



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY



Report on  
**Employment  
Survey  
2006-07**

DEPARTMENT OF GEOGRAPHY



**Hong Kong Baptist University**  
**Department of Geography**

*Report*  
*On*  
*Employment Survey 2006-07*

Prepared by  
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With assistance of  
Mr Johnson Yeung, Mr Quan Hou and others

September 2007

# 1. An Introduction to the 2006-07 Geography Graduates Employment Survey

The survey was conducted in response to the UGC and University's concern over outcome-based learning. Si-ming Li was appointed by the Department in May 2006 to undertake the survey. He was assisted by Johnson Yeung, Tracey Yiu and a few student helpers in the conduct of the survey. Quan Hou helped with the statistical analysis and the drafting of the report.

Over the summer months of 2006 Li and Yeung formulated the questionnaire, which was subsequently approved by the Department in September 2006 (see Appendix II). The survey was designed to be conducted online. Email addresses of our former graduates collected through our previous gatherings, the Alumni Office of the University and other means were used as the survey base. However, the response rate was rather low despite repeated attempts at contacting our alumni. At the end we had to resort to the telephone to do the survey. Still, after several months of hard work, we were able to collect only 122 completed questionnaires out of a population of more than 1500 alumni. Evidently graduates who responded to the survey are likely to be those who are more concerned about the Department. As such the survey could contain built-in sampling bias. The above caveats aside, the results reported below provide valuable information about how well our graduates perform in the job market and how they view the kind of training they underwent as a student of the Geography Department.

The following table shows the distribution of the respondents by year of graduation and programme of study. Clearly the great majority of the respondents are graduates of recent years. Relatively few of the earlier graduates responded to the survey. In a sense this is natural. But the fact that large numbers of earlier graduates turned up in alumni gatherings over the past few years indicates that graduates of earlier years still identify closely to the Department.

**Table 1. Number of Responses by Year of Graduation and Programme of Study**

Programme of Study	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Dip	14	0	1	15
BSSC-GEOG	2	27	39	68
BSSC-CS	0	10	27	37
Total	16	37	67	120

Note: the total number of respondents given in the table is slightly less than the total number of questionnaires received, as some returned questionnaires contain missing information.

With respect to respondents' programme of study, 56.7% were graduates of the Geography Major Programme, 30.8% were from the China Studies (Geography Option) Programme, and 12.5% were holders of the Geography (Hons) Diploma. The latter were those who graduated prior to the launching of the Geography (Hons) Degree in 1990 and who did not complete the Conversion Programme. The distribution is broadly in line with the actual number of graduates in our two undergraduate programmes.

## 2. Employment Profiles

### 2.1 Employment Status

All respondents to the survey are either gainfully employed or engaging in further studies (Table 2). Apparently graduates of the Department do not encounter too much difficulty in finding jobs.

**Table 2. Employment Status by Year of Graduation**

Employment Status	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Full-time Employed	16	36	62	114
Temporarily or Self-Employed	0	1	0	1
Further Studies	0	0	6	6
Total	16	37	68	121

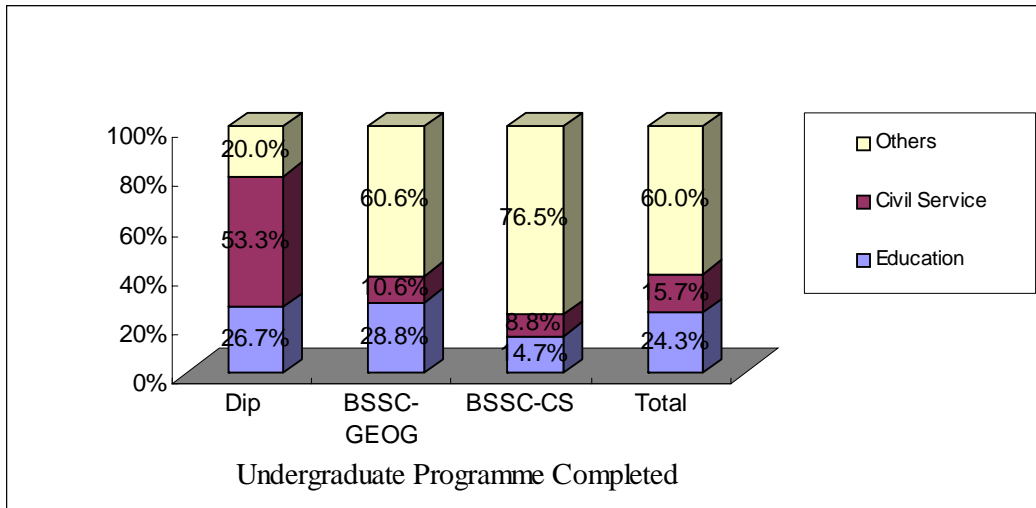
## 2.2 Employment Outlets

Education and civil service are traditional outlets of Geography graduates. The share of the education sector in the sample is 25.9 percent, and the share of civil services is 16.3 percent. Teaching at secondary school of course is a popular choice among our graduates. But note that 8.6 percent of the sample works in tertiary education institutions. The data also shows that the majority of Geography graduates of Hong Kong Baptist University are working in the non-public or private sectors, with 10.3 percent employed in commerce and related undertakings, 6.0 percent in finance, and 6.0 in real estate, and manufacturing (Table 3).

Comparing the three undergraduate programmes, proportionately more of the Honours Diploma graduates work in civil services (53.3 percent); on the other hand, more of the BSSC-CS group works in non-public sectors (76.5 percent). The BSSC-GEOG group has a slightly higher inclination in engaging educational employment (28.8 percent), but the majority of them work in non-public sectors (Figure 1).

