

Graduate Employment Survey 2016

Summary of Survey Findings

1. **Response Rate**

In 2016, 552 out of 561 graduates completed and returned the questionnaires, representing a response rate of 98.4%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 94.8%. 81.6% of the graduates joined the work force, 13.2% chose to pursue full-time further studies, while 3.8% of the graduates were not seeking employment and 1.4% or 8 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 and History; all BBA programmes including Accounting, Finance, General Business Management, Human Resources Management, Marketing and Risk & Insurance Management; and the streams of Behaviour Science in Modern Society, China and Asian Pacific Affairs, China and Asia Pacific Studies, Contemporary Economic and Public Policy, Contemporary Economic and Public Policy, Economics and Psychology of the Social Sciences programme.

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

45.4% of graduates received their first job offer within one month while 26.1% of them got their offers within 1-2 months. By September 2016, 86.0% 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\$13,946, representing an increase of 3.8% comparing to 2015's HK\$13,435. Graduates of BBA – Human Resource Management had the highest average monthly income of HK\$15,504, where graduates from BBA – Finance came second with an average monthly income of HK\$15,464.

5. **Employment Sector**

The majority of the full-time employed graduates (70.2%) were employed in the commerce and industry sector, a decrease of 2.4% when compared to 2015's 72.6%. The education sector took up 16.2% of our graduates, which is higher than 2015 (13.2%), whereas the community and social services sector employed 7.2% of the 2016 graduates – similar as 2015's 7.3%. The civil service sector employed 4.5%, also similar as recorded in 2015 (4.4%) whereas the arts and culture and public utilities sectors took up the rest of 1.6% and 0.3% of our graduates respectively in 2016.

6. **Occupation**

The teaching profession absorbed 14.9% of the 2016 full-time employed graduates, while the marketing / sales profession took up 12.8%. Another 11.4% of the 2016 graduates were employed in the accounting / auditing profession and 10.6% were employed in the management consultant / executive profession.

7. **Relevance of Study to Work**

Over 60.0% of the full-time employed graduates (61.9%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (82.5%) of engaging in careers relevant to their studies than those in Arts (51.0%) and Social Sciences (45.0%).

8. **Size of Companies**

42.8% of the full-time employed graduates were engaged in companies with employees under 100, representing an increase of 7.0% from 2015. 42.6% of the 2016 graduates were employed in companies with 500 or more employees, representing a slight decrease of 0.5% than in 2015. Other graduates (14.6%) had their full-time work in companies with 100 – 499 employees.