three sectors: 17.36% in the education sector (18.22% in 2010); 8.78% in the community/social services organizations (11.20% in 2010); 2.77% in the Government sector (3.71% in 2010).

Administration / Management (11.06%) and Marketing / Sales (9.48%) 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 (8.38%), Teaching / Lecturing (Secondary) (5.84%) and Teaching / Lecturing (Assistant) (5.56%).

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$12,578.15, an increase of 10% (\$11,433.73 in 2010). All employer sectors have increased in salary: The Commerce / Industry sector (increase of 8.33%), the Government (increase of 11.57%), Education (increase of 18.86%), Community / Social services sector (increase of 9.21%).

Further Studies

There are 215 graduates pursuing further studies, which accounts for 11.09% of our graduates (12.74% in 2010). Among those graduates, 94.39% 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, both enrolling 30.87% of our graduates.

SECTION B FULL-TIME TAUGHT / RESEARCH POSTGRADUATES

Overall Employment Status

At the close of the survey, the unemployment rate for the postgraduates was 1.40% (5.19% in 2010). 70.81% of the taught postgraduates (67.70% in 2010) were in employment with 67.30% working full-time or self-employed, 2.97% engaging in part-time employment, and 0.54% being temporarily employed. For research postgraduates, 67.80% were employed full-time (52.94% in 2010), with 1.69% working in part-time employment, adding up to 69.49% in employment.

Employment Sectors and Job Nature

The Commercial or Industrial sector has absorbed the majority of 60.98% of our postgraduates, with 65.99% (65.58% in 2010) of the taught postgraduates and 30% (34.62% in 2010) of the research postgraduates. The Education sector captured 32.75% of our postgraduates with 27.94% (24.68% in 2010) of our taught postgraduates and 62.5% (61.54% in 2010) of the research postgraduates entering this field this year.

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$15297.82 for taught postgraduates with an increase of 7.05% (\$14,290.20 in 2010), and \$17419.54 for research postgraduates with a small decrease of 0.10% (\$17,437.18 in 2010).

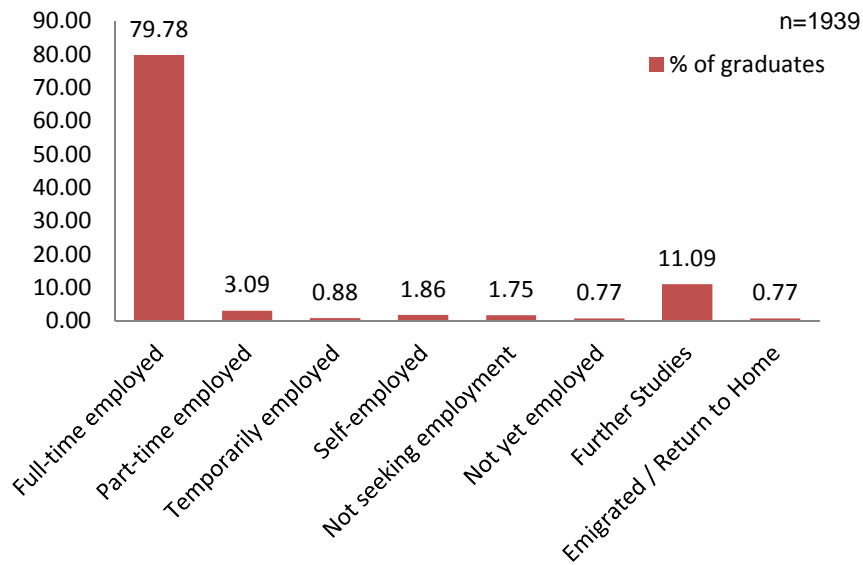
Further Studies

6.76% of taught postgraduates (3.5% in 2010) and 15.25% of research postgraduates have chosen to pursue further studies (21.57% in 2010).

SECTION A FULL-TIME UNDERGRADUATES

A.1. Overall Employment Status

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



A.1.1 Employment Status by Courses

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

A.1.2 Analysis by Employment Sector

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

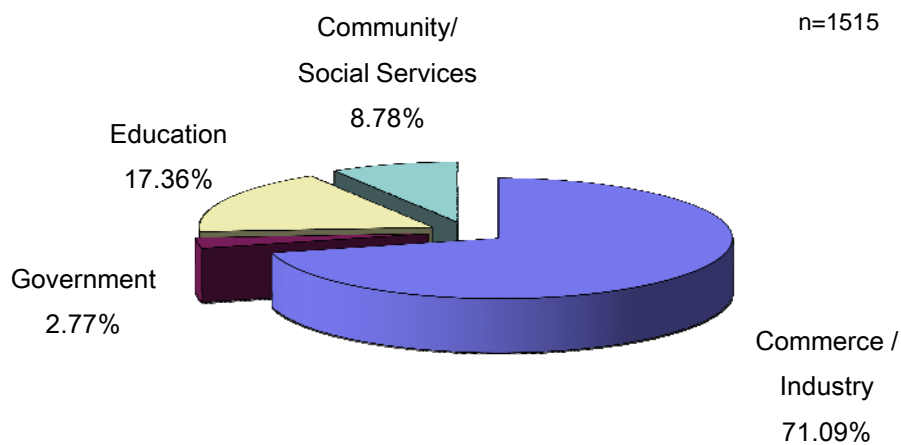
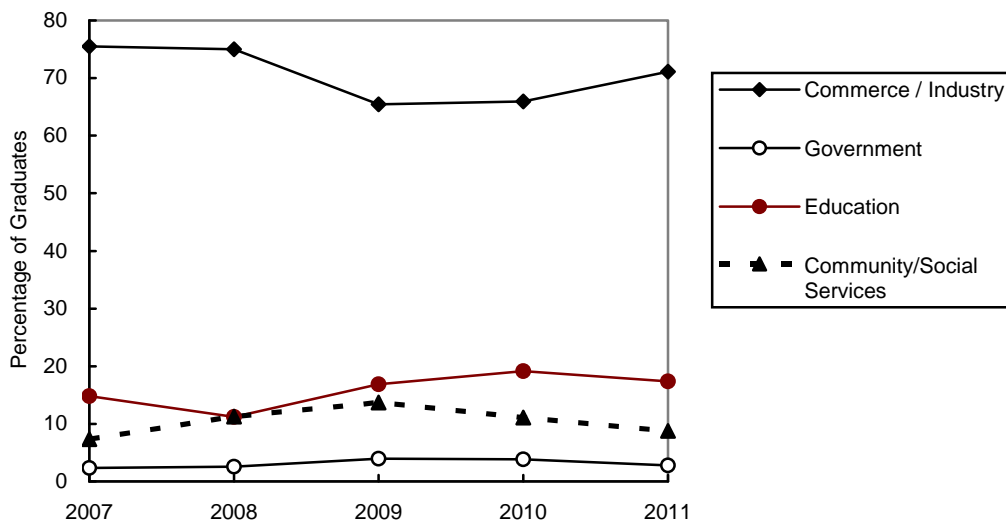