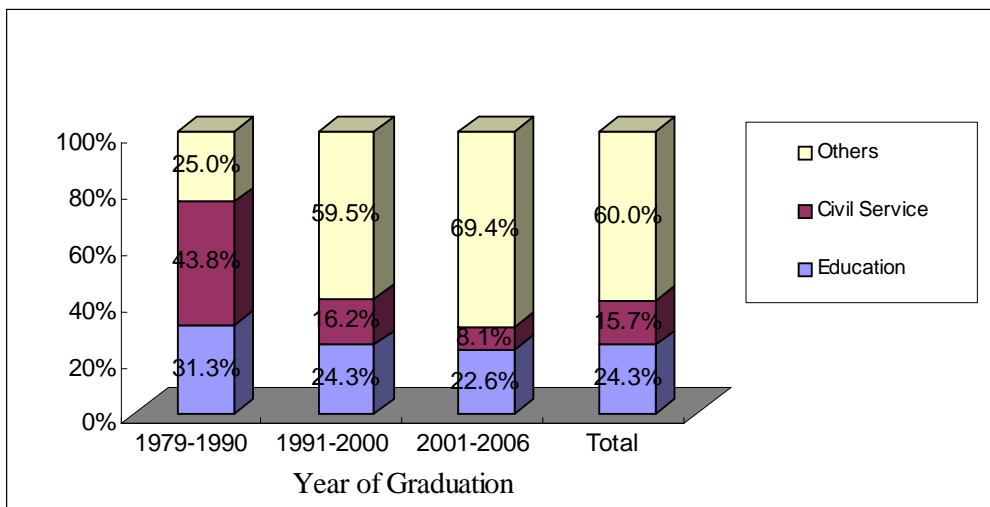
**Table 3. Type of Employment Organization**

Type of Employment Organization	%
Commerce and related undertakings	10.3%
Finance	6.0%
Real Estate	6.0%
Transport and Storage	0.9%
Media	4.3%
Community/Social & Personal Services	3.4%
Public Utilities	0.9%
Education (primary)	5.2%
Education (secondary)	12.1%
Education (tertiary)	8.6%
Civil Services (disciplinary units)	3.4%
Civil Services (non-disciplinary units)	12.9%
Others	21.7%



**Figure 1. Nature of Present Employment Organization and Programme of Study**

An examination of the time trend reveals a consistent decline of the importance of civil services and education sector as job outlets of our graduates. Increasing our graduates are making inroads into commerce, finance, real estate and other non-public sectors (Figure 2).

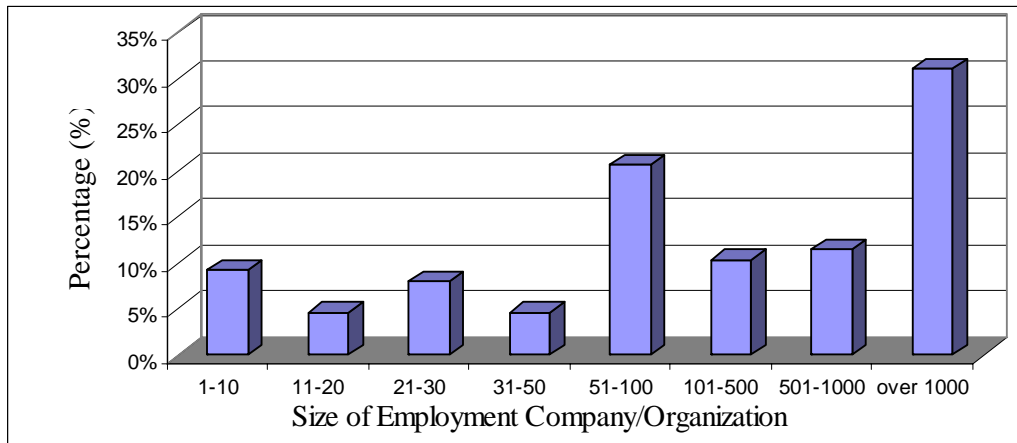


**Figure 2. Nature of Present Employment Organization and Year of Graduation**

As the majority of our graduates work in non-public sectors, it would be interesting to know what kind of firms they are working in. Reflecting the international nature of the Hong Kong economy, quite a substantial percentage of our graduates work in companies based in mainland and overseas (Table 4). The survey also indicates that the majority of them work in large organizations with 100-plus employees (Figure 3).

**Table 4. Employment Organization by Source of Capital**

Source of Capital of Employment Company/Organization	%
Hong Kong	58.0%
Europe	11.6%
Mainland	10.1%
Southeast Asia	7.2%
North America	5.8%
Others	7.3%



**Figure 3. Distribution of Employment Company/Organization by Size**

### ***2.3 Position in the Job Ladder***

The survey shows that the great majority of our graduates consider themselves as managerial and professional workers. Quite a few hold senior managerial positions, especially for those who graduated in and before the 1990s (Table 5). Cross-tabulation of employment position against programme of study indicates that proportionately more of the graduates of the Honours Diploma programme, who graduated before 1990, occupy more senior managerial positions. Between the two degree programmes, graduates of the Geography Major programme on average occupy slightly more senior positions, but the difference is quite small (Table 6).

**Table 5. Position Held by Year of Graduation**

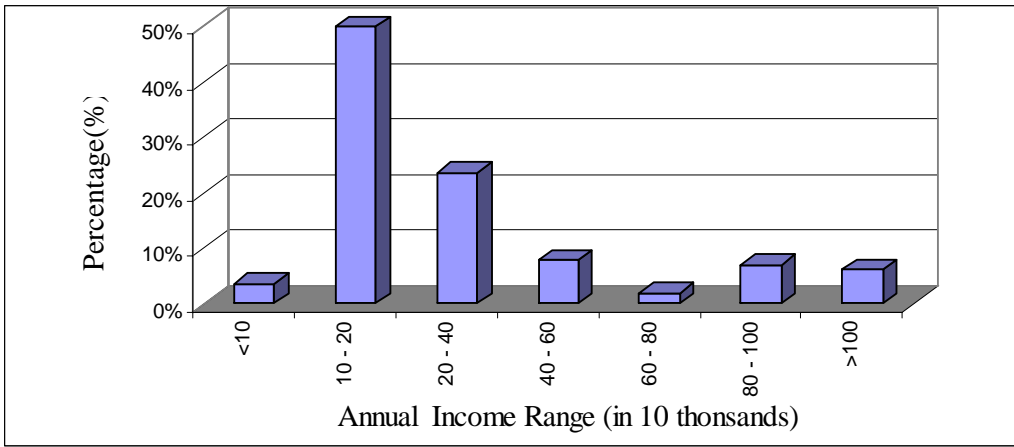
Position	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Senior managerial	12.5%	13.9%	1.7%	7.2%
Middle-rank managerial	18.8%	27.8%	8.5%	16.2%
Junior managerial	6.3%	13.9%	28.8%	20.7%
Senior professional	12.5%	5.6%	1.7%	4.5%
Middle-rank professional	31.3%	13.9%	5.1%	11.7%
Junior professional	18.8%	19.4%	18.6%	18.9%
Secretarial/Clerical	0.0%	0.0%	16.9%	9.0%
Service/Sales worker Craft/Machine operator	0.0%	2.8%	6.8%	4.5%
Elementary occupation	0.0%	2.8%	11.9%	7.2%
Total	100.0%	100.0%	100.0%	100.0%

