

# 20 20

# GRADUATION OUTCOMES

THE BUSCH SCHOOL OF BUSINESS



The Busch School of Business  
OFFICE OF CAREER DEVELOPMENT



*Data was collected through surveys and outreach by the Busch School of Business Office of Career Development, based on a 95% knowledge rate from the Class of 2020.*

# THE BUSCH SCHOOL OF BUSINESS

CLASS OF 2020 OVERVIEW

## 6 MAJORS

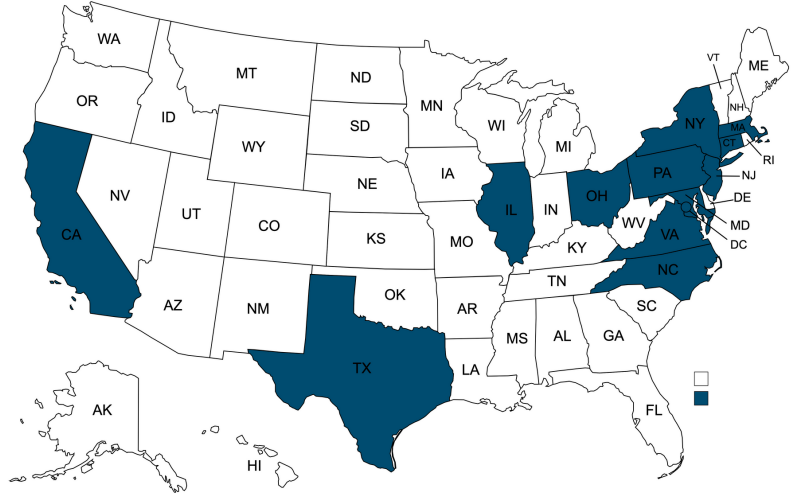
Accounting  
Economics  
Finance  
International Business  
Management  
Marketing

PLACEMENT  
RATE  
**94%**

Found Full-time Employment  
or enrolled in Graduate School  
within 6 months of graduation

AVERAGE  
**3.31**  
GPA

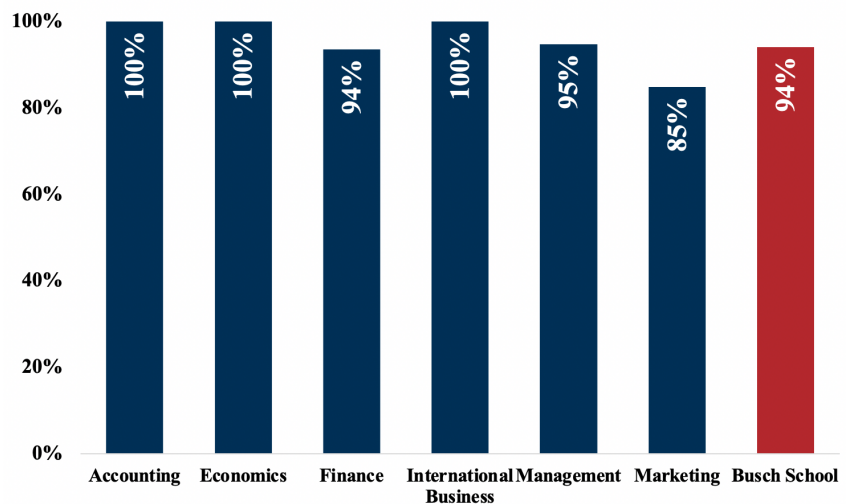
## LOCATIONS



## 13 STATES: 3 COUNTRIES

Graduates found full-time employment in  
the United States, Ireland, and Panama

Placement Rate by Major



MEDIAN  
SALARY **\$70K**

Reported salaries range from \$55,000 to  
\$96,000 a year.

