

Graduate Employment Survey 2008:

Summary of Survey Findings

1. **Response Rate**

In 2008, 721 out of 740 graduates completed and returned the questionnaires, representing a response rate of 97.4%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 99.3%*. Excluding the 10 graduates who had not sought employment due to personal reasons, 91% of the graduates joined the work force, 7.5% chose to pursue full-time further studies, 0.8% or 6 graduates had received job offers but were at the stage job switching, while 0.7% or 5 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 Cultural Studies; BBA programmes in Accounting, Finance, Human Resource Management, Logistics & Decision Science, Marketing, and Risk & Insurance Management; and Bachelor of Social Sciences.

3. **Time Taken in Job Search**

41.8% of the full-time employed graduates secured employment within 1 month while another 40.5% were employed within 2-3 months.

4. **Overall Average Monthly Income**

The overall average monthly income of full-time employed graduates was \$11,941, representing an increase of 4.7% from 2007's \$11,408. Graduates of the BBA – Logistics and Decision Science stream had the highest average monthly income of HK\$13,907, where graduates from BBA – General Business Management stream came second with an average monthly income of HK\$13,550.

5. **Employment Sector**

The majority of the full-time employed graduates (78.6%) were employed in the commerce and industry sector, a rise of 2.3% from 2007's 76.3%. The education sector took up 13.9% of our graduates, which is 3.5% lower than 2007 (17.4%). The community and social services sector employed 5.8% of the 2008 graduates which is 3.5% higher than in 2007, whereas the civil service sector employed 1.7%, representing a 1.1% drop from 2007.

6. **Occupation**

The personnel / administrative / management profession absorbed 15.4% of our full-time employed graduates, while the auditing / accounting profession took up 13.1%. Another 11.4% of the 2008 graduates were employed in the customer service profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (51.7%) were engaged in a career in the same field or fields relevant to their studies, while 48.3% were engaged in different fields. BBA graduates had a higher percentage (87.6%) of engaging in careers relevant to their studies than those in Arts (36.4%) and Social Sciences (17.4%) programmes. Among the BBA graduates, 98.6% of the Accounting majors were employed in the same or relevant fields, with Finance graduates at 94.3%, and Risk & Insurance Management graduates at 88.2%

8. **Size of Companies**

37.3% of the full-time employed graduates were engaged in companies with employees under 100; whilst 37.9% worked in companies with 500 employees or above, an increase of 1.9% from 2007.

* The calculation includes 6 graduates who had received job offers but were at the stage of job switching during the survey period, and excludes the 10 graduates who had not sought employment due to personal reasons.