**Table 6. Position Held by Programme of Study**

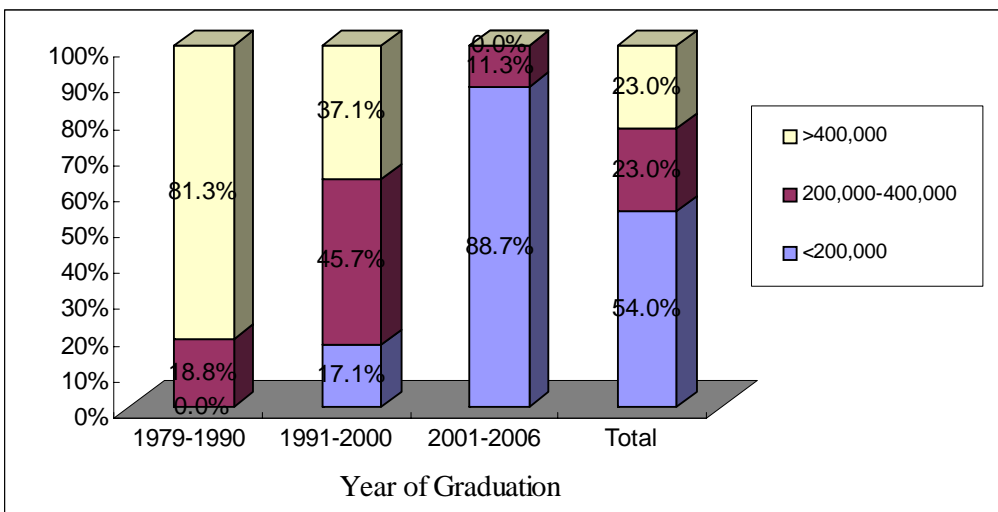
Position	Programme of Study			Total
	Dip	BSSC-GEOG	BSSC-CS	
Senior managerial	14.3%	6.2%	6.3%	7.2%
Middle-rank managerial	21.4%	15.4%	12.5%	15.3%
Junior managerial	7.1%	20.0%	31.3%	21.6%
Senior professional	14.3%	4.6%	0.0%	4.5%
Middle-rank professional	28.6%	10.8%	6.3%	11.7%
Junior professional	14.3%	18.5%	21.9%	18.9%
Secretarial/Clerical	0.0%	10.8%	9.4%	9.0%
Service/Sales worker Craft/Machine operator	0.0%	6.2%	3.1%	4.5%
Elementary occupation	0.0%	7.7%	9.4%	7.2%
Total	100.0%	100.0%	100.0%	100.0%

## 2.4 Income

The mean sample income is HK\$339,000. Reflecting the fact that the majority of the respondents are recent graduates, the modal annual income is in the HK\$100-200,000 range, which accounts for slightly less than half of the sample. But the sample income distribution is heavily skewed, with quite a few with earnings in excess of HK\$800,000 (Figure 4). Tabulation of income groups against year of graduation reveals quite rapid income growth with job experience (Figure 5). To further explore the relationship between income and years since graduation and the kind of programme undertaken, we estimated two regression models, namely an additive model and a model incorporating interaction effects between year of graduation and programme of study. The additive model indicates that on average income increases by about HK\$33,900 with each additional year since graduation. The CS-Geography graduates seem to do better than the Major group, with the difference in annual income averaging more than HK\$40,000. The interactive model shows that the income difference between the two groups has to do with the much faster income advancement of the CS-Geography graduates. The difference in the annual rate of income growth roughly averages HK\$20,000 (Table 7).



**Figure 4. Distribution of Annual Income**



**Figure 5. Distribution of Annual Income Range by Year of Graduation**

**Table 7. Regression Analysis on Annual Income (HK\$10,000)**

Regressor	Additive	Interactive
(Constant)	3.56	37.29
Programme of Study		
(Hons) Diploma / Diploma (Geography) (+)		
BSSC (Hons) in Geography (Geography Major)	4.77	-28.13
BSSC (Hons) in China Studies (Geography Option)	8.88	-31.93
Years since Graduation		
Years since Graduation * GEOG Major		1.58
Years since Graduation * CS		3.61**
Nature of employment company/organization		
Others (+)		
Education	-3.28	0.25
Civil service	11.04*	0.16
R Squared	0.551	0.573

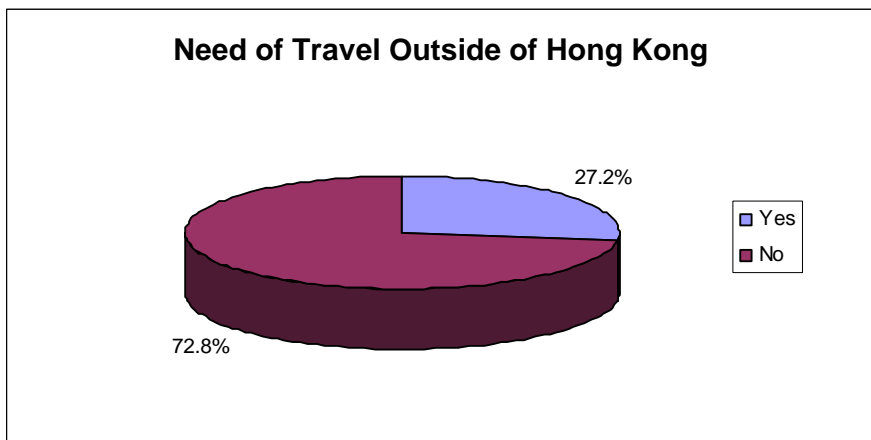
Note:

\* p<.1; \*\* p<.05; \*\*\* p<.01; \*\*\*\* p<.001

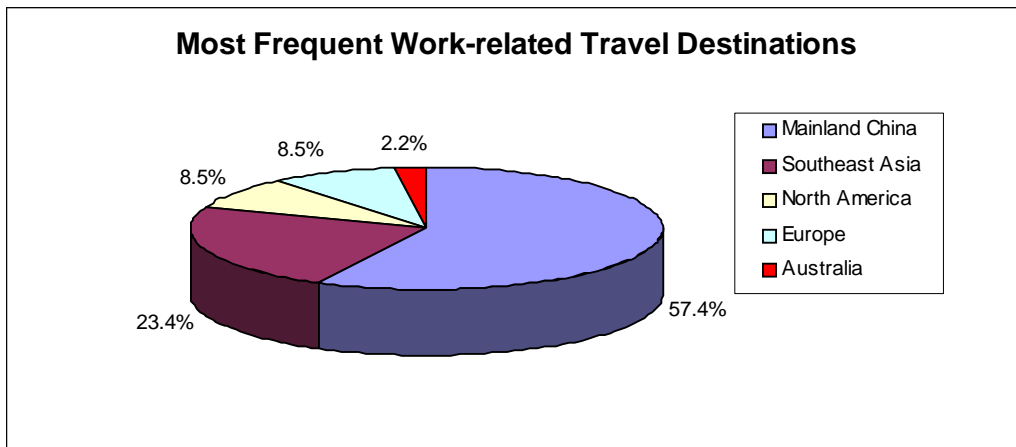
(+) = reference group.

## 2.5 Travel Needs

Associated with economic globalization is an increase in business travel and the need for employees to station outside of their place of domicile. A distinguishing feature of the Geography Programmes at Baptist is our emphasis on building a global outlook and on observation in the field. As such our graduates should be adequately prepared for jobs that require frequent travel or prolonged stay in places outside of Hong Kong. The survey shows that more than one quarter (27.2) of our graduates are required to travel outside of Hong Kong on a more or less regular basis. (Figure 6) Regarding the place of travel, Mainland China is the most frequent destination (57.4 percent), followed by Southeast Asia (23.4 percent), North America (8.5), Europe (8.5 percent) and others. (Figure 7) Regarding the duration of stay, 64.5 percent of the frequent travellers usually spend less than one month each year outside Hong Kong. Those with duration of 1-3 months account for 12.9 percent. 16.2 percent have to station on a more permanent basis outside of Hong Kong (Table 8).



**Figure 6. Composition of Travel Need by Employment**



**Figure 7. Distribution of Travel Destinations**

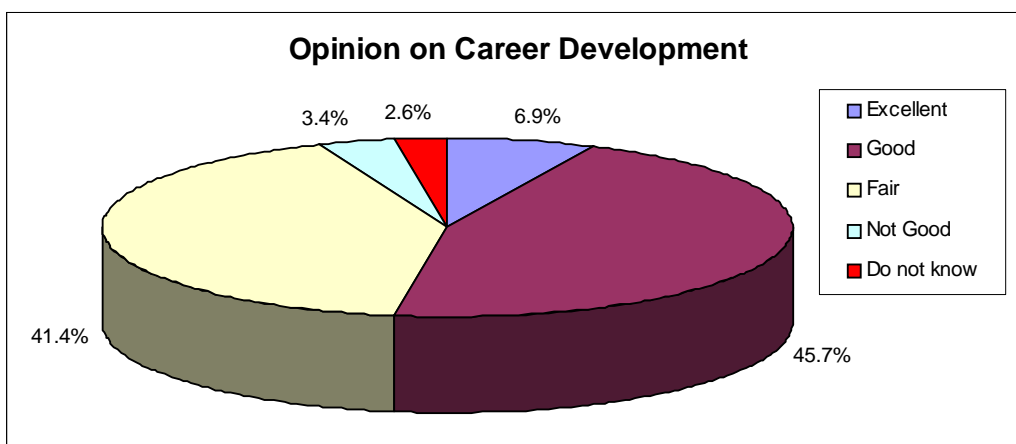
**Table 8. Average Period of Stay Outside Hong Kong**

Average period of stay outside Hong Kong	%
< 1 month	64.5%
1 to 3 months	12.9%
3 to 6 months	3.2%
> 9 months	3.2%
Stationed	16.2%

### 3. Career Opportunities and Job Satisfaction

#### 3.1 Career Opportunities

More than half of sampled graduates are optimistic about their career development opportunities: 6.9 percent consider the career development opportunities as excellent, and 45.7 percent as good. The respondents with neutral evaluation take up another 41.4 percent. Only 3.4 percent of respondents consider their career opportunities as “not good” (Figure 8).



**Figure 8. Opinion on Career Opportunities**

### 3.2 Level of Job Satisfaction

Consistent with their assessment of career development opportunities, our graduates generally have favourable assessments regarding job satisfaction: 82.3 percent are either satisfied or very satisfied with their job. Cross-tabulation of satisfaction level by year of graduation shows that job satisfaction of the more recent graduates is slightly less than those who graduated earlier. While the difference is not large, this is an area of concern that the Department has to look into in future programme development (Table 9).

Consistent with this result, the survey also shows that the Honours Diploma graduates have the highest job satisfaction levels. Rather unexpectedly, despite their higher incomes and more rapid advancement along the income ladder, the CS-Geography graduates are the least satisfied among the three groups (Table 10).