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2007 to 2011(in Percentage)

Employment Sector	2011	2010	2009	2008	2007
	n=1515	n=1268	n=1240	n=1260	n=1300
Commerce/Industry	71.09	66.88	65.48	75.00	75.50
Government	2.77	3.71	3.95	2.54	2.32
Education	17.36	18.22	16.85	11.19	14.84
Community/Social Services	8.78	11.20	13.71	11.27	7.34

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2007 to 2011



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

A.1.3 Analysis by Employment Fields

Table 2: Distribution of Employed Graduates by Employment Fields

Employment Field	No. of Employed Graduates	
	n	(%)
Business Services	344	(23.77)
Education	291	(20.11)
Community, Social and Personal Services	202	(13.96)
Financial Institutions	144	(9.95)
Manufacturing	115	(7.95)
Transport, Storage and Communication	84	(5.81)
Trading	83	(5.74)
Government	44	(3.04)
Real Estate	34	(2.35)
Engineering, Architectural and Technical Services	30	(2.07)
Hospitality and Tourism Services	22	(1.52)
Insurance	22	(1.52)
Construction	7	(0.48)
Electricity, Gas and Steam	4	(0.28)
Agriculture and Fishery	1	(0.07)
Mining and Quarrying	1	(0.07)
Multi-nature/ Others	19	(1.31)
Total*	1447	(100.00)

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

A.1.4 Analysis by Job Nature

Table 3: Comparison of the Distribution of Employed Graduates by Job Nature in 2010 and 2011

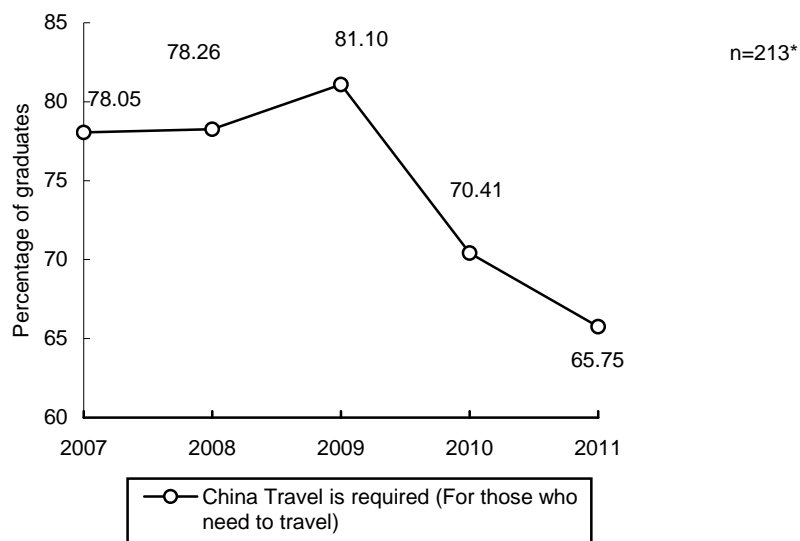
Job Nature	No. of Employed Graduates			
	2011		2010	
	n	(%)	n	(%)
Accounting / Auditing / Taxation / Secretarial Work	122	(8.38)	127	(10.00)
Administration / Management	161	(11.06)	109	(8.58)
Architecture / Surveying	0	(0.00)	2	(0.16)
Art & Design	35	(2.40)	35	(2.76)
Banking	22	(1.51)	17	(1.34)
Clerical Work & Office Support	9	(0.62)	42	(3.31)
Customer Services	79	(5.43)	56	(4.41)
Economic, Statistical & Mathematical Work	7	(0.48)	13	(1.02)
Editorial / Journalism	75	(5.15)	65	(5.12)
Engineering	10	(0.69)	9	(0.71)
Finance	27	(1.85)	24	(1.89)
Human Resources	47	(3.23)	40	(3.15)
Insurance Services	7	(0.48)	7	(0.55)
Interpretation / Translation	4	(0.27)	3	(0.24)
Legal Services	4	(0.27)	1	(0.08)
Logistics / Transportation	17	(1.17)	8	(0.63)
Marketing / Sales	138	(9.48)	117	(9.21)
Media / Communications	33	(2.27)	23	(1.81)
Medical & Health Services (Chinese Medicine)	17	(1.17)	23	(1.81)
Medical & Health Services (Others)	9	(0.62)	14	(1.10)
Merchandising / Purchasing	18	(1.24)	21	(1.65)
Protective Services	9	(0.62)	22	(1.73)
Public Relations & Advertising	76	(5.22)	47	(3.70)
Recreation Services	24	(1.65)	28	(2.20)
Religious Work	1	(0.07)	1	(0.08)
Scientific & Research Work	46	(3.16)	44	(3.46)
Social / Community Services	73	(5.01)	74	(5.83)
System Analysis / Computer Programming	66	(4.53)	50	(3.94)
Teaching / Lecturing (Primary School)	5	(0.34)	4	(0.31)
Teaching / Lecturing (Secondary School)	85	(5.84)	32	(2.52)
Teaching / Lecturing (Assistant)	81	(5.56)	68	(5.35)
Teaching / Lecturing (Others)	69	(4.74)	76	(5.98)
Tourism	36	(2.47)	37	(2.91)
Others	44	(3.02)	31	(2.44)
Total	1456	(100.00)	1270	(100.00)

