

Graduate Employment Survey 2014

Summary of Survey Findings

1. **Response Rate**

In 2014, 689 out of 697 graduates completed and returned the questionnaires, representing a response rate of 98.9%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 95.7%. 87.9% of the graduates joined the work force, 7.8% chose to pursue full-time further studies, while 3.3% of the graduates were not seeking employment and 1.0% or 7 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, History, Philosophy and Translation; BBA programmes in Finance, General Business Management, Human Resources Management, Marketing and Risk & Insurance Management; and the streams of Behavioural Science in Modern Society, China and Asian Pacific Affairs, Contemporary Social Issues and Policy and International Studies of the Social Sciences programme.

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

50.6% of graduates received their first job offer within one month while 24.7% of them got their offers within 1-2 months. By September 2014, 89.7% 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\$12,869, representing an increase of 7.2% comparing to 2013's HK\$12,002. Graduates of BBA – General Business Management had the highest average monthly income of HK\$16,813, where graduates from BBA – Risk and Insurance Management came second with an average monthly income of HK\$14,026.

5. **Employment Sector**

The majority of the full-time employed graduates (75.7%) were employed in the commerce and industry sector, an increase of 1.9% when compared to 2013's 73.8%. The education sector took up 16.2% of our graduates, which is slightly lower than 2013 (17.6%), whereas the community and social services sector employed 5.8% of the 2014 graduates – similar as 2013's 6.0%. The civil service sector employed 1.4%, representing a slight decrease of 0.9% from 2013 (2.3%) whereas the public utilities sector took up the rest of 0.9% of our graduates in 2014.

6. **Occupation**

The teaching profession absorbed 13.2% of the 2014 full-time employed graduates, while the marketing / sales profession took up 10.7%. Another 10.0% of the 2014 graduates were employed in the administrative / management profession and 9.4% were employed in the accounting / auditing profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (59.0%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (77.0%) of engaging in careers relevant to their studies than those in Arts (55.3%) and Social Sciences (37.8%).

8. **Size of Companies**

37.8% of the full-time employed graduates were engaged in companies with employees under 100, representing a drop of 5.8% from 2013. 44.6% of the 2014 graduates were employed in companies with 500 or more employees, representing an increase of 6.4% than in 2013. It reflected that our graduates could compete for posts in bigger firms and government departments.