# ACCOUNTING MAJORS

## 2020 GRADUATE OUTCOMES

**PLACEMENT**  
**100% RATE**

Found Full-time Employment  
or enrolled in Graduate School  
within 6 months

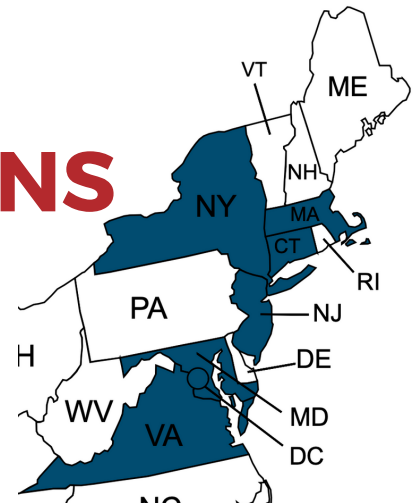


**AVERAGE**  
**GPA 3.52**

Accounting majors have the  
highest average GPA in the  
Business School

### TOP LOCATIONS

- DMV Area
- NY Metro Area
- New England



**60%** had a full-time job offer  
8 months before  
of students graduation

### TOP EMPLOYERS

**64%**

of graduates are  
employed by a "Big 4"  
Accounting Firm

**Deloitte.**



**EY**

**pwc**

**KPMG**



# ECONOMICS MAJORS

2020 GRADUATE OUTCOMES



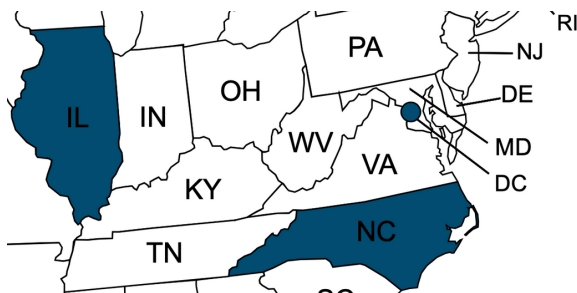
## PROGRAM INFO

To provide students with expertise in economic theory and its applications, students take advanced courses in:

- microeconomics
- macroeconomics
- statistics
- econometrics

## TOP LOCATIONS & TOP EMPLOYERS

- Washington, DC
- North Carolina
- Chicago



WINTRUST



**FULL-TIME**  
PLACEMENT  
**100%** RATE

**AVERAGE**  
**3.38**  
GPA

**75%**  
of graduates were  
**WOMEN**



# FINANCE MAJORS

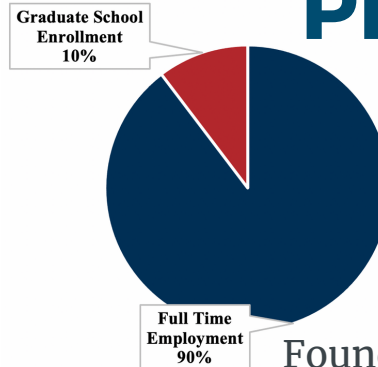
## 2020 GRADUATE OUTCOMES

### PROGRAM INFO

*The study of finance immerses students in the interconnected world of money, markets, capital, credit, banking, and the many ways that monetary and fiscal policies affect the well-being of people.*

### PLACEMENT RATE

94%



Found Full-time Employment or enrolled in Graduate School within 6 months

AVERAGE  
**3.33** GPA

### EMPLOYERS

**Bloomberg | BDO**  
 **Merrill Lynch**



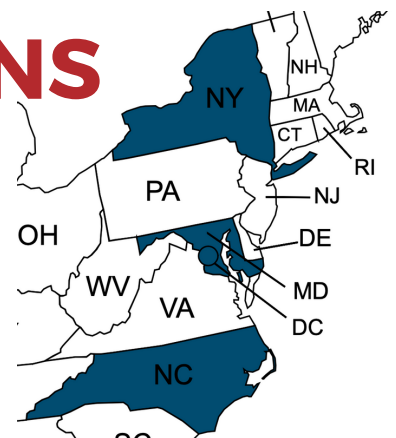
### CAREER PATHS

*Students studying Finance pursue various career paths after graduation, including:*

- financial analysis
- corporate finance
- banking
- wealth management

### TOP LOCATIONS

- Washington, DC
- New York
- North Carolina



# INTERNATIONAL BUSINESS MAJORS

2020 GRADUATE OUTCOMES



OVER  
**200**

Study abroad  
programs  
available to  
our students.

AVERAGE  
**3.13** GPA

## STUDENT DIVERSITY



**28.5%** Hispanic

**28.5%** Multiple Races

**43%** White

PLACEMENT  
**100%** RATE

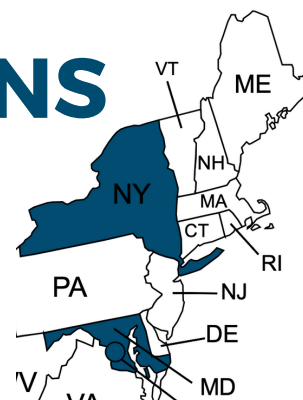
## TOP EMPLOYERS

**DLT**  
A TECH DATA COMPANY



## TOP LOCATIONS

- DMV Area
- NY Metro Area
- International



## PROGRAM REQUIREMENTS

All international business majors  
must complete:

- #1** Minor in a modern language      **#2** An overseas experience

# MANAGEMENT MAJORS

## 2020 GRADUATE OUTCOMES

### PROGRAM INFO

*This area focuses on the essential knowledge, skills, and attitudes required of leaders in a business. Management focuses on the allocation of resources and methods of decision-making within the enterprise to optimize value for stakeholders.*



**AVERAGE**  
**3.27** GPA

### EMPLOYERS

splunk > NetApp®

VARONIS

### SPECIALIZATIONS

Human Resource Management  
Not-for-Profit Management  
Operations Management  
Sports Management  
Technology Management  
Data Analytics for Business

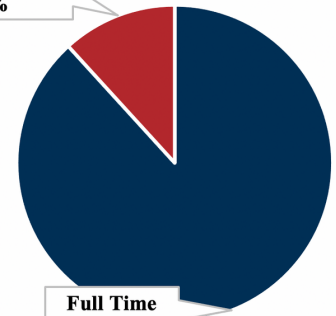
#### Placement Types of Placed Management Majors

**95%**

Found Full-time Employment or enrolled in Graduate School within 6 months

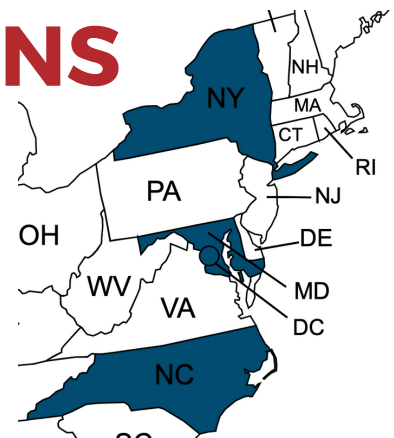
Graduate School Enrollment  
12%

Full Time Employment  
88%



### TOP LOCATIONS

- Washington, DC
- New York
- North Carolina





# MARKETING MAJORS

## 2020 GRADUATE OUTCOMES

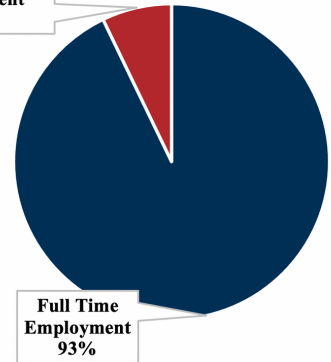


### Placement Types of Placed Marketing Majors

**85%**

Found Full-time Employment or enrolled in Graduate School within 6 months

Graduate School Enrollment  
7%



Full Time Employment  
93%

**AVERAGE**  
**3.25** GPA

**TOP EMPLOYERS**

**cvent**  
**Quest** BNY MELLON

**FUTURE**  
**GROWTH**

National surveys indicate that the salary growth rate for marketing graduates is the highest among all business disciplines.

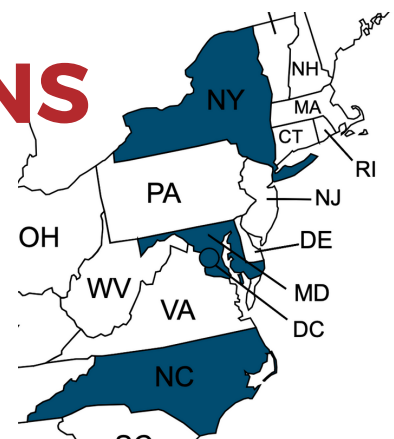
## CAREER PATHS

Popular career paths for recent graduates with marketing major include:

- marketing manager
- advertising account executive
- sales associate
- public relations specialist
- customer service representative
- project manager

## TOP LOCATIONS

- Washington, DC
- New York
- North Carolina



# THE SALES PROGRAM

## 2020 GRADUATE OUTCOMES

### PLACEMENT 100% RATE

Found Full-time Employment  
or enrolled in Graduate School  
within 6 months



AVERAGE  
**3.21** GPA

### CAREER PATHS

*Popular career paths for recent sales  
program graduates include:*

- Inside Sales Representative
- Sales Development Representative
- Sales Engineer

### PROGRAM INFO

*Through the sales program you will get the opportunity to:*

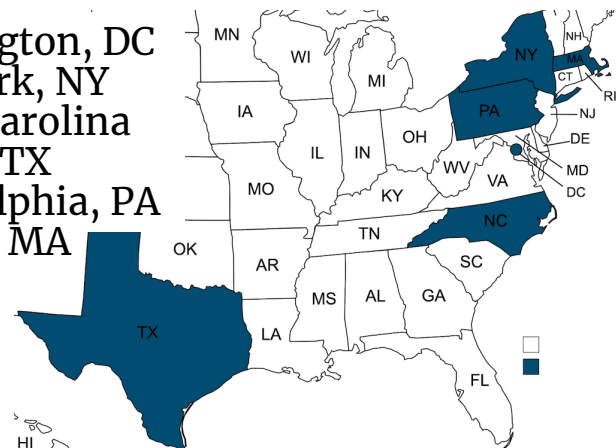
- Meet sales recruiters
- Gain sales professional mentors
- Attend Sales Industry Conferences, such as Palo Alto Ignite, Government Sales Summit By IMMIX and Splunk Public Sector

### AVERAGE SALARY

**\$72,000**

### TOP LOCATIONS

- Washington, DC
- New York, NY
- North Carolina
- Austin, TX
- Philadelphia, PA
- Boston, MA



### TOP EMPLOYERS



Clowder®  
Mobile engagement year-round

# ENTREPRENEURSHIP

## 2020 GRADUATE OUTCOMES

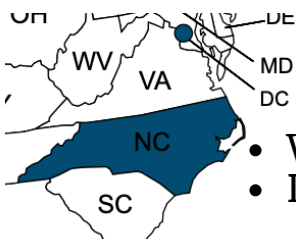
**PLACEMENT**  
**100%** **RATE**

Found Full-time Employment  
or enrolled in Graduate School  
within 6 months

**AVERAGE**  
**3.51** **GPA**

**AVERAGE**  
**\$70,000** **SALARY**

**TOP**  
**LOCATIONS**



- Washington, DC
- Durham, NC

## PROGRAM REQUIREMENTS

*The Entrepreneurship program consists of:*

1. Theory/history courses
2. The study of cases and observation of the practice with local D.C. entrepreneurs
3. The development of students' own entrepreneurial projects.

## TOP CAREER PATHS

- Sales Development Representative
- President/CEO
- Wealth Management Analyst



## TOP EMPLOYERS