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

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

A.1.5 China Related Employment

Figure 4: Distribution of Employed Graduates with China Related Employment for the year 2007 to 2011



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

A.1.6 Global Working Destination

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

Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Mainland China	140	(75.68)
Macau	6	(3.24)
U.S.	6	(3.24)
Other European countries	1	(0.54)
Other Asian countries	2	(1.08)
Singapore	6	(3.24)
Taiwan	2	(1.08)
Australia	2	(1.08)
Canada	2	(1.08)
Japan	9	(4.86)
Others	9	(4.86)
Total	185	100

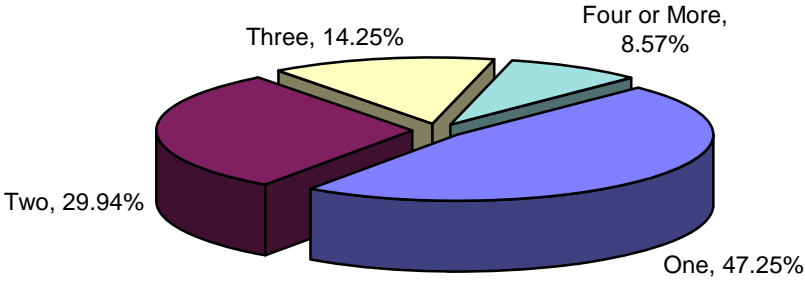
*28 respondents who need to work outside Hong Kong did not disclose the working destination.

A.2. Job Search

A.2.1 Number of Job Offers

Figure 5: Number of Job Offers Received by the Graduates

n=1109

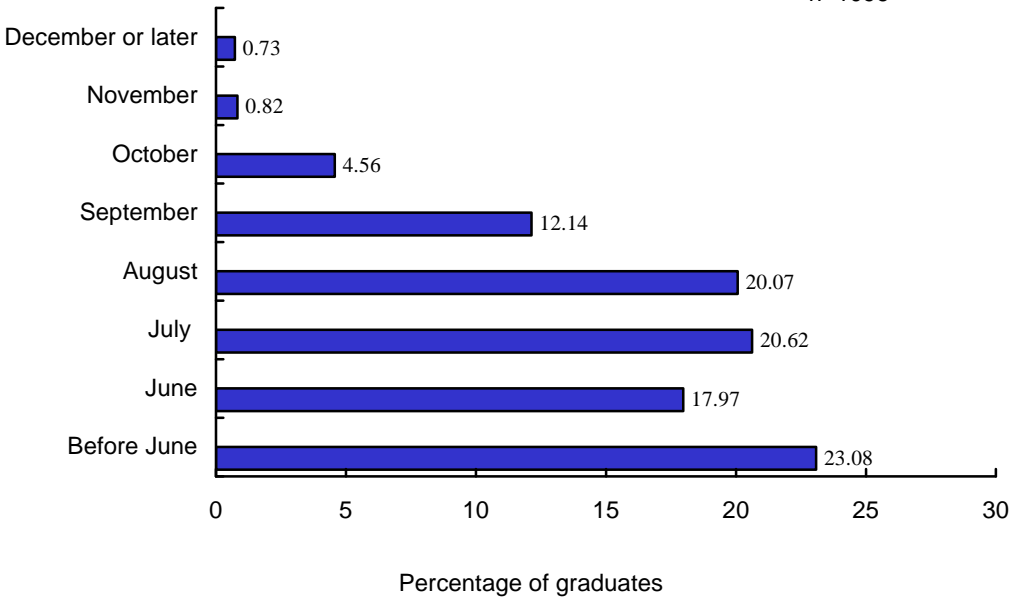


A.2.2 Month of Securing First Job

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

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

n=1096



A.3. Career Development

A.3.1 Future Career Development Opportunity

Table 5: Graduates' Perception on Future Career Development Opportunity

Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Excellent	154	(15.07)
Good	482	(47.16)
Fair	339	(33.17)
Not Good	47	(4.60)
Total	1022	(100.00)

Table 6: Graduates' Perception on Career Development Opportunity by Employment Sector

Employment Sector	Excellent	Good	Fair	Not Good	Total
	n (%)	n (%)	n (%)	n (%)	n (%)
Commerce/ Industry	126 (17.24)	349 (47.74)	223 (30.51)	33 (4.51)	731 (100.00)
Government	3 (11.54)	13 (50.00)	8 (30.77)	2 (7.69)	26 (100.00)
Education	16 (8.56)	85 (45.45)	76 (40.64)	10 (5.35)	187 (100.00)
Community/ Social Services	9 (11.69)	35 (45.45)	32 (41.56)	1 (1.30)	77 (100.00)

A.3.2 Job Satisfaction

Table 7: Graduates' Perception of Job Satisfaction

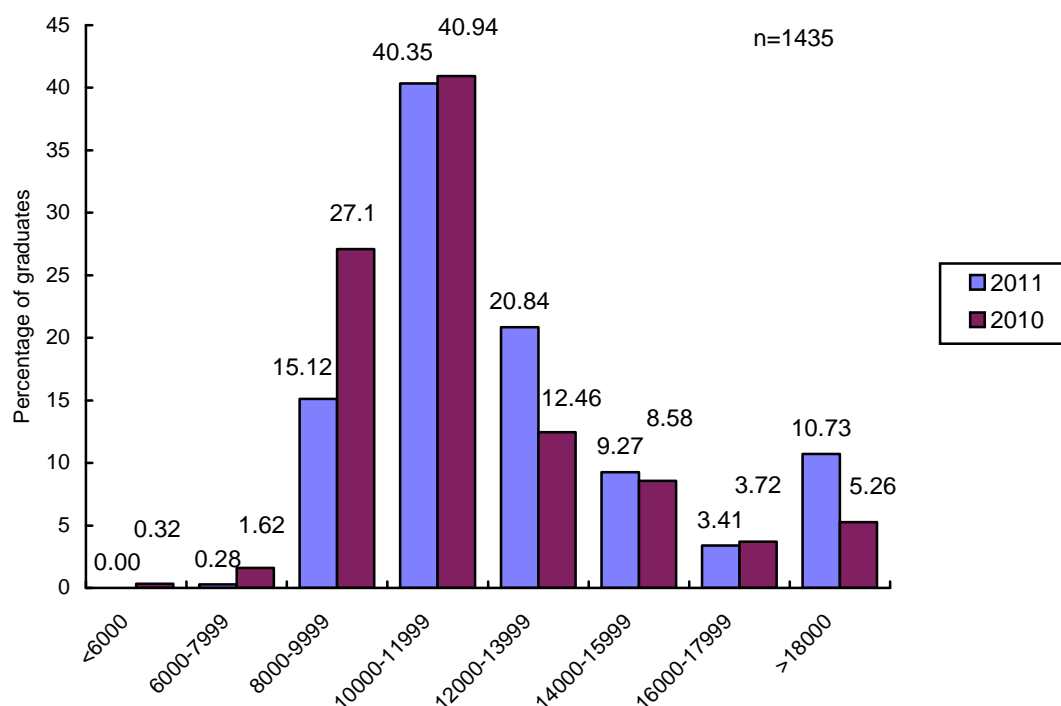
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	181	(17.76)
Quite Satisfied	673	(66.05)
Not Satisfied	165	(16.19)
Total	1019	(100.00)

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 Graduates' Salary Range (\$) in 2010 & 2011



A.4.2 By Employment Sector

Table 8: Graduates' Average Monthly Salary by Employment Sector in 2010 and 2011

Employment Sector	2011	2010	% Increase or Decrease over last year
Commerce / Industry	\$11,895.37	\$10980.38	8.33
Government	\$16,398.56	\$14697.61	11.57
Education	\$14,301.61	\$12032.27	18.86
Community / Social Services	\$13,222.88	\$12107.72	9.21

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

A.4.3 By Course of Study

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

Course of Study	The most frequent salary range		The second most frequent salary range	
Faculty of Arts				
BA (Hons) in Chinese Language and Literature	10000-11999	(48.28)	8000-9999	(17.24)
BA (Hons) in English Language and Literature #	10000-11999	(46.43)	12000-13999	(17.86)
BA (Hons) in Eng & Lit and BEd (Hons) in Eng Language Teaching	20000-21999	(35.29)	22000 or above	(35.29)
BA (Hons) in Music #	10000-11999	(40.00)	20000-21999	(20.00)
BA (Hons) in Religious Studies	10000-11999	(43.75)	8000-9999	(31.25)
BA (Hons) in Translation	12000-13999	(38.46)	10000-11999	(34.62)
BA (Hons.) in Humanities	10000-11999	(51.72)	8000-9999	(24.14)
BA in Liberal and Cultural Studies	10000-11999	(51.16)	8000-9999	(25.58)
Academy of Visual Arts				
BA (Hons) in Visual Arts	8000-9999	(46.81)	10000-11999	(36.17)
School of Business				
BBA (Hons) in Accounting	12000-13999	(58.21)	10000-11999	(20.90)
BBA (Hons) in Applied Economics	10000-11999	(48.00)	14000-15999	(16.00)
BBA (Hons) in China Business Studies	10000-11999	(34.48)	12000-13999	(27.59)
BBA (Hons) in Finance	10000-11999	(36.73)	12000-13999	(32.65)
BBA (Hons) in Human Resources Management	10000-11999	(63.83)	12000-13999	(19.15)
BBA (Hons) in Information Systems and e-Business Management	12000-13999	(47.37)	10000-11999	(31.58)
BBA (Hons) in Marketing	10000-11999	(44.44)	12000-13999	(17.78)
BCom (Hons) in Accountancy	12000-13999	(40.30)	10000-11999	(31.34)
BCom in Marketing	10000-11999	(42.86)	8000-9999	(25.00)
BSocSc (Hons) in China Studies - Economics	12000-13999	(42.86)	10000-11999	(38.10)
School of Chinese Medicine				
Bachelor of Chinese Med and Bachelor of Sci (Hons) in Biomedical Sci	14000-15999	(38.89)	16000-17999	(38.89)
Bachelor of Pharmacy (Hons.) in Chinese Medicine	10000-11999	(33.33)	18000-19999	(25.00)
School of Communication				
BSocSc (Hons) in Communication - Cinema and Television	8000-9999	(42.86)	10000-11999	(33.33)
BSocSc (Hons) in Communication - Digital Graphic Communication #	10000-11999	(35.29)	8000-9999	(29.41)
BSocSc (Hons) in Communication - Journalism (Broadcast)	10000-11999	(41.67)	12000-13999	(33.33)
BSocSc (Hons) in Communication - Journalism (Chinese)	10000-11999	(62.50)	12000-13999	(18.75)
BSocSc (Hons) in Communication - Journalism (International Journalism)	10000-11999	(38.46)	14000-15999	(30.77)
BSocSc (Hons) in Communication - Organizational Communication	10000-11999	(60.00)	14000-15999	(10.00)
BSocSc (Hons) in Communication - Public Relations and Advertising #	10000-11999	(60.61)	8000-9999	(18.18)
BSocSc in Integrated Communication Management	10000-11999	(46.43)	8000-9999	(25.00)

Course of Study	The most frequent salary range		The second most frequent salary range	
Faculty of Science				
BSc (Hons) in Applied Biology - Biotechnology Studies	10000-11999	(41.67)	8000-9999	(25.00)
BSc (Hons) in Applied Biology - Environmental Science #	10000-11999	(33.33)	14000-15999	(22.22)
BSc (Hons) in Applied Chemistry - Environmental Studies	10000-11999	(44.44)	8000-9999	(22.22)
BSc (Hons) in Applied Chemistry - Industrial Studies	10000-11999	(64.71)	14000-15999	(17.65)
BSc (Hons) in Computer Science #	10000-11999	(42.50)	12000-13999	(37.50)
BSc (Hons) in Computing Studies (Information Systems) #	12000-13999	(47.06)	10000-11999	(32.35)
BSc (Hons) in Mathematical Science #	10000-11999	(33.33)	12000-13999	(33.33)
BSc (Hons.) in Mathematical Science and BEd (Hons) in Mathematics Teaching	20000-21999	(36.36)	22000 or above	(27.27)
BSc (Hons) in Physics - Applied Physics #	10000-11999	(57.14)	16000-17999	(9.52)
BSc (Hons) in Statistics and Operations Research #	10000-11999	(41.67)	12000-13999	(33.33)
BSc (Hons.) in Applied and Computational Mathematics #	12000-13999	(100.00)	N/A	
Faculty of Social Sciences				
BA (Hons.) in History and BEd (Hons) in Liberal Studies Teaching	22000 or above	(57.14)	20000-21999	(14.29)
BA (Hons.) in History	10000-11999	(59.09)	8000-9999	(13.64)
BA (Hons.) in Physical Education and Recreation Management #	20000-21999	(30.30)	10000-11999	(24.24)
BSocSc (Hons) in Psychology	10000-11999	(42.00)	12000-13999	(24.00)
BSocSc (Hons.) in China Studies - Geography	10000-11999	(58.82)	14000-15999	(11.76)
BSocSc (Hons) in China Studies - History #	10000-11999	(52.00)	16000-17999	(12.00)
BSocSc (Hons) in China Studies – Sociology #	10000-11999	(50.00)	8000-9999	(26.92)
BSocSc (Hons) in European Studies	12000-13999	(41.18)	10000-11999	(35.29)
BSocSc (Hons) in Geography and BEd (Hons) in Liberal Std Teaching	10000-11999	(33.33)	22000 or above	(33.33)
BSocSc (Hons) in Geography	10000-11999	(47.83)	8000-9999	(34.78)
BSocSc (Hons) in Government and International Studies	10000-11999	(42.86)	12000-13999	(28.57)
BSocSc (Hons) in Sociology and BEd (Hons) in Liberal Std Teaching	14000-15999	(33.33)	22000 or above	(16.67)
BSocSc (Hons) in Sociology #	10000-11999	(59.09)	8000-9999	(18.18)
BSocSc in Sport and Recreation Leadership	10000-11999	(43.18)	12000-13999	(11.36)
Bachelor of Social Work (Hons)	14000-15999	(55.81)	16000-17999	(23.26)

() Percentages of graduates # Including 2+2 graduates

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

A.4.4 By Job Nature

Table 10: Graduates' Average Monthly Salary by Job Nature in 2010 and 2011

Nature of Job	2011	2010	% Increase or Decrease over last year
	(n=1417)	(n=1236)	
	HK\$	HK\$	
Accounting/Auditing/Taxation/Secretarial Work	11294.97	10327.94	9.36%
Administration / Management	12070.60	11462.06	5.31%
Architecture / Surveying	-	9500	N/A
Art & Design	10159.76	10915.2	-6.92%
Banking	15462.42	13302.29	16.24%
Clerical Work & Office Support	9599.17	9810.11	-2.15%
Customer Services	11412.73	10633.5	7.33%
Economic, Statistical & Mathematical Work	12016.67	11650	3.15%
Editorial / Journalism	10832.22	10812.76	0.18%
Engineering	11258.89	11268.52	-0.09%
Finance	16006.79	13286.59	20.47%
Human Resources	11304.01	10088.1	12.05%
Insurance Services	17142.86	16278.57	5.31%
Interpretation / Translation	12305.00	13000	-5.35%
Legal Services	9658.33	11000	-12.20%
Logistics / Transportation	13353.43	11519.44	15.92%
Marketing / Sales	12219.76	10761.36	13.55%
Media & Communication	10308.99	9345.45	10.31%
Medical & Health Services (Chinese Medicine)	15831.25	14753.48	7.31%
Medical & Health Services (Others)	11944.44	11703.57	2.06%
Merchandising / Purchasing	11576.39	10357.14	11.77%
Protective Services	21973.89	17840.75	23.17%
Public Relations & Advertising	11184.59	10192.68	9.73%
Recreation Services	13231.04	10752	23.06%
Religious Work	9000.00	11000	-18.18%
Scientific & Research Work	11335.26	10148.76	11.69%
Social / Community Services	14215.11	13313.17	6.77%
Systems Analysis & Computer Programming	12202.79	11869.54	2.81%
Teaching / Lecturing (Assistant)	10691.70	10114.49	5.71%
Teaching / Lecturing (Others)	11949.23	11278.47	5.95%
Teaching / Lecturing (Primary School)	16332.00	16736.25	-2.42%
Teaching / Lecturing (Secondary School)	20789.05	19442.87	6.92%
Tourism	13824.88	12293.83	12.45%
Others	12611.45	11361.67	11.00%

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, 40 of them were hired by commercial or industrial companies. The remaining respondents chose to work in education institutions (6) or community / social services organizations (8). 6 respondents did not indicate their employment sector.

A.5.2 Temporary Employment

Among the 17 respondents, 6 were hired by various Commercial or Industrial companies, 1 respondent chose to work in Government departments, 1 worked in the Education sector, while 3 worked in Community and Social Services. 6 of them did not indicate their employment sector.

A.5.3 Self-employed

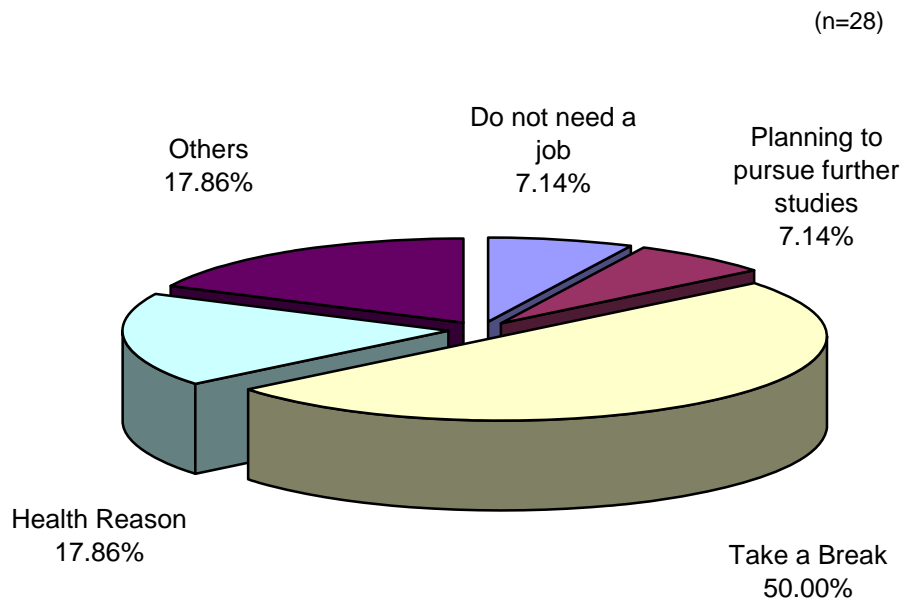
Table 11: *Distribution of Self-employed Graduates by Course of Study*

Course/Major/Option	No. of Graduates
BA (Hons) in Eng and Lit and BEd (Hons) in Eng Language Teaching	1
BA (Hons) in Liberal and Cultural Studies	2
BA (Hons) in Music	9
BA (Hons) in Visual Arts	9
BCom in Marketing	2
Bachelor of Chinese Med and BSc(Hons) in Biomedical Sci	1
BSc(Hons) in Statistics and Operations Research	2
BSocSc (Hons) in Communication Cinema & Television	3
BSocSc in Integrated Communication Management	6
BSocSc in Sports & Recreation Leadership	1
Total	36

A.5.4 Not Seeking Employment

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

Figure 8: Reasons for Not Seeking Employment



A.5.5 Not Yet Employed

15 (0.77%) 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 215 graduates who pursued further studies, 64.84% had chosen subjects related to their studies in Baptist University. 73.30% of the respondents were studying in Hong Kong. 94.39 % of the respondents were pursuing postgraduates/master level of above studies.

A.6.1 By Course of Study

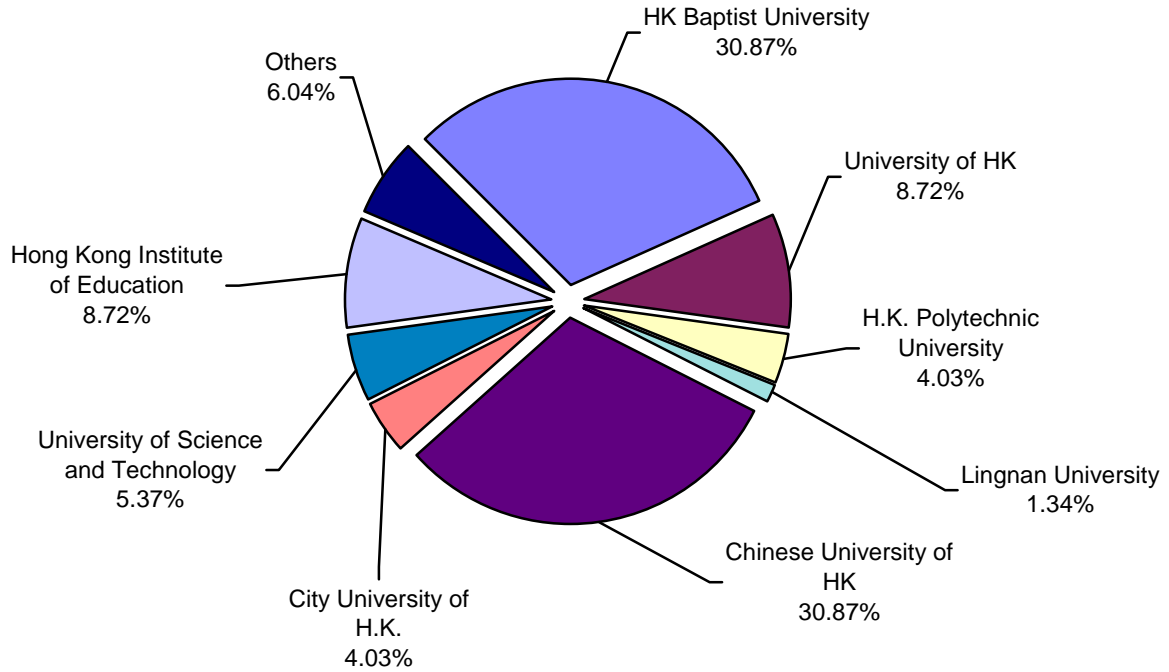
Table 12: Percentages of Graduates Pursuing Further Studies by Course of Study

Course/Major/Option	No. of Graduates	
	n	(%)
BA (Hons) in Chinese Language and Literature	13	6.05
BA (Hons) in English Language and Literature	12	5.58
BA (Hons) in Music	10	4.65
BA (Hons) in Religious Studies	6	2.79
BA (Hons) in Translation	1	0.47
BA (Hons) in Visual Arts	8	3.72
BA (Hons) in History	7	3.26
BA (Hons) in Humanities	2	0.93
BA (Hons) in Liberal and Cultural Studies	7	3.26
BA (Hons) in Physical Education and Recreation Management	4	1.86
BBA (Hons) in Accounting	2	0.93
BBA (Hons) in Applied Economics	6	2.79
BBA (Hons) in China Business Studies	1	0.47
BBA (Hons) in Finance	3	1.40
BBA (Hons) in Information Systems and e-Business Management	1	0.47
BBA (Hons) in Marketing	2	0.93
Bachelor of Chinese Med and Bachelor of Sci (Hons) in Biomedical Sci	2	0.93
Bcom (Hons) in Accountancy	4	1.86
Bcom in Marketing	3	1.40
Bachelor of Pharmacy (Hons.) in Chinese Medicine	1	0.47
BSc (Hons) in Applied Biology	15	6.98
BSc (Hons) in Applied Chemistry	6	2.79
BSc (Hons) in Computer Science	8	3.72
BSc (Hons) in Computing Studies (Information Systems)	1	0.47
BSc (Hons) in Mathematical Science	4	1.86
BSc (Hons) in Physics	9	4.19
BSc (Hons) in Statistics and Operations Research	4	1.86
BSc (Hons) in Applied and Computational Mathematics	5	2.33
BSocSc (Hons) in Psychology	1	0.47
BSocSc (Hons) in China Studies - Economics	2	0.93
BSocSc (Hons) in China Studies –Geography/ History/ Sociology	6	2.79
BSocSc (Hons) in Communication - Cinema and Television	3	1.40
BSocSc (Hons) in Communication - Digital Graphic Communication	2	0.93
BSocSc (Hons) in Communication - Journalism	15	6.98
BSocSc (Hons) in Communication - Organizational Communication	4	1.86
BSocSc (Hons) in Communication - Public Relations and Advertising	1	0.47
BSocSc (Hons) in European Studies	5	2.33
BSocSc (Hons) in Geography	4	1.86
BSocSc (Hons) in Government and International Studies	7	3.26
BSocSc (Hons) in Sociology	1	0.47
BSocSc in Integrated Communication Management	5	2.33
BSocSc in Sport and Recreation Leadership	12	5.58
Total	215	100

A.6.2 Destination of Further Studies

Figure 9: Institutions for Further Studies

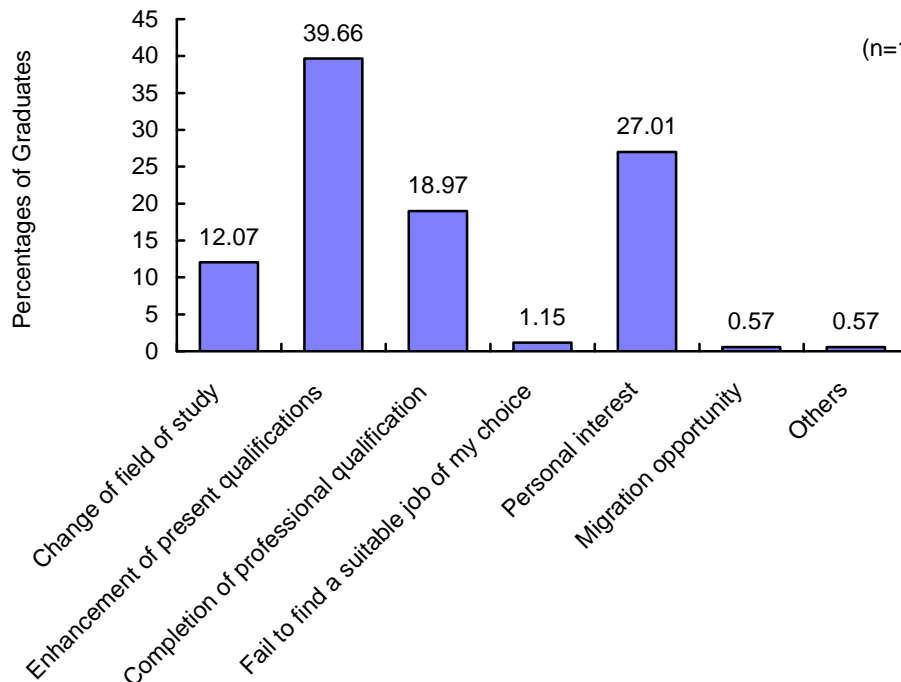
(n=149)



A.6.3 Reasons of Pursuing Further Studies

Figure 10: Reasons of Pursuing Further Studies

(n=174)



