

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 2013.

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 2013 full-time graduates of the University. As shown in Appendix 1, this year, a total of 2071 graduates completed their undergraduate studies and among courses/majors/options of the three Faculties, two Academies and three Schools. There are 1343 full-time taught postgraduates and 77 full-time research postgraduates. For the ease of report reading, courses/majors/options are grouped under their respective Faculties/Schools/Academy.

Out of the 2071 undergraduates, 1947 valid responses were received, representing a response rate of 94.01 % (96.18% in 2012). Besides, a total of 701 valid questionnaires were collected from full-time postgraduates.

Executive Summary

SECTION A FULL-TIME UNDERGRADUATES

Overall Employment Status

At the close of the survey, 85.31% graduates were in employment. With the rise in graduates being self-employed, engaged in part-time or temporary employment, the number of graduates in full time employment has decreased, from 79.37% in 2012 to 77.81% in 2013.

There was a decrease in number of graduates pursuing further studies (from 9.64% in 2012 to 7.81% in 2013). The unemployment rate was 1.08 % (0.98% in 2012).

Employment Sectors and Job Nature

Similar as last year, the percentage of graduates employed in the commercial or industrial sector was 73.11% (73.04% in 2012). Graduates employed in the Government Sector has increased to 4.13% (2.72% in 2012). On the contrary, a decrease was noted in the percentage of graduates employed in the other two sectors: 12.96% in the education sector (14.16% in 2012) and 9.80% in the community/social services organizations (10.07 % in 2012).

Administration / Management (10.92%) and Marketing / Sales (9.83%) continued to rank the first and the second most frequent job natures. The other top five job natures are distributed among the categories of Accounting / Auditing / Taxation / Secretarial Work (8.22%), Public Relations and Advertising (6.11%), Teaching / Lecturing (Assistant) (5.53%) and Teaching / Lecturing (Others) (5.53%).

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$ 12652.41, very similar to that of 2012 (\$12544.33). The Community / Social services sector and Commerce / Industry sector have increase in salary (increase of 3.39% and 0.73% respectively), while a decrease is noted in the Government sector (1.28%) and Education sector (1.47%).

Further Studies

There are 152 graduates pursuing further studies, which accounts for 7.81% of our graduates (9.64% in 2012). Among those graduates, 97.86% 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 34.55% and 20% of our graduates respectively.

SECTION B FULL-TIME TAUGHT / RESEARCH POSTGRADUATES

Overall Employment Status

At the close of the survey, 65.23% of the taught postgraduates (58.24% in 2012) were in employment with 63% working full-time or self-employed, 0.96% engaging in part-time employment, and 1.28% being temporarily employed. For research postgraduates, 48.65% were employed full-time (55.77% in 2012), with 2.7% working in part-time employment and 2.7% being self-employed, adding up to 54.05% in employment, slightly decreased comparing with last year's (59.62% in 2012). There is an increase in number of non-local postgraduates emigrated or return to home country. The unemployment rate for taught postgraduates was 0.8% (1.79% in 2012). There was no unemployment reported in research postgraduates.

Employment Sectors and Job Nature

The Commercial or Industrial sector has absorbed the majority (72.33%) of taught postgraduates (69.47% in 2012), and the second highest number was in the education sector, capturing 18.63% of them (21.75% in 2012).

Among research postgraduates, 74.29% of graduates employed in the Education sector (57.14% in 2012). There was a sharp increase comparing with last year's. Less research postgraduates joined the field of Commerce or industrial sector (11.43% in 2013 comparing with 28.57% in 2012).

Remuneration

The average monthly salary (including commission, allowances and any year-end bonuses) is \$15,636.78 for taught postgraduates similar to the \$15,762.78 in 2012. Meanwhile, the average monthly salary of research postgraduates has a significant 9.36% increase, reaching \$21,358.62 (\$19,531.42 in 2012).

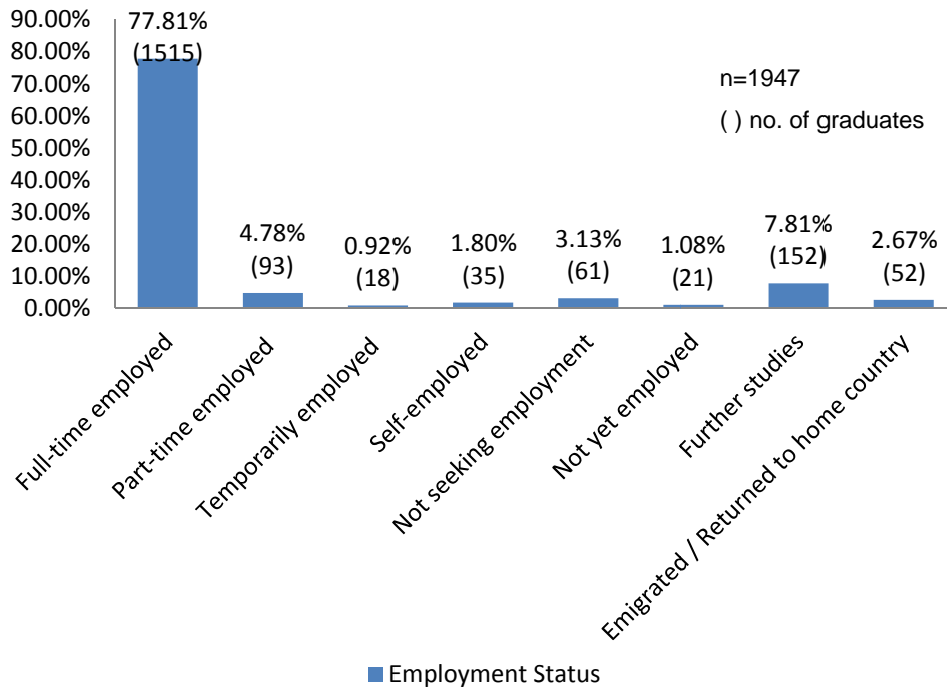
Further Studies

4.47% of taught postgraduates (7.35% in 2012) and 2.7% of research postgraduates (1.92% in 2012) have chosen to pursue further studies.