**Table 9. Level of Job Satisfaction by Year of Graduation**

Satisfaction with present job	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Very Satisfied	6.3%	19.4%	11.5%	13.3%
Quite Satisfied	81.3%	63.9%	68.9%	69.0%
Not Satisfied	12.5%	8.3%	14.8%	12.4%
No opinion	0.0%	8.3%	4.9%	5.3%
Total	100.0%	100.0%	100.0%	100.0%

**Table 10. Level of Job Satisfaction by Programme of Study**

Satisfaction with present job	Programme of Study			Total
	Dip	BSSC-GEOG	BSSC-CS	
Very Satisfied	6.7%	10.8%	21.2%	13.3%
Quite Satisfied	80.0%	70.8%	57.6%	68.1%
Not Satisfied	13.3%	12.3%	15.2%	13.3%
No opinion	0.0%	6.2%	6.1%	5.3%
Total	100.0%	100.0%	100.0%	100.0%

## 4. Relevance of Geographical Education at HKBU: Programme as a Whole

### 4.1 To Present Employment

The survey shows that our graduates generally agree that the Geography Programmes at HKBU are relevant to their present employment: 86.3 percent ticked the agree/agree/strongly agree categories. Consistent with the results for job satisfaction, those who graduated earlier seem to have somewhat higher regards of our programmes (Table 11). Again the Honours Diploma graduates tend to think more highly about the programme they went through, despite the fact this diploma officially is considered to be at the sub-degree level. Between the Majors and the BSSC-CS graduates, the former score slightly higher on their assessment of programme relevance, irrespective of the fact that the latter enjoy higher incomes and more speedy income advancement (Table 12).

**Table 11. Relevance of Geographical Education to Present Employment by Year of Graduation**

Assists present employment	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Strongly disagree	0.0%	0.0%	3.1%	1.7%
Disagree	6.3%	11.1%	13.8%	12.0%
Slightly agree	31.3%	27.8%	36.9%	33.3%
Agree	56.3%	47.2%	36.9%	42.7%
Strongly agree	6.3%	13.9%	9.2%	10.3%
Total	100.0%	100.0%	100.0%	100.0%

**Table 12. Relevance of Geographical Education to Present Employment by Programme of Study**

Assists present employment	Programme of Study			Total
	Dip	BSSC-GEOG	BSSC-CS	
Strongly disagree	0.0%	1.5%	2.9%	1.7%
Disagree	6.7%	11.8%	14.3%	11.9%
Slightly agree	33.3%	33.8%	31.4%	33.1%
Agree	53.3%	39.7%	45.7%	43.2%
Strongly agree	6.7%	13.2%	5.7%	10.2%
Total	100.0%	100.0%	100.0%	100.0%

#### ***4.2 To Future Career Development***

Very similar supportive attitudes towards the geographical education at Baptist are revealed for the assessment regarding relevance of our programmes to future career development. Overall 86.6 percent of the respondents checked the slightly agree/agree/strongly agree categories. Such an assessment shows very little variations over year of graduation (Table 13). However, variations between programmes of study are more apparent. More specifically, Geography Major graduates on average score higher on this count than do graduates of the CS-Geography (Table 14).

**Table 13. Relevance of Geographical Education to Future Career Development by Year of Graduation**

Relevant to future career advancement	Year of Graduation			Total
	1979-1990	1991-2000	2001-2006	
Strongly disagree	0.0%	0.0%	3.0%	1.7%
Disagree	12.5%	11.1%	11.9%	11.8%
Slightly agree	43.8%	41.7%	34.3%	37.8%
Agree	37.5%	38.9%	43.3%	41.2%
Strongly agree	6.3%	8.3%	7.5%	7.6%
Total	100.0%	100.0%	100.0%	100.0%

**Table 14. Relevance of Geographical Education to Future Career Development by Programme of Study**

Geographic training's assistance to future career advancement	Programme of Study			Total
	Dip	BSSC-GEOG	BSSC-CS	
Strongly disagree	0.0%	1.5%	2.8%	1.7%
Disagree	13.3%	8.8%	16.7%	11.8%
Slightly agree	40.0%	45.6%	25.0%	38.7%
Agree	40.0%	33.8%	52.8%	40.3%
Strongly agree	6.7%	10.3%	2.8%	7.6%
Total	100.0%	100.0%	100.0%	100.0%

## 5. Relevance of Geographical Education at HKBU: Specific Aspects and Subfields

A five-point scale is used in this part of analysis, with 1=irrelevant and 5=very useful. Graduates are inclined to agreeing to the relevance of almost all aspects of geographical education for their past and present employment, with mean scores being larger than 3.0 for all items examined. In particular, graduates agree that the broad-based education approach and the adoption of a spatial and global perspective in Geography courses are of relevance in the job market. Putonghua training and Summer Sojourn are distinguishing features of the China Studies Programme. Students of CS-Geography particularly value this part of their study, giving an average score of 4.10 and 4.11, respectively (Table 15).

**Table 15. Relevance of Different Aspects of the Geography Programmes to Present/Past Employment**  
(1=irrelevant; 5=very useful)

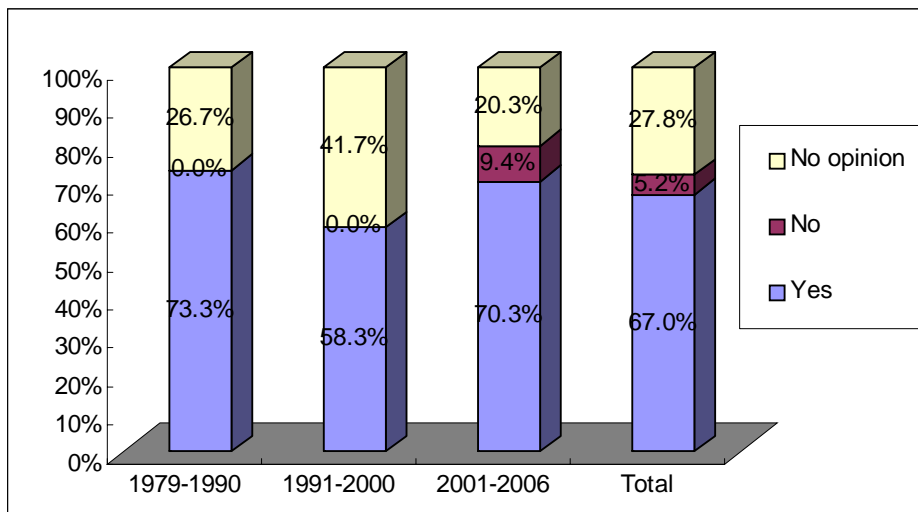
Aspect of Geography Programme	Mean Score
Adoption of a Broad-Based Education approach	3.34
Adoption of an environmental perspective	3.04
Adoption of a spatial perspective	3.20
Adoption of a global perspective	3.37
Field camp and other fieldtrips	3.52
Summer sojourn	4.11
Putonghua training	4.10
Learning of transferable skills	3.61

Graduates' assessments of the relevance of specific subfields of the discipline tend to be somewhat lower than their assessment of the overall programme, although the assessments remain on the positive side. Among the subfields or geography courses we offer, Geography of China and Hong Kong receives the highest score (3.16), to be followed by Economic Geography (3.07) and Urban Geography (3.00). Curiously the more professionally oriented courses such as and GIS/Remote Sensing/Spatial Analysis (2.66) and Energy Studies (2.58) have the lowest scores (Table 16).