A.7. Graduates Satisfaction

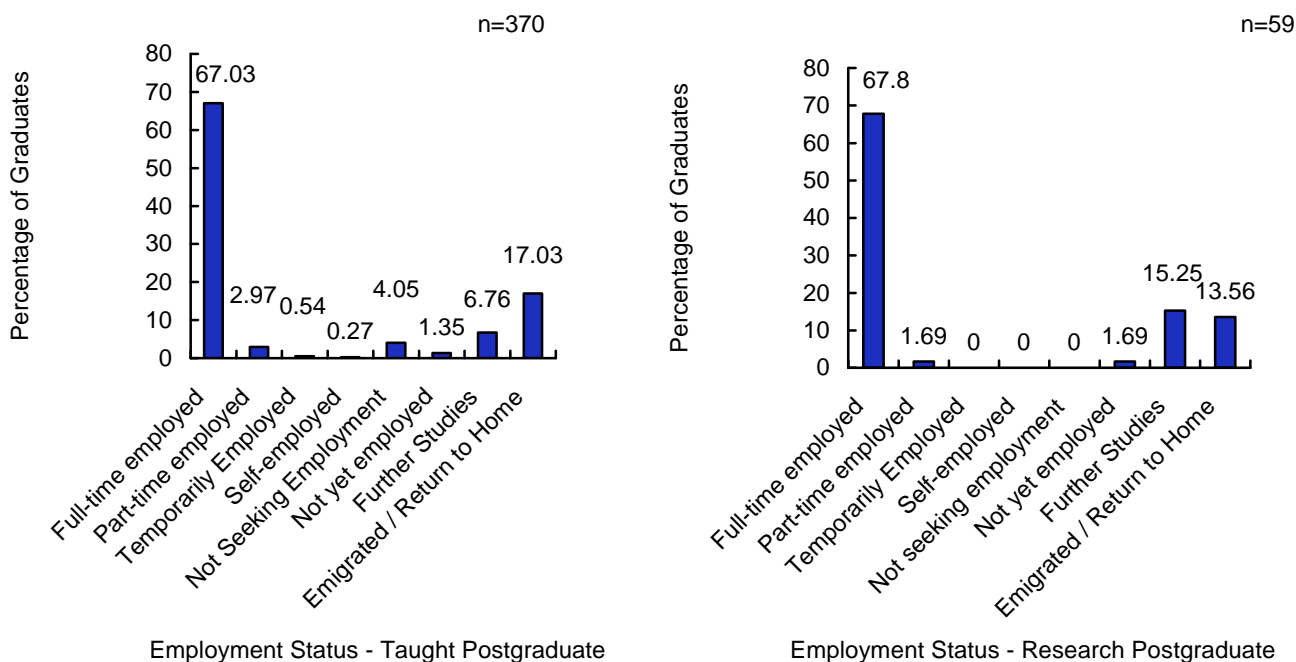
Table 13: Graduates' Perception Towards Their University Life

To what extent do you agree or disagree with the following statements?	Strongly Agree/ Agree		Neither agree/ disagree		Strongly disagree/ Disagree		Total	
	n	%	n	%	n	%	n	%
My university life experience has prepared me for future career development.	960	(59.70)	450	(27.99)	198	(12.31)	1608	(100.0)
I am satisfied overall with my academic learning experience in the university.	957	(59.70)	473	(29.51)	173	(10.79)	1603	(100.0)
I am satisfied overall with my off-classroom experience in the university.	940	(58.68)	470	(29.34)	192	(11.99)	1602	(100.0)
My university life experience has contributed to my whole-person development.	873	(54.56)	515	(32.19)	212	(13.25)	1600	(100.0)
I am proud of being a HKBU graduate.	861	(53.95)	535	(33.52)	200	(12.53)	1596	(100.0)

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 14: Percentages of Postgraduates by Employment Sector

Employment Sector	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Commerce/Industry	163	65.99	12	30
Government	5	2.02	2	5
Education	69	27.94	25	62.5
Community & Social Service	10	4.05	1	2.5
Total	247*	(100.00)	40	(100.00)

* 1 Taught Postgraduates did not indicate the Job Nature.

B.3. Analysis by Job Nature

Table 15: Percentages of Postgraduates by Job Nature

Job Nature	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Accounting / Auditing / Taxation / Secretarial Work	6	(2.64)		
Administration / Management	23	(10.13)	1	(2.70)
Art and Design	2	(0.88)		
Banking	1	(0.44)		
Customer Services	5	(2.20)		
Economic, Statistical and Mathematical Work	2	(0.88)		
Editorial / Journalism	25	(11.01)	1	(2.70)
Engineering	5	(2.20)		
Finance	8	(3.52)	1	(2.70)
Insurance Services	2	(0.88)		
Interpretation / Translation	3	(1.32)		
Logistics / Transportation	1	(0.44)		
Marketing / Sales	7	(3.08)	1	(2.70)
Media / Communications	9	(3.96)		
Medical and Health Services (Chinese Medicine)	1	(0.44)		
Medical and Health Services (Others)	6	(2.64)	2	(5.41)
Merchandising / Purchasing	2	(0.88)		
Public Relations and Advertising	23	(10.13)		
Scientific and Research Work	11	(4.85)	17	(45.95)
Social / Community Services	2	(0.88)		
System Analysis / Computer Programming	15	(6.61)	2	(5.41)
Teaching / Lecturing (Assistant)	5	(2.20)		
Teaching / Lecturing (Others)	30	(13.22)	10	(27.03)
Teaching / Lecturing (Primary School)	3	(1.32)		
Teaching / Lecturing (Secondary School)	26	(11.45)		
Others	4	(1.76)	2	(5.41)
Total	227	(100.00)	37	(100.00)

* 21 Taught Postgraduates did not indicate their Job Nature.

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

B.4. Remuneration

Table 16: Overall Average Monthly Salary of Postgraduates

Course of Study	2011	2010	% Increase or Decrease over last year
Taught Postgraduate			
- Mean	\$15297.82	\$14290.20	(7.05)
- Median	\$14000.00	\$11041.67	(26.79)
Research Postgraduate			
- Mean	\$17419.54	\$17437.18	-(0.10)
- Median	\$15962.50	\$14150.00	(12.81)