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Appendix: Employer List

Methodology

NACE STANDARDS
The Office of Career Development & Professional Engagement adheres to standards for first destination survey guidelines set by the National Association of Colleges and Employers (NACE). In addition to standard questions regarding post-graduation plans (e.g., employment data, graduate/professional school data), the survey collects applied learning data, next destination alignment with career goals, and university career influencers.

DATA COLLECTION
The online survey is distributed to William & Mary seniors graduating in August, January, or May of the current academic year. The survey is sent initially in February; then, it is sent monthly to non-respondents and re-sent to those who indicate their status as ‘job seeking’ or ‘applying to graduate/professional school.’

Other primary sources of data retrieval are the National Student Clearinghouse, initiatives with campus partners, and data mining via social media. Data collection closes each December following May graduation. All forms of data collection follow NACE protocols.

KNOWLEDGE RATE
Our knowledge rate is the percent of graduates for which the William & Mary Office of Career Development & Professional Engagement has reasonable and verifiable information concerning graduates’ post-graduation career outcomes. Information is retrieved directly from students/recent alumni, employers, campus partners, social media, and the National Student Clearinghouse. The Office of Career Development & Professional Engagement’s goal is the highest rate possible; the national average for Bachelor degrees is 57% according to NACE’s First Destinations Dashboard for the Class of 2022. Outcomes are reported on conferred graduates. Information is shared in aggregate and published annually in the Next Destination Survey Report and the Career Success Report.
Results

Class of 2022 BBA: Major 1 and Major 2
94% knowledge rate, n=225/239
Career outcomes rate: 96% (215/225) reported employment or attending graduate/professional school

Business Majors Next Destination

- 68% Full-time employment
- 28% Graduate/professional school
- 3% Job seeking
- 1% Part-time job
- <1% Other

61% (94/153) of those reporting full-time employment also reported salary information.

Mean salary: $76,926
Median salary: $76,000

Mean bonus: $14,768
Median bonus: $7,500

42% (65/153) of those reporting full-time employment also reported bonus information.
Top Employers

Employers with 2 or more undergraduate hires

- EY: 10
- J.P. Morgan: 8
- KPMG: 8
- Accenture Federal Services: 6
- PwC: 6
- Bank of America: 4
- Goldman Sachs: 4
- IBM: 4
- Deloitte: 3
- Grant Thornton LLP: 3
- UBS: 3
- Amazon: 2
- Booz Allen Hamilton: 2
- Capital One: 2
- CGI: 2
- Federal Reserve Bank: 2
- Fidelity Investments: 2
**Timing of Employment Offer Acceptance**

90% (140/155) knowledge rate for full-time and part-time employment

- **64%** BEFORE GRADUATION
- **30%** WITHIN 3 MONTHS
- **6%** MORE THAN 3 MONTHS

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**Employment Alignment with Career Goals**

99% (142/143) combined response for somewhat well and very well

- **71%** VERY WELL
- **<1%** NOT VERY WELL
- **29%** SOMEWHAT WELL
Employment Title or Rank

Employment titles occurring 2 or more times

- Analyst: 14
- Consultant: 7
- Investment Banking Analyst: 7
- Financial Analyst: 5
- Business Analyst: 4
- Advisory Associate: 3
- Associate: 3
- Associate Consultant: 3
- Audit Associate: 3
- Analytics Analyst: 2
- Business Development Associate: 2
- Marketing Assistant: 2
- Public Sector Advisory Associate: 2
- Securitization Associate: 2
- Staff: 2
- Strategy Analyst: 2
Top Applied Learning Sites

Sites hosting 2 or more W&M BBA students in applied learning roles

William & Mary: 38
Deloitte: 4
EY: 4
J.P. Morgan: 3
KPMG: 3
London School of Economics: 3
PwC: 3
Bank of America: 2
General Dynamics Information Technology: 2
Grant Thornton: 2
Long Point Capital: 2
Markel Corporation: 2
UBS: 2

Applied Learning Participation Frequency

66% (149/225) reported completing at least one applied learning experience prior to graduation

Number of Graduates vs. Number of Experiences
**Graduate/Professional Institutions**

28% (62/225) reported attending graduate/professional schools after receiving a Bachelor’s degree. 94% (58/62) disclosed the graduated/professional school they are to attend.

**Major Institutions:**
- William & Mary: 4
- University of Virginia: 2
- New York University: 2
- Tulane University: 1
- Cornell University: 1
- Florida State University: 1
- Fordham University: 1
- George Mason University: 1
- Georgetown University: 1
- Johns Hopkins University: 1
- Massachusetts Institute of Technology: 1
- Singapore Management University: 1
- St. John’s University: 1
- University of California Berkeley: 1
- University of Maryland: 1
- University of Michigan: 1
- University of Pennsylvania: 1
- University of South Carolina: 1

**Graduate/Professional Institutions:**

- 77 Virginia
- 4 International
- 21 D.C.
- 22 Unknown
- 6 Virtual/Remote

*203 locations representing the career outcomes rate (employment and graduate/professional school)
Accounting Major 1

Knowledge rate: 97% (30/31)

- **Employed or attending graduate school**: 100% (30/30)
- **Average starting salary**: $78,286
- **Average bonus**: $6,875
- **Working full time**: 13/30 (43.3%)
- **Attending graduate school**: 17/30 (56.7%)