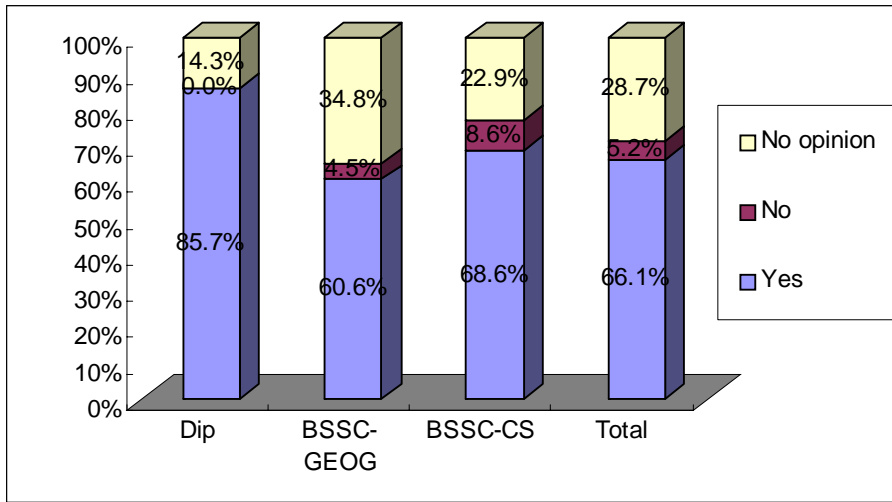
**Table 16. Relevance of Specific Subfields to Present/Past Employment (1=irrelevant; 5=very useful)**

Subfield of Geography Programme	Mean Score
Physical and Environmental Geography	2.86
Economic Geography	3.07
GIS/Remote Sensing/Spatial Analysis	2.66
Quantitative Methods	2.98
Cultural and Social Geography	2.97
Urban Geography	3.00
Transport Geography	2.85
Energy Studies	2.58
Geography of China and Hong Kong	3.16

Consistent with the graduates' general positive view of our programmes, 67.0 percent of the respondents indicate that they would recommend HKBU Geography programmes to secondary school leavers. The data also show that graduates of the 1990s are more reserved in their recommendation, and that students who graduated after 2000 have more divergent views. While 70.3 percent of the latter group would recommend our programmes to secondary school leavers, 9.4 percent indicate that they would not (Figure 9). Between the two degree programmes, the CS-Geography graduates are more prepared to recommend our programmes than are the Geography Major graduates, although the former group scores less favourably in assessing programme relevance (Figure 10).



**Figure 9. Recommendation of the HKBU Geography Programme to Secondary School Leavers by Year of Graduation**



**Figure 10. Recommendation of the HKBU Geography Programme to Secondary School Leavers by Programme of Study**

## 6. Concluding Remarks

The survey results consistently depict pictures that are rather gratifying and encouraging. They show that Geography graduates of Hong Kong Baptist University are doing well in the job market. In addition to working in traditional outlets such as the education sector and government organizations, our graduates have made significant inroads into a variety of commercial and industrial employment. This is irrespective of the fact that Geography is an academically oriented discipline, one that does not focus on training of specific professionals in the job market. Our graduates express that the Geography Programmes they received, particularly our all-rounded approach, global outlook, spatial perspectives and emphasis on field experience, are important to their present job as well as to future career development. Indeed our graduates are able to progress steadily along the job and income ladder.

Among the graduates of the three undergraduate programmes, quite curiously it is those who graduated in the earlier years with the Honours Diploma, which is at sub-degree level, give the highest score in the assessment of programme relevance. But this could be due to sampling selectivity bias in light of the small number of cases for this group. Between the two degree programmes, it is the Geography Major group that thinks more highly of geography education. Yet, apparently it is the CS-Geography graduates who fare somewhat better in the job market. The split identity of the latter group – between China Studies and Geography – could have resulted in the slightly lower scores they give to our programmes and courses.

# Appendix

**Supplementary Data: Graduates Having Undertaken Further Studies**

The survey also asked questions about further education. Out of 122 graduates surveyed, 20 have undertaken further education upon graduation. Among them, three-quarter enrolled in part-time Programmes, the rest in full-time studies (Table 17). Master degree programmes (47.6 percent) and Post-graduate Diploma/Certificate courses (23.8 percent) are the most popular choices (Table 18). Over 90 percent did post-graduate studies in local institutions (Table 19). The main reasons for undertaking further studies features are: enhancement of present qualification (23.8 percent), attainment of professional qualification (23.8 percent), seeking suitable job of preference (19.0 percent), and personal interest (33.4 percent) (Table 20).

**Table 17. Status of Continuing Education**

Status of Continuing Education	Frequency	%
Part-time	15	75.0%
Full-time study	5	25.0%
Overall	20	100.0%

**Table 18. Type of Programme Enrolled**

Programme Enrolled	%
Bachelor's	4.8%
Post-graduate Diploma/Certificate	23.8%
Master's	47.6%
Doctoral	4.8%
Others	19.0%

**Table 19. Place of Study**

Place of Study	%
Hong Kong	90.5%
United Kingdom	4.8%
Others	4.7%

**Table 20. Main Reason for Engaging Further Studies**

Main Reason for Engaging Further Studies	%
Enhancement of present qualification	23.8%
Attainment of professional qualification	23.8%
Seeking for suitable job of preference	19.0%
Personal interest	33.4%

**The Questionnaire**

*Department of Geography – Hong Kong Baptist University  
2006 EMPLOYMENT SURVEY OF FORMER GRADUATES*

*Please mark your answers by ticking or writing in the appropriate box(es) and space(s). All information will be kept strictly confidential.*

**Section A                      Personal Data**

Name: (Family) \_\_\_\_\_ (Given) \_\_\_\_\_ (Chinese) \_\_\_\_\_

Gender:  Male             Female

Telephone contacts: Mobile: \_\_\_\_\_ Office: \_\_\_\_\_

E-mail: \_\_\_\_\_

- Undergraduate Programme completed:
- i)     (Hons) Diploma/Diploma (Geography)
  - ii)    BSSC (Hons) in Geography (Geography Major)
  - iii)    BSSC (Hons) in China Studies (Geography Option)

Year of Graduation: \_\_\_\_\_

Higher Degree Programme(s) completed (if any):

- |    |                             |       |                              |         |                               |     |                              |         |
|----|-----------------------------|-------|------------------------------|---------|-------------------------------|-----|------------------------------|---------|
| 1) | i) <input type="checkbox"/> | MPhil | ii) <input type="checkbox"/> | MA/MSSc | iii) <input type="checkbox"/> | MBA | iv) <input type="checkbox"/> | PhD/DBA |
| 2) | i) <input type="checkbox"/> | MPhil | ii) <input type="checkbox"/> | MA/MSSc | iii) <input type="checkbox"/> | MBA | iv) <input type="checkbox"/> | PhD/DBA |

Name of Programme(s): 1) \_\_\_\_\_  
2) \_\_\_\_\_

Institution(s) that offered the programme(s): 1) \_\_\_\_\_  
2) \_\_\_\_\_

Year(s) of First Enrollment: 1) \_\_\_\_\_  
2) \_\_\_\_\_

Year(s) of Graduation: 1) \_\_\_\_\_  
2) \_\_\_\_\_

\*\*\*\*\*

Please indicate the current employment status:

- 1.        Employed Full-time (Please completed Section B, P. 3-4)
- 2.        Employed Part-time (Please completed Section B, P. 3-4)
- 3.        Temporarily or Self-Employed (Please completed Section B, P. 3-4)
- 4.        Seeking Employment or Unemployed by choice (Please completed Section C, P. 5)
- 5.        Further studies (Please completed Section D, P. 6)
- 6.        Others, please specify \_\_\_\_\_

\*\*\*\*\*

## Section B Full-time, Part-time, Temporarily or Self-employed

1. Nature of your present employment company/organization:

- i)  Commerce and related undertaking (e.g. business administration, human resource management)
- ii)  Manufacturing (e.g. food and beverage, garment and textile, equipment and machinery)
- iii)  Finance (e.g. banking and investment services, accounting, shares and stock brokerage, insurance)
- iv)  Real Estate (e.g. property development, real estate agents, construction)
- v)  Transport and Storage (e.g. logistics services)
- vi)  Catering
- vii)  Media (e.g. advertising, broadcasting, publishing and printing)
- viii)  Community, social and personal services (e.g. welfare services, labour/trade associations, NGOs, cultural/recreational services, medical/dental/beauty care services)
- ix)  Legal services
- x)  Public Utilities (e.g. electricity production, public transport, telecommunications)
- xi)  Education (primary schools)
- xii)  Education (secondary schools)
- xiii)  Education (tertiary institutions)
- xiv)  Civil Services (disciplinary units)
- xv)  Civil Services (non-disciplinary units)
- xvi)  Others \_\_\_\_\_

2. Name of your present employer (name of company/organization): \_\_\_\_\_

3. Type of company/organization (For graduates employed in private sector only):

- i)  Hong Kong capital
- ii)  Mainland China capital
- iii)  Southeast Asian capital
- iv)  European capital
- v)  North American capital
- vi)  Other capitals

4. Size (number of employees) of your employment company/organization (for multinational enterprises, operations in Hong Kong only):

- i)  1-10
- ii)  11-20
- iii)  21-30
- iv)  31-50
- v)  51-100
- vi)  101-500
- vii)  501-1000
- viii)  over 1000

5. Position held:

Name of position: \_\_\_\_\_

Nature of job:

- i)  Senior managerial
- ii)  Middle-rank managerial
- iii)  Junior managerial
- iv)  Senior professional (for teacher, panel chair in school, professor or above in tertiary institution)
- v)  Middle-rank professional (for teacher, experienced teacher in school, associate/assistant professors in tertiary institution)
- vi)  Junior professional (for teacher, other teachers in school, lecturer/assistant lecturer in tertiary institution)
- vii)  Secretarial/Clerical

viii)  Service/Sales worker Craft/Machine operator

ix)  Elementary occupation

6. Current annual income range (including basic salary, bonus and other incomes) (in HK\$) :

i)  <100,000

ii)  100,000 - 200,000

iii)  200,000 – 400,000

iv)  400,000 – 600,000

v)  600,000 – 800,000

vi)  800,000 – 1,000,000

vii)  > 1,000,000

7. Do you need to travel outside Hong Kong?

i)  Yes (Please go to Questions 8 and 9)

ii)  No (Please go to Question 10)

8. Please list out your two most frequent work-related travel destinations:

i)  Mainland China

ii)  Southeast Asia

iii)  North America

iv)  Europe

v)  Australia

vi)  South America

vii)  Africa

viii)  Others \_\_\_\_\_

9. What is the average period of stay outside Hong Kong?

i)  Less than one month

ii)  One to three months

iii)  Three to six months

iv)  Six to nine months

v)  Over 9 months

vi)  Stationed

10. How do you see your career development opportunities in the field?

i)  Excellent

ii)  Good

iii)  Fair

iv)  Not good

v)  Do not know

11. Are you satisfied with your present job?

i)  Very satisfied

ii)  Quite satisfied

iii)  Not satisfied

iv)  No opinion

\*\*\*\*\*

**Section C Seeking Employment or Unemployed by Choice**

**Questions for those who are currently seeking employment:**

12. Have you had a job offer?

- i)  Yes            ii)  No

13. If Yes, please tick the following reason(s) for declining the offer:

- i)  Unfavourable condition of service/benefits
- ii)  Not interesting/challenging
- iii)  Lack of job stability
- iv)  Unfavourable location
- v)  Unattractive income
- vi)  Unattractive name/prestige of the company
- vii)  Lack of promotion prospects
- viii)  Lack of training opportunities
- ix)  Others (please specify): \_\_\_\_\_

