

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%.