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

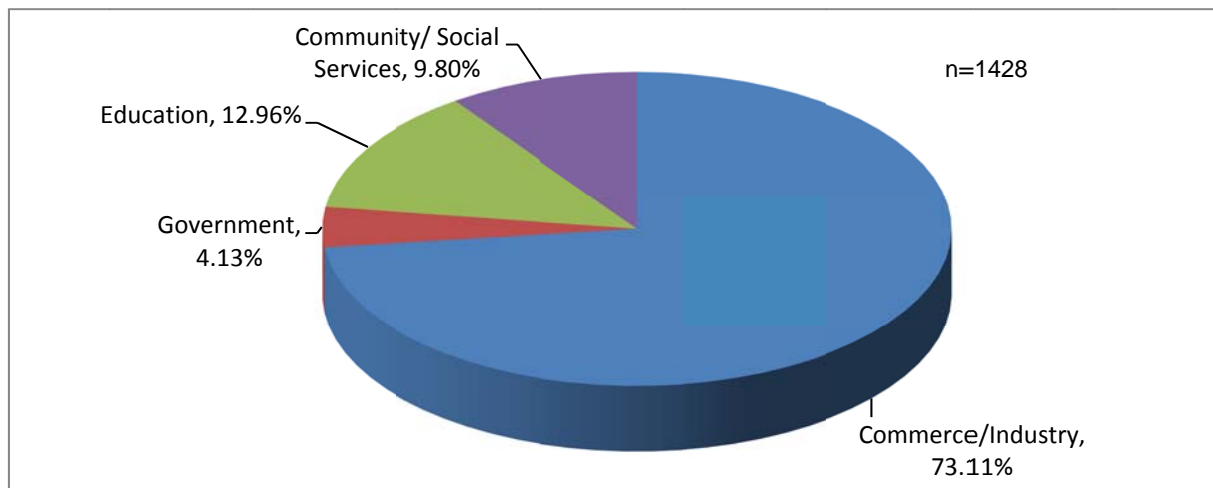
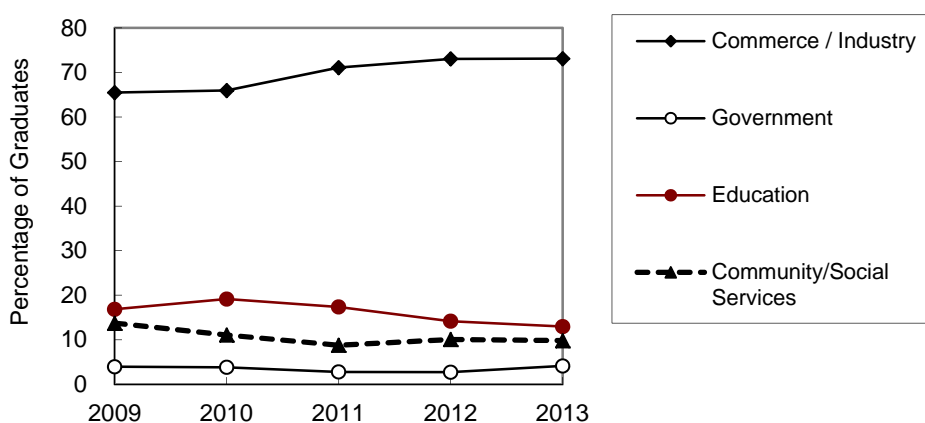


Table 1: Comparison of the Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2009 to 2013 (in Percentage)

Employment Sector	2013	2012	2011	2010	2009
	n=1428	n=1469	n=1515	n=1268	n=1240
Commerce/Industry	73.11	73.04	71.09	66.88	65.48
Government	4.13	2.72	2.77	3.71	3.95
Education	12.96	14.16	17.36	18.22	16.85
Community/Social Services	9.80	10.07	8.78	11.20	13.71

Figure 3: Distribution of Full-time Employed Graduates by Employment Sector for the Years of 2009 to 2013



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	355	(25.93)
Community, social, medical and personal services	218	(15.92)
Education	170	(12.42)
Manufacturing	151	(11.03)
Financial Institutions	99	(7.23)
Transport, Storage and Communications	80	(5.84)
Trading	78	(5.70)
Government	49	(3.58)
Hospitality and Tourism Services	43	(3.14)
Real Estate	39	(2.85)
Engineering, Architectural and Technical Services	30	(2.19)
Insurance	28	(2.05)
Construction	13	(0.95)
Electricity, gas and water	1	(0.07)
Multi-nature	3	(0.22)
Others	12	(0.88)
Total	1369	(100.00)

* 146 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 2012 and 2013

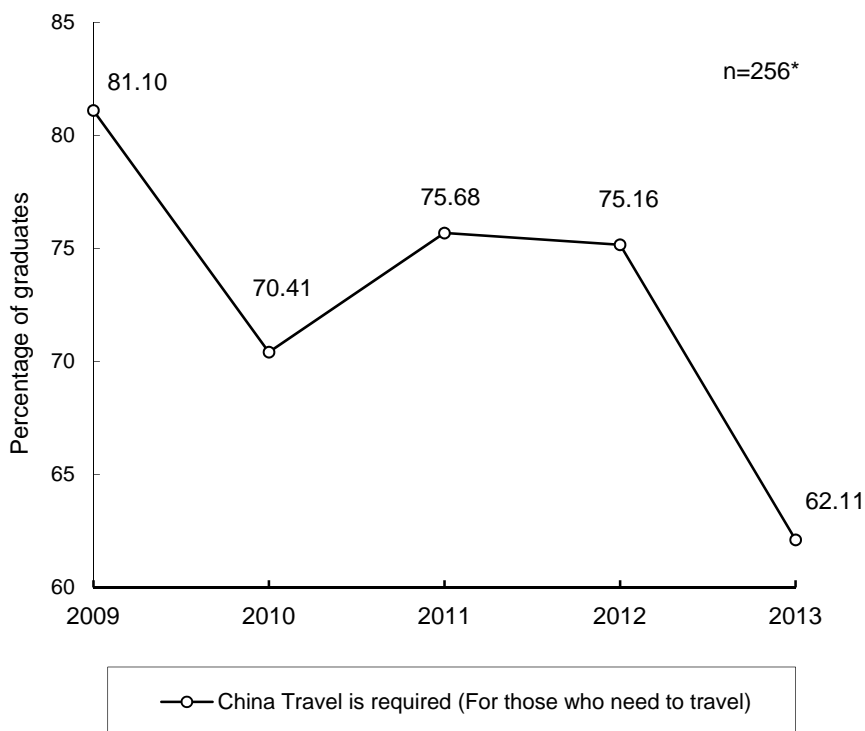
Job Nature	No. of Employed Graduates			
	2013		2012	
	n	(%)	n	(%)
Administration / Management	150	(10.92)	220	(15.50)
Marketing / Sales	135	(9.83)	148	(10.43)
Accounting / Auditing / Taxation / Secretarial Work	113	(8.22)	124	(8.74)
Public Relations & Advertising	84	(6.11)	58	(4.09)
Teaching / Lecturing (Assistant)	76	(5.53)	70	(4.93)
Teaching / Lecturing (Others)	76	(5.53)	55	(3.88)
Human Resources	74	(5.39)	69	(4.86)
Social / Community Services	65	(4.73)	60	(4.23)
System Analysis / Computer Programming	63	(4.59)	59	(4.16)
Customer Services	62	(4.51)	52	(3.66)
Editorial / Journalism	55	(4.00)	63	(4.44)
Scientific & Research Work	43	(3.13)	56	(3.95)
Tourism	41	(2.98)	28	(1.97)
Media / Communications	35	(2.55)	32	(2.26)
Art & Design	32	(2.33)	48	(3.38)
Recreation Services	31	(2.26)	25	(1.76)
Banking	27	(1.97)	29	(2.04)
Finance	25	(1.82)	21	(1.48)
Teaching / Lecturing (Secondary School)	22	(1.60)	32	(2.26)
Medical & Health Services (Chinese medicine)	21	(1.53)	22	(1.55)
Protective Services	17	(1.24)	12	(0.85)
Engineering	16	(1.16)	5	(0.35)
Insurance Services	15	(1.09)	19	(1.34)
Merchandising / Purchasing	13	(0.95)	16	(1.13)
Logistics / Transportation	8	(0.58)	4	(0.28)
Teaching / Lecturing (Primary School)	8	(0.58)	12	(0.85)
Economic, Statistical & Mathematical Work	6	(0.44)	2	(0.14)
Medical & Health Services (Others)	5	(0.36)	16	(1.13)
Legal Services	4	(0.29)	4	(0.28)
Interpretation / Translation	3	(0.22)	11	(0.78)
Architecture / Surveying	1	(0.07)	2	(0.14)
Religious Work	1	(0.07)	1	(0.07)
Clerical Work and Office Support	0	(0.00)	11	(0.78)
Others	47	(3.42)	33	(2.33)
Total	1374	(100.00)	1419	(100.00)

* 141 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 2009 to 2013



*267 respondents indicated they need to work outside Hong Kong, 256 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

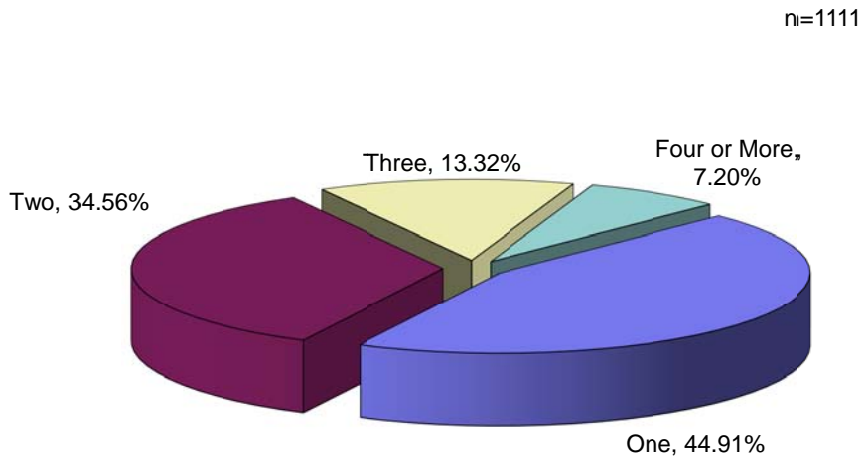
Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Mainland China	159	(62.11)
Macau	20	(7.81)
Taiwan	13	(5.08)
Japan	6	(2.34)
Singapore	3	(1.17)
Other Asian countries	18	(7.03)
Canada	1	(0.39)
U.S.	4	(1.56)
U.K.	3	(1.17)
Other European countries	7	(2.73)
Australia	5	(1.95)
Others	17	(6.64)
Total	256	(100.00)

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

A.2. Job Search

A.2.1 Number of Job Offers

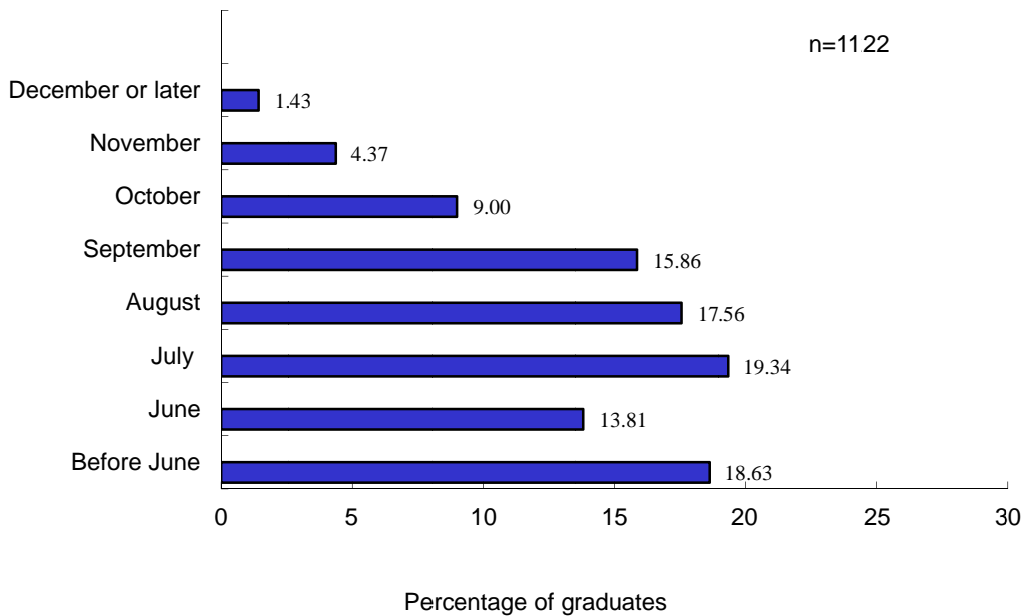
Figure 5: Number of Job Offers Received by Full-time Employed Graduates



A.2.2 Month of Securing First Job

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

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



A.3. Career Development

A.3.1 Future Career Development Opportunity

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

Future Career Development Opportunity	No. of Employed Graduates	
	n	(%)
Excellent	137	(13.63)
Good	478	(47.56)
Fair	349	(34.73)
Not Good	41	(4.08)
Total	1005	(100.00)

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

Employment Sector	Excellent	Good	Fair	Not Good	Total
	n (%)	n (%)	n (%)	n (%)	n (%)
Commerce/ Industry	108 (14.44)	363 (48.53)	253 (33.82)	24 (3.21)	748 (100.00)
Government	6 (15.38)	15 (38.46)	16 (41.03)	2 (5.13)	39 (100.00)
Education	12 (9.52)	55 (43.65)	48 (38.10)	11 (8.73)	126 (100.00)
Community/ Social Services	11 (11.96)	45 (48.91)	32 (34.78)	4 (4.35)	92 (100.00)

A.3.2 Job Satisfaction

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

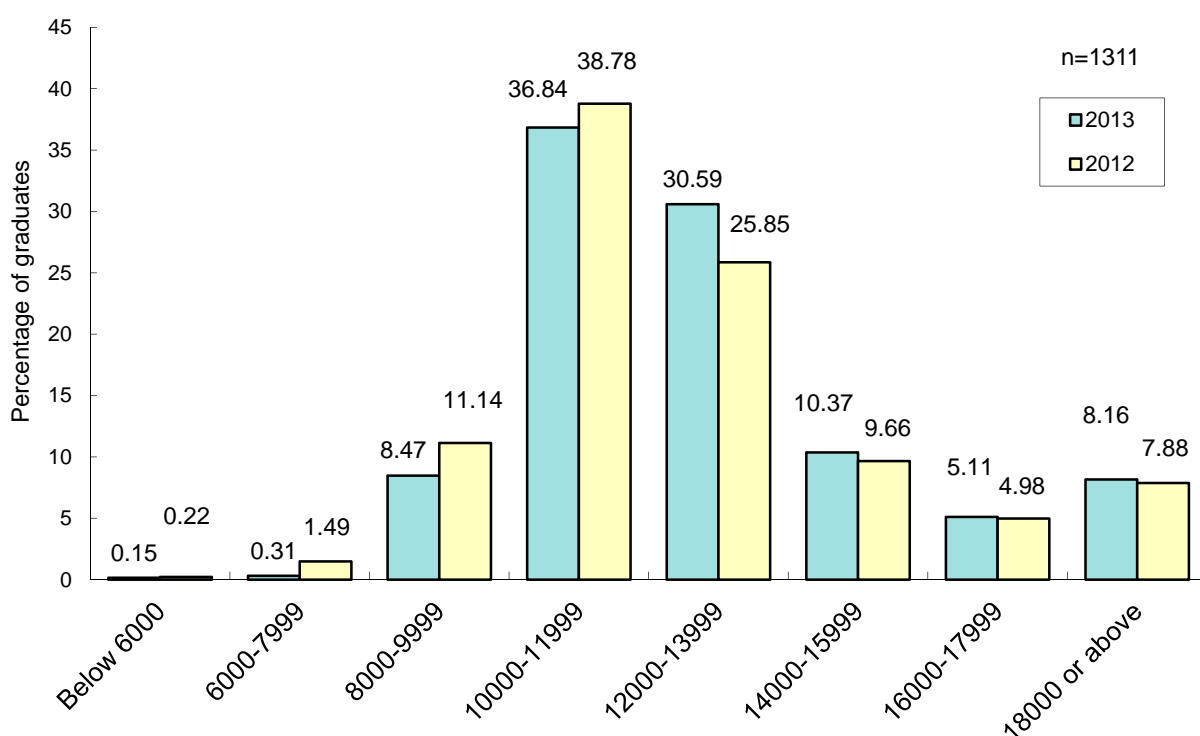
Level of Job Satisfaction	No. of Employed Graduates	
	n	(%)
Very Satisfied	186	(18.15)
Quite Satisfied	666	(64.98)
Not Satisfied	173	(16.88)
Total	1025	(100.00)

A.4. Remuneration

Respondents were requested to indicate their basic monthly salary, monthly commissions and other fixed cash allowances, if any, on the answer sheet provided. Commissions and cash allowances were included in the analysis of overall average monthly salary, because they might represent a large portion of the total remuneration package.

A.4.1 Overall Average Monthly Salary

Figure 7: A Comparison of Full-time Employed Graduates' Salary Range (\$) in 2012 and 2013



A.4.2 By Employment Sector

Table 8: Full-time Employed Graduates' Average Monthly Salary by Employment Sector in 2012 and 2013

Employment Sector	2013	2012	% Increase or Decrease over last year
Commerce / Industry	\$12,213.02	\$12,124.02	0.73
Government	\$15,234.61	\$15,432.41	-1.28
Education	\$13,549.91	\$13,752.52	-1.47
Community / Social Services	\$13,777.38	\$13,325.52	3.39

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

A.4.3 By Programme of Study

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

Programme of Study	The most frequent salary range (HK\$)		The second most frequent salary range (HK\$)	
Faculty of Arts				
Bachelor of Arts (Hons)				
Chinese Language & Literature #	10000-11999	(37.84%)	12000-13999	(27.03%)
English Language & Literature	12000-13999	(44.00%)	10000-11999	(32.00%)
English Language & Literature and Bachelor of Education (Hons) in English Language Teaching	24000 or above	(23.08%)	22000-23999	(23.08%)
Humanities				
Chinese	12000-13999	(33.33%)	10000-11999	(33.33%)
Communication Arts	12000-13999	(100.00%)		
Creative & Professional Writing				
- Chinese Stream	12000-13999	(50.00%)	14000-15999	(16.67%)
- English Stream	10000-11999	(100.00%)		
English Studies	10000-11999	(100.00%)		
Film Arts	12000-13999	(100.00%)		
History				
- Western History Stream	10000-11999	(100.00%)		
Religion & Philosophy	12000-13999	(50.00%)	10000-11999	(50.00%)
Music				
Composition/Music Production	12000-13999	(100.00%)		
Music Education #	24000 or above	(50.00%)	22000-23999	(50.00%)
Performance/Pedagogy	12000-13999	(100.00%)		
Religious Studies				
Christian Studies	10000-11999	(50.00%)	8000-9999	(25.00%)
Philosophical Studies	10000-11999	(42.86%)	8000-9999	(42.86%)
Translation	12000-13999	(44.00%)	10000-11999	(36.00%)
Bachelor of Arts (Hons) in Liberal and Cultural Studies	10000-11999	(47.92%)	8000-9999	(22.92%)
Bachelor of Arts (Hons) in Music Studies	10000-11999	(60.00%)	14000-15999	(20.00%)
Academy of Visual Arts				
Bachelor of Arts (Hons) in Visual Arts #	10000-11999	(50.00%)	12000-13999	(23.81%)
School of Business				
Bachelor of Business Administration (Hons)				
Accounting	12000-13999	(46.55%)	10000-11999	(36.21%)
Applied Economics	12000-13999	(33.33%)	10000-11999	(33.33%)
China Business Studies #	12000-13999	(43.75%)	10000-11999	(37.50%)
Finance	12000-13999	(29.03%)	14000-15999	(22.58%)
Human Resources Management	10000-11999	(48.84%)	12000-13999	(37.21%)
Information Systems & e-Business Management	10000-11999	(44.00%)	12000-13999	(32.00%)
Marketing	12000-13999	(47.92%)	10000-11999	(37.50%)
Bachelor of Commerce (Hons)				
Accountancy	10000-11999	(44.26%)	8000-9999	(31.15%)
Human Resources Management	10000-11999	(52.78%)	12000-13999	(41.67%)
Marketing	10000-11999	(34.21%)	12000-13999	(31.58%)
Bachelor of Social Sciences (Hons) in China Studies in Economics	10000-11999	(37.50%)	12000-13999	(25.00%)
School of Chinese Medicine				
Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science	18000-19999	(52.63%)	16000-17999	(42.11%)
Bachelor of Pharmacy (Hons) in Chinese Medicine	14000-15999	(33.33%)	12000-13999	(33.33%)

School of Communication				
Bachelor of Social Sciences (Hons) in Communication				
Cinema & Television	10000-11999	(42.11%)	12000-13999	(31.58%)
Digital Graphic Communication	10000-11999	(33.33%)	8000-9999	(27.78%)
Journalism				
- Broadcast	12000-13999	(50.00%)	10000-11999	(25.00%)
- Chinese	12000-13999	(52.94%)	10000-11999	(23.53%)
- International	10000-11999	(33.33%)	24000 or above	(22.22%)
Organizational Communication	10000-11999	(52.63%)	12000-13999	(26.32%)
Public Relations & Advertising				
- Advertising	10000-11999	(52.94%)	12000-13999	(23.53%)
- Public Relations	12000-13999	(33.33%)	10000-11999	(33.33%)
Bachelor of Social Sciences (Hons) in Integrated Communication Management	10000-11999	(45.90%)	12000-13999	(26.23%)
Faculty of Science				
Bachelor of Science (Hons)				
Applied & Computational Mathematics	10000-11999	(66.67%)	12000-13999	(33.33%)
Applied Biology				
- Biotechnology Studies	10000-11999	(50.00%)	12000-13999	(25.00%)
- Environmental Science #	12000-13999	(36.36%)	10000-11999	(36.36%)
Chemistry				
- Environmental Studies	12000-13999	(42.86%)	10000-11999	(35.71%)
- No Concentration	10000-11999	(66.67%)	12000-13999	(13.33%)
Computer Science	14000-15999	(34.09%)	12000-13999	(29.55%)
Computing Studies (Information Systems)	12000-13999	(46.67%)	14000-15999	(26.67%)
Mathematical Science #	12000-13999	(33.33%)	10000-11999	(33.33%)
Physics				
- Applied Physics	10000-11999	(33.33%)	14000-15999	(26.67%)
- Computer Science	22000-23999	(25.00%)	12000-13999	(25.00%)
Statistical & Operational Research	14000-15999	(40.00%)	18000-19999	(20.00%)
Faculty of Social Sciences				
Bachelor of Social Sciences (Hons)				
China Studies*				
- Geography	10000-11999	(47.06%)	8000-9999	(23.53%)
- History #	12000-13999	(39.13%)	10000-11999	(39.13%)
- Sociology	10000-11999	(50.00%)	14000-15999	(16.67%)
European Studies				
- French	12000-13999	(42.86%)	10000-11999	(28.57%)
- German	12000-13999	(50.00%)	14000-15999	(25.00%)
Geography	10000-11999	(50.00%)	14000-15999	(16.67%)
Geography and Bachelor of Education (Hons) in Liberal Studies Teaching	10000-11999	(66.67%)	24000 or above	(33.33%)
Government & International Studies	10000-11999	(53.33%)	14000-15999	(13.33%)
Psychology	10000-11999	(43.18%)	12000-13999	(29.55%)
Sociology	12000-13999	(50.00%)	10000-11999	(31.25%)
Sociology and Bachelor of Education (Hons) in Liberal Studies Teaching	10000-11999	(80.00%)	12000-13999	(20.00%)
Bachelor of Social Sciences (Hons) in Sport & Recreation Leadership	10000-11999	(37.50%)	12000-13999	(25.00%)
Bachelor of Arts (Hons)				
History #	12000-13999	(52.94%)	10000-11999	(35.29%)
History and Bachelor of Education (Hons) in Liberal Studies Teaching	24000 or above	(20.00%)	22000-23999	(20.00%)
Physical Education & Recreation Management #	20000-21999	(26.92%)	12000-13999	(19.23%)
Bachelor of Social Work (Hons)				
	16000-17999	(60.61%)	20000-21999	(9.09%)

() 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 2012 and 2013

Nature of Job	2013	2012	% Increase or Decrease over last year
	(n=1299)	(n=1416)	
	HK\$	HK\$	
Accounting / Auditing / Taxation / Secretarial Work	10836.37	10867.70	-0.29
Administration / Management	11930.54	12272.74	-2.79
Architecture / Surveying	10000.00	10000.00	0.00
Art and Design	11135.84	10949.11	1.71
Banking	14567.41	14757.76	-1.29
Clerical Work and Office Support	-	8671.11	-
Customer Services	12098.07	12750.65	-5.12
Economic, Statistical and Mathematical Work	12377.60	12000.00	3.15
Editorial / Journalism	11900.38	11324.71	5.08
Engineering	13628.13	12216.67	11.55
Finance	16820.83	17762.62	-5.30
Human Resources	11535.21	11626.50	-0.79
Insurance Services	16100.00	14145.31	13.82
Interpretation / Translation	13000.00	13434.05	-3.23
Legal Services	10750.00	9000.00	19.44
Logistics / Transportation	11000.00	14248.54	-22.80
Marketing / Sales	12383.31	11644.24	6.35
Media / Communications	11267.06	10596.77	6.33
Medical and Health Services (Chinese Medicine)	17424.21	17158.17	1.55
Medical and Health Services (Others)	13602.00	14870.12	-8.53
Merchandising / Purchasing	12100.00	11483.89	5.36
Protective Services	20897.50	20515.63	1.86
Public Relations and Advertising	11243.68	11104.72	1.25
Recreation Services	12872.33	13319.81	-3.36
Religious Work	11000.00	10000.00	10.00
Scientific and Research Work	11961.05	11507.80	3.94
Social / Community Services	13931.17	14326.00	-2.76
System Analysis / Computer Programming	13836.58	13647.33	1.39
Teaching / Lecturing (Assistant)	11331.59	11788.42	-3.88
Teaching / Lecturing (Others)	12103.79	13254.52	-8.68
Teaching / Lecturing (Primary School)	23592.86	16996.36	38.81
Teaching / Lecturing (Secondary School)	21900.68	21143.83	3.58
Tourism	13567.50	13123.82	3.38
Others	11746.43	11448.48	2.60

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 (48.81%) were employed in the education sector. 27.38% of them were hired by commercial or industrial companies. The remaining respondents chose to work in the Government (7.14%) and community / social services organizations (16.67%). 9 respondents did not indicate their employment sector.

A.5.2 Temporary Employment

Among the 18 respondents, 4 were hired by various Commercial or Industrial companies, 1 respondent chose to work in community / social services organizations. 10 of them reported having working holiday in overseas countries and did not indicate their employment sector.

A.5.3 Self-employed

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

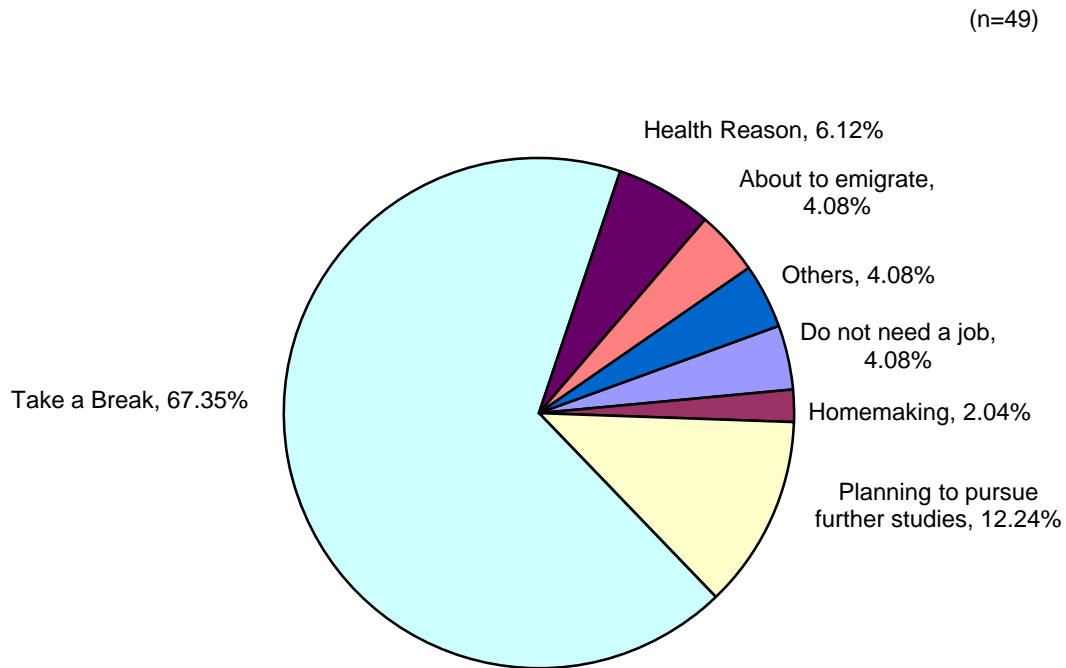
Programme/Major/Option	No. of Graduates
Bachelor of Arts (Hons) in Music Studies	6
Bachelor of Arts (Hons) in Humanities - Creative and Professional Writing (Chinese Stream)	1
Bachelor of Arts (Hons) in Music - General	4
Bachelor of Arts (Hons) in Music - Music Education	2
Bachelor of Arts (Hons) in Visual Arts	2
Bachelor of Business Administration (Hons) - China Business Studies	1
Bachelor of Business Administration (Hons) - Finance	2
Bachelor of Social Science in Sport and Recreation Leadership	3
Bachelor of Social Sciences (Hons) in China Studies - Economics	1
Bachelor of Social Sciences (Hons) in China Studies - History	1
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	3
Bachelor of Social Sciences (Hons) in Communication - Journalism (Chinese Journalism)	1
Bachelor of Social Sciences (Hons) in Communication - Journalism (International Journalism)	1
Bachelor of Social Sciences (Hons) in Geography	1
Total	35

Among the 32 respondents who indicated their employment sector, 53.13% worked in the education sector. 31.25% of them worked in the commercial or industrial companies. The remaining chose to work for community / social services organizations (15.63%).

A.5.4 Not Seeking Employment

49 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

21 (1.08%) 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 152 graduates who pursued further studies, 73.6% had chosen subjects related to their studies in Baptist University. 80.96% of the respondents were studying in Hong Kong. 97.86% 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	6	(3.95)
Bachelor of Arts (Hons) in English Language and Literature and BEd (Hons) in English Learning Teaching	2	(1.32)
Bachelor of Arts (Hons) in English Language and Literature	7	(4.61)
Bachelor of Arts (Hons) in History	6	(3.95)
Bachelor of Arts (Hons) in Humanities	4	(2.63)
Bachelor of Arts (Hons) in Music	2	(1.32)
Bachelor of Arts (Hons) in Music Studies	4	(2.63)
Bachelor of Arts (Hons) in Physical Education and Recreation Management	4	(2.63)
Bachelor of Arts (Hons) in Religious Studies	4	(2.63)
Bachelor of Arts (Hons) in Translation	4	(2.63)
Bachelor of Arts (Hons) in Visual Arts	3	(1.97)
Bachelor of Arts (Hons) in Liberal and Cultural Studies	6	(3.95)
Bachelor of Business Administration (Hons) in Accounting	2	(1.32)
Bachelor of Business Administration (Hons) in Applied Economics	2	(1.32)
Bachelor of Business Administration (Hons) in China Business Studies	2	(1.32)
Bachelor of Business Administration (Hons) in Finance	4	(2.63)
Bachelor of Business Administration (Hons) in Human Resources Management	3	(1.97)
Bachelor of Business Administration (Hons) in Marketing	1	(0.66)
Bachelor of Chinese Medicine and Bachelor of Science (Hons) in Biomedical Science	3	(1.97)
Bachelor of Commerce (Hons) in Human Resources Management	2	(1.32)
Bachelor of Commerce (Hons) in Marketing	4	(2.63)
Bachelor of Pharmacy (Hons) in Chinese Medicine	2	(1.32)
Bachelor of Science (Hons) in Applied and Computational Mathematics	5	(3.29)
Bachelor of Science (Hons) in Applied Biology	9	(5.92)
Bachelor of Science (Hons) in Chemistry	8	(5.26)
Bachelor of Science (Hons) in Computer Science	3	(1.97)
Bachelor of Science (Hons) in Computing Studies (Information Systems)	4	(2.63)
Bachelor of Science (Hons) in Physics - Computer Science	4	(2.63)
Bachelor of Science (Hons) in Physics - Applied Physics	2	(1.32)
Bachelor of Science (Hons) in Statistics and Operations Research	5	(3.29)
Bachelor of Social Sciences (Hons) in Psychology	3	(1.97)
Bachelor of Social Sciences (Hons) in Integrated Communication Management	2	(1.32)
Bachelor of Social Sciences (Hons) in Sport and Recreation Leadership	6	(3.95)
Bachelor of Social Sciences (Hons) in China Studies - Economics	1	(0.66)
Bachelor of Social Sciences (Hons) in China Studies - History	1	(0.66)
Bachelor of Social Sciences (Hons) in China Studies - Sociology	2	(1.32)
Bachelor of Social Sciences (Hons) in Communication - Cinema and Television	4	(2.63)
Bachelor of Social Sciences (Hons) in Communication - Organizational Communication	1	(0.66)
Bachelor of Social Sciences (Hons) in European Studies (French)	3	(1.97)
Bachelor of Social Sciences (Hons) in Geography and BEd (Hons) in Liberal Studies Teaching	1	(0.66)
Bachelor of Social Sciences (Hons) in Geography	2	(1.32)
Bachelor of Social Sciences (Hons) in Government and International Studies	4	(2.63)
Bachelor of Social Sciences (Hons) in Sociology	3	(1.97)
Bachelor of Social Work (Hons)	2	(1.32)
Total	152	(100.00)

A.6.2 Destination of Further Studies

Figure 9: Destination of Study

(n=147)

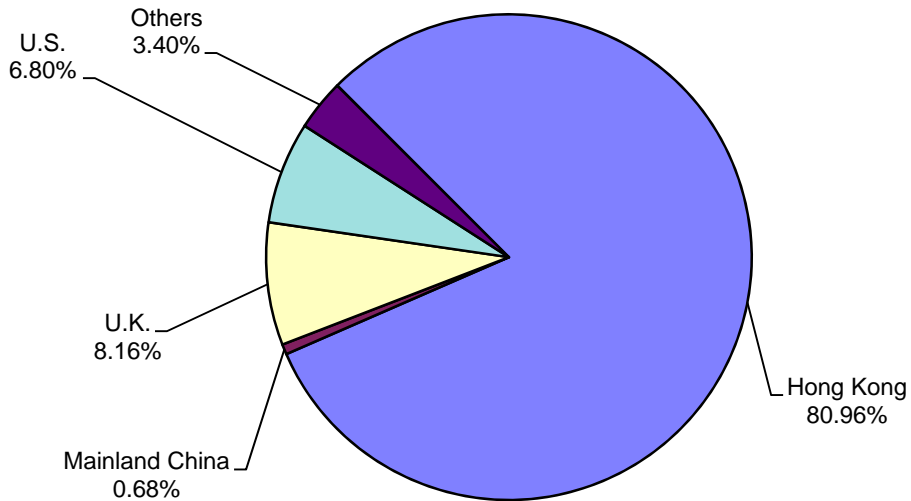
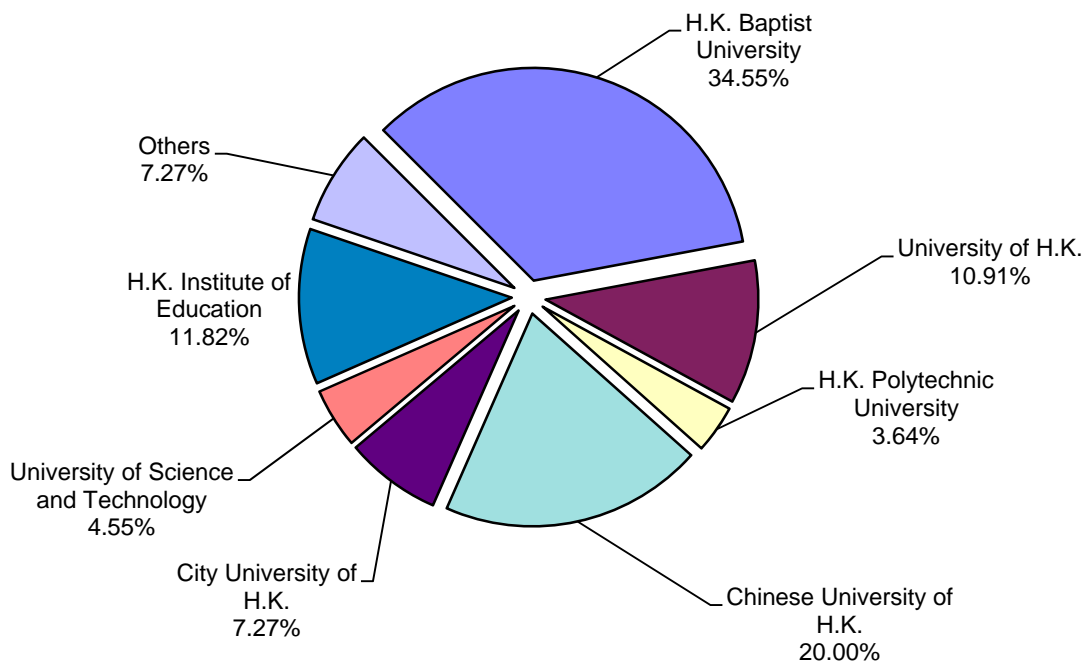


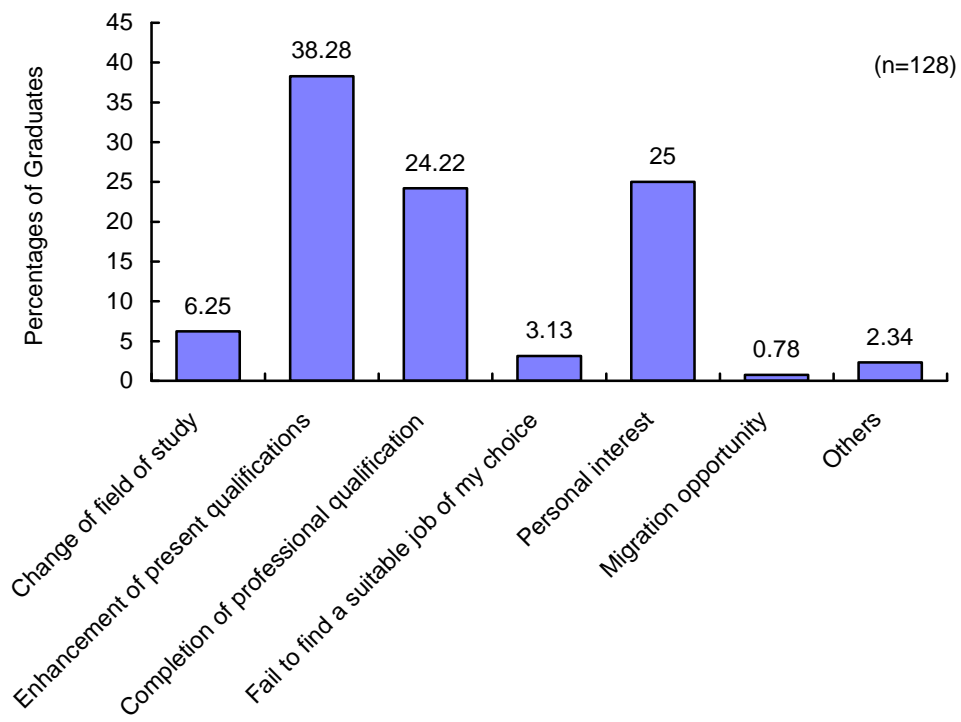
Figure 10: Local Institutions for Further Studies

(n=110)



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		Strongly disagree/ Disagree		Total	
	n	%	n	%	n	%	n	%
1. I am satisfied overall with my academic learning experience, both the curriculum and teaching in the university.	491	(55.54)	291	(32.92)	102	(11.54)	884	(100.00)
2. I am satisfied overall with the above off-classroom experience in the university.	466	(52.66)	297	(33.56)	122	(13.79)	885	(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.	417	(47.12)	347	(39.21)	121	(13.67)	885	(100.00)
4. My university experience (academic learning and off-classroom experience) has provided me with the necessary mindset for personal development.	477	(54.02)	318	(36.01)	88	(9.97)	883	(100.00)
5. I have strong affiliation with Hong Kong Baptist University.	354	(40.00)	397	(44.86)	134	(15.14)	885	(100.00)
6. I have strong affiliation with my school/faculty.	415	(47.11)	361	(40.98)	105	(11.92)	881	(100.00)
7. I have strong affiliation with the student halls / interest clubs / student societies.	345	(39.03)	343	(38.80)	196	(22.17)	884	(100.00)
8. I have strong interest to know HKBU's news / recent development.	266	(30.06)	423	(47.80)	196	(22.15)	885	(100.00)
9. I am glad to have built up a personal network of HKBU graduates.	422	(47.85)	356	(40.36)	104	(11.79)	882	(100.00)
10. I am happy to introduce myself as a HKBU graduate to the others.	428	(48.36)	355	(40.11)	102	(11.53)	885	(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.	372	(42.03)	390	(44.07)	123	(13.90)	885	(100.00)