14. What are your major obstacle(s) in seeking employment?

- i)  Lack of job information
- ii)  Lack of job searching skills (e.g. interview techniques, assertion skills)
- iii)  Lack of appropriate working experiences
- iv)  Lack of job opportunities
- v)  Others (please specify): \_\_\_\_\_

**Questions for those who are unemployed by choice:**

15. Please indicate the reason(s) below:

- i)  Homemaking
- ii)  Take a break before job search
- iii)  Due to consideration of physical/mental health
- iv)  About to emigrate
- v)  Retired
- vi)  Others \_\_\_\_\_

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**Section D Further Studies**

16. I am currently engaged in:

- i)  Full-time study      ii)  Part-time study

17. Field of study:

- i)  Related to geographical studies      ii)  To acquire professional qualification

18. Place of study:

- i)  Hong Kong      ii)  Mainland China      iii)  United States  
iv)  United Kingdom      v)  Canada      vi)  Australia  
vii)  Others

19. Programme enrolled:

- i)  Bachelor's      ii)  Post-graduate Diploma/Certificate      iii)  Master's  
iv)  Doctoral      v)  Others

20. Please indicate your main reason for engaging further studies:

- i)  Enhancement of present qualification  
ii)  Alteration of field of study  
iii)  Attainment of professional qualification  
iv)  Seeking for a suitable job of your preference  
v)  Personal interest

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## Section E      **Feedbacks on Geography Programmes**

21. How would you rate the following aspects included in the programmes provided by the Geography Department at HKBU as either directly or indirectly relevant to your present/past employment? Please click on your appropriate choice.

	<i>Irrelevant</i>	<i>Somewhat useful</i>	<i>Slightly useful</i>	<i>Useful</i>	<i>Very useful</i>
Adoption of a Broad-Based Education approach	1 ○	2 ○	3 ○	4 ○	5 ○
Adoption of an environmental perspective	1 ○	2 ○	3 ○	4 ○	5 ○
Adoption of a spatial perspective	1 ○	2 ○	3 ○	4 ○	5 ○
Adoption of a global perspective	1 ○	2 ○	3 ○	4 ○	5 ○
Field camp and other fieldtrips Summer sojourn (for China Studies graduates only)	1 ○	2 ○	3 ○	4 ○	5 ○
Putonghua training (for China Studies graduates only)	1 ○	2 ○	3 ○	4 ○	5 ○
Learning of transferable skills (i.e. numeracy, literacy and communication)	1 ○	2 ○	3 ○	4 ○	5 ○

22. How would you rate the following specific subfields as either directly or indirectly relevant to your present/past employment?

	<i>Irrelevant</i>	<i>Somewhat relevant</i>	<i>Slightly useful</i>	<i>Useful</i>	<i>Very useful</i>
Physical and Environmental Geography	1 ○	2 ○	3 ○	4 ○	5 ○
Economic Geography	1 ○	2 ○	3 ○	4 ○	5 ○
GIS/Remote Sensing/ Spatial Analysis	1 ○	2 ○	3 ○	4 ○	5 ○
Quantitative Methods	1 ○	2 ○	3 ○	4 ○	5 ○
Cultural and Social Geography	1 ○	2 ○	3 ○	4 ○	5 ○
Urban Geography	1 ○	2 ○	3 ○	4 ○	5 ○
Transport Geography	1 ○	2 ○	3 ○	4 ○	5 ○
Energy Studies	1 ○	2 ○	3 ○	4 ○	5 ○
Geography of China and HK	1 ○	2 ○	3 ○	4 ○	5 ○

23. Generally speaking, geographic training received in HKBU has assisted me in my present employment (last employment for those who are not currently employed).

<i>Strongly disagree</i>	<i>Disagree</i>	<i>Slightly agree</i>	<i>Agree</i>	<i>Strongly agree</i>
1 ○	2 ○	3 ○	4 ○	5 ○

24. Generally speaking, geographic training received in HKBU would assist me in my future career advancement.

<i>Strongly disagree</i>	<i>Disagree</i>	<i>Slightly agree</i>	<i>Agree</i>	<i>Strongly agree</i>
1 ○	2 ○	3 ○	4 ○	5 ○

25. In retrospect, how would you evaluate the Geography Programmes in HKBU?

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26. Would you like to recommend the programmes to the others?

i)  Yes                      ii)  No                      iii)  No opinion

27. Please make some suggestions to improve the current programmes:

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\*\*\*\*\*END\*\*\*\*\*

THANK YOU VERY MUCH FOR YOUR COOPERATION!!



27 September 2006

Dear Alumni of HKBU Geography Department,

Survey of Alumni Employment

Alumni are an indispensable asset of the Department. For all these years we have been counting on your support. Your generous donations, for instance, have allowed us to set up a number of scholarships and the Geography Development Fund. The latter has been instrumental in maintaining and further developing our field-based teaching traditions. Your active involvements in homecoming activities and dinner gatherings have helped cultivate warmth and a sense of belonging among members of the Baptist University Geography Family.

To a significant extent the success of the Department is contingent upon the success of our alumni – our product, so to speak – in the job market and in career development. In fact graduate employability has become a major factor in the formula of funding allocation by the University Grants Committee. Information about the relevance of our course curricula is also important in programme development, particularly in light of immediate switching to a four-year undergraduate programme structure.

In order to have a better grasp of how well our graduates fare in the job market and to what extent the Geography curriculum at Baptist is of use in enhancing employability, the Department now conducts an employment survey of our alumni. For this we would like to seek your support once again. Mr Johnson Yeung, Demonstrator of the Department, is helping with analysing the data we collect. Please complete the questionnaire below and email (johnson@hkbu.edu.hk) or fax (3411-5990) it back to Johnson at your convenience. The information you provide will be treated in strict confidentiality. Only tabulated results showing macro compositions and trends will be released to the relevant authorities.

On behalf of the Department of Geography and Professor K K Wong, let me thank you in advance for spending your time in filling out the questionnaire.

Yours truly,

Si-ming Li  
Chair Professor

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