

Graduate Employment Survey 2015

Summary of Survey Findings

1. Response Rate

In 2015, 675 out of 685 graduates completed and returned the questionnaires, representing a response rate of 98.5%.

2. Employment Status

The overall engagement rate in employment and full-time further studies reached 97.2%. 88.3% of the graduates joined the work force, 8.9% chose to pursue full-time further studies, while 1.9% of the graduates were not seeking employment and 0.9% or 6 graduates were still looking for their first job at the time the survey was conducted.

Graduates from the following programmes were 100% engaged in employment and further studies: BA in Chinese, Contemporary English Studies, Cultural Studies and History; all BBA programmes including Accounting, Finance, General Business Management, Human Resources Management, Marketing and Risk & Insurance Management; and the streams of China and Asian Pacific Affairs, Contemporary Economic and Public Policy and International Studies of the Social Sciences programme.

3. Time Taken in Job Search and Average Number of Job Offers

50.5% of graduates received their first job offer within one month while 23.9% of them got their offers within 1-2 months. By September 2015, 91.2% of our graduates were settled in full-time employment. On average, each full-time employed respondent received 2 full-time job offers.

4. Overall Average Monthly Income

The overall average monthly income of full-time employed graduates was HK\$13,435, representing an increase of 4.4% comparing to 2014's HK\$12,869. Graduates of BBA – Finance had the highest average monthly income of HK\$15,971, where graduates from BBA – General Business Management came second with an average monthly income of HK\$14,917.

5. Employment Sector

The majority of the full-time employed graduates (72.6%) were employed in the commerce and industry sector, a decrease of 3.1% when compared to 2014's 75.7%. The education sector took up 13.2% of our graduates, which is lower than 2014 (16.2%), whereas the community and social services sector employed 7.3% of the 2015 graduates – a slight increase from 2014's 5.8%. The civil service sector employed 4.4%, representing an increase of 3.0% from 2014 (1.4%) whereas the arts and culture sector took up the rest of 2.5% of our graduates in 2015.

6. Occupation

The teaching profession absorbed 12.1% of the 2015 full-time employed graduates, while the administrative / management profession took up 10.8%. Another 9.6% of the 2015 graduates were employed in the accounting / auditing profession and 8.6% were employed in the marketing / sales profession.

7. Relevance of Study to Work

Almost 60.0% of the full-time employed graduates (59.3%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (77.7%) of engaging in careers relevant to their studies than those in Arts (52.2%) and Social Sciences (42.5%).

8. Size of Companies

35.8% of the full-time employed graduates were engaged in companies with employees under 100, representing a drop of 2.0% from 2014. 43.1% of the 2015 graduates were employed in companies with 500 or more employees, representing a slight decrease of 1.5% than in 2014. This year, more graduates (21.1%) had their full-time work in companies with 100 – 499 employees, representing an increase of 3.5% than 2014's 17.6%.