Table 14: Graduates' Participation in Off-classroom Activities

	n	% (out of total 885 respondents)
International exchange	171	(19.32)
Internship program	349	(39.44)
Service learning program	134	(15.14)
Skills enrichment program	101	(11.41)
Participation in student societies / university bodies	354	(40.00)
Others	52	(5.88)
Total	1161	(100.00)

(Respondents can choose more than 1 option)

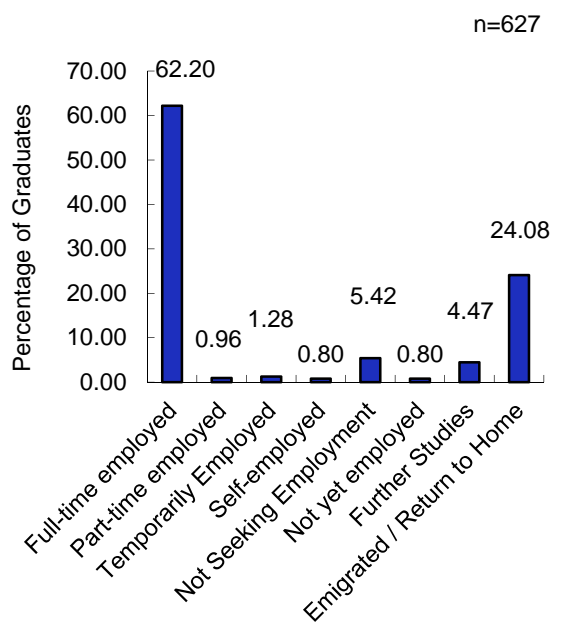
Table 15: Graduates' Perception of the Contribution of University Experience to the Development of Graduate Attributes

	To a very large extent		To a very small extent				Total	
	n	%	n	%	n	%	n	%
Citizenship	315	(35.80)	443	(50.34)	122	(13.86)	880	(100.00)
Professional & broad based knowledge	476	(54.28)	332	(37.86)	69	(7.87)	877	(100.00)
Lifelong learning attitude	455	(51.82)	349	(39.75)	74	(8.43)	878	(100.00)
IT & numerical skills	278	(31.70)	425	(48.46)	174	(19.84)	877	(100.00)
Creativity	360	(40.96)	378	(43.00)	141	(16.04)	879	(100.00)
Communication	507	(57.68)	304	(34.58)	68	(7.74)	879	(100.00)
Teamwork	510	(58.02)	299	(34.02)	70	(7.96)	879	(100.00)

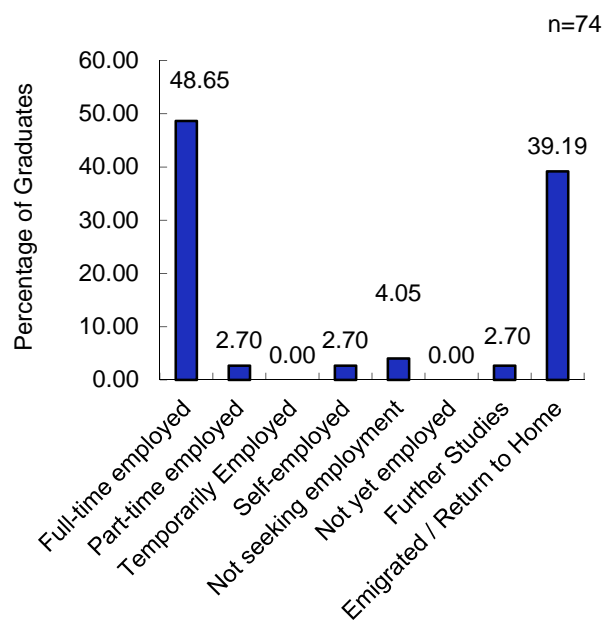
SECTION B FULL-TIME TAUGHT / RESEARCH POSTGRADUATES

B.1. Overall Employment Status

Figure 12: Distribution of Respondents by Employment Status (Percentage) – Taught Postgraduates and Research Postgraduates



Employment Status - Taught Postgraduate



Employment Status - Research Postgraduate

B.2. Analysis by Employment Sector

Table 16: Percentages of Postgraduates by Employment Sector

Employment Sector	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Commerce/Industry	264	(72.33)	4	(11.43)
Government	11	(3.01)	4	(11.43)
Education	68	(18.63)	26	(74.29)
Community and Social Service	22	(6.03)	1	(2.86)
Total	365	(100.00)	35	(100.00)

* 25 Taught Postgraduates did not indicate the Job Nature.

* 1 Research Postgraduates did not indicate the Job Nature.

B.3. Analysis by Job Nature

Table 17: Percentages of Postgraduates by Job Nature

Job Nature	Taught Postgraduate		Research Postgraduate	
	n	(%)	n	(%)
Accounting / Auditing / Taxation / Secretarial Work	22	(6.43)		
Administration / Management	40	(11.70)		
Architecture / Surveying	4	(1.17)		
Art & Design	1	(0.29)		
Banking	3	(0.88)		
Customer Services	3	(0.88)		
Economic, Statistical & Mathematical Work	7	(2.05)		
Editorial / Journalism	34	(9.94)		
Engineering	7	(2.05)		
Finance	7	(2.05)	1	(3.23)
Human Resources	5	(1.46)		
Insurance Services	6	(1.75)		
Interpretation / Translation	1	(0.29)		
Marketing / Sales	28	(8.19)		
Media / Communications	8	(2.34)		
Medical & Health Services (Chinese Medicine)	6	(1.75)	1	(3.23)
Medical & Health Services (Others)	2	(0.58)	1	(3.23)
Merchandising / Purchasing	5	(1.46)		
Protective Services	1	(0.29)	1	(3.23)
Public Relations & Advertising	28	(8.19)		
Scientific & Research Work	36	(10.53)	19	(61.29)
Social / Community Services	2	(0.58)		
System Analysis / Computer Programming	25	(7.31)	1	(3.23)
Teaching / Lecturing (Assistant)	11	(3.22)		
Teaching / Lecturing (Others)	25	(7.31)	6	(19.35)
Teaching / Lecturing (Primary School)	12	(3.51)		
Teaching / Lecturing (Secondary School)	2	(0.58)	1	(3.23)
Others	11	(3.22)		
Total	342	(100.00)	31	(100.00)

*48 Taught Postgraduates and 5 Research Postgraduates did not indicate their Job Nature.

B.4. Remuneration

Table 18: Overall Average Monthly Salary of Postgraduates

Programme of Study	2013	2012	% Increase or Decrease over last year
Taught Postgraduate			
- Mean	\$15,636.78	\$15,762.78	-0.80%
- Median	\$13,000.00	\$13,000.00	0.00%
Research Postgraduate			
- Mean	\$21,358.62	\$19,531.42	9.36%
- Median	\$20,000.00	\$18,000.00	11.11%