**TOP EMPLOYERS**

- Data for Accounting Major 1 revealed 8 unique employers
- Those hiring 2 or more members of the graduating class were:
  - PwC
  - KPMG

**Location**

- **Northeast**: 4
- **Southwest**: 1
- **Mid-Atlantic**: 20
- **Southeast**: 1
- **Virginia**: 15
- **D.C.**: 5
- **Unknown**: 3
Business Analytics Major 1

Knowledge rate: 95% (61/64)
Includes BADS and BASC

97% (59/61)
Employed or attending graduate school

$74,119
Average starting salary

$8,119
Average bonus

37/61 (60.7%)
working full time

22/61 (36.1%)
attending graduate school

2/61 (3.3%)
job seeking

Data for Business Analytics Major 1 revealed 25 unique employers. Those hiring 2 or more members of the graduating class were:

- Accenture
- KPMG
- EY
- IBM
- CGI
- 31 in Virginia
- 1 international
- 3 in D.C.
- 4 Unknown
- 3 Virtual/Remote
Finance Major 1

Knowledge rate: 93% (79/85)

- **Employed or attending graduate school**: 97% (77/79)
  - 60/79 (75.9%) working full time
  - 17/79 (22.5%) attending graduate school
  - 2/79 (2.5%) job seeking

- **Average starting salary**: $82,775
- **Average bonus**: $21,234

**TOP EMPLOYERS**

Data for Finance Major 1 revealed 42 unique employers. Those hiring 2 or more members of the graduating class were:

- JPMorgan Chase
- Bank of America
- Goldman Sachs
- KPMG
- EY
- Grant Thornton
- UBS

**Geographical Distribution**

- **Northeast**: 28 members
  - 19 in Virginia
  - 2 international
  - 8 in D.C.
  - 5 unknown
- **Mid-Atlantic**: 29 members
- **Southwest**: 3 members
- **Mid-West**: 2 members
- **Southeast**: 10 members
Marketing Major 1

Knowledge rate: 93% (40/43)

- Employed or attending graduate school: 93% (37/40)
- Average starting salary: $66,308
- Average bonus: $6,143
- Working full time: 33/40 (82.5%)
- Attending graduate school: 2/40 (5.0%)
- Job-seeking: 3/40 (7.5%)
- Working part time: 2/40 (5.0%)

Top Employers:
- Featured employers are: Amazon, Deloitte, Epic Notion, Journey, Netflix

Data for Marketing Major 1 revealed 31 unique employers.

Geographical Distribution:
- 10 in Virginia
- 1 international
- 2 in D.C.
- 9 unknown
- 3 virtual/remote
- 12 in Northeast
- 12 in Mid-Atlantic
- 5 in Southeast
- 1 in West
Business Major 2

Knowledge rate: 94% (15/16)
Includes ACT, BADS, FIN, and MKT

93% (14/15)
Employed or attending graduate school

10/15 (66.7%) working full time
4/15 (26.7%) attending graduate school

1/15 (6.7%) other

$72,863
Average starting salary

$17,000
Average bonus

Data for Business Major 2 revealed 10 unique employers.
Featured employers are:

Top Employers

- AlphaSights
- TRG
- The Reis Group

Location:

1 WEST
5 NORTH EAST
7 MID-ATLANTIC
3 D.C.
2 VIRGINIA
1 UNKNOWN

1 SOUTHEAST
Employers

97 Unique Employers
16 Top Employers

2nd Order Solutions
Accenture Federal Services
AlphaSights
Amazon
AmeriCorps, Wisconsin Association of Free and Charitable Clinics
Amsive Digital
Bank of America
BDO
Berkeley Research Group
Boeing
Booz Allen Hamilton
CA Human Services
Capgemini Invent
Capital One
CGI
Charles River Associates
Cienda Partners
Citi
Composed Marketing
Comscore, Inc.
Credit Suisse
CrossVue
Deloitte
Dominion Energy
Dudley Stephens
Epic Notion
Experimental Film Virginia
EY
Federal Reserve Bank of New York
Federal Reserve Bank of Richmond
Fidelity Investments
FiscalNote
Ford Motor Company
Gaozhang Capital
GeistM
Genworth Financial
Giant Spoon
Goldman Sachs
Grant Thornton LLP
Guidehouse
HKA
Houlihan Lokey
IBM
IBDS
J.P. Morgan
Jefferies
JLL
Journe Agency
KCIC
Keppler Speakers
KPMG
Kyndryl
Lancium
Leidos
Lewis Media Partners
Lobster Maine-ia
Lord Abbett
Macy’s
Marcum
Markel
McChrystal Group
McKinsey & Company
Microstrategy
Morning Consult
MUFG
Netflix
NRC Globe
OMNICOMMANDER
Pacific Western Bank
Perella Weinberg Partners
Performance Trust Capital Partners
Precision Strategies
PT Fristindo Jaya Tehnik
PwC
Qualtrics
RBC
Red Ventures
RWE
Ryan BTS
Sauceda Properties LLC
SPARKS Consulting Group
Steptoe & Johnson LLP
Summit Human Capital
The Hub Project
The Reis Group
The Walt Disney Company
Tuckernuck
Tuscany Strategy Consulting
UBS
US House of Representatives
VaynerMedia
Weinstein Properties
Wells Fargo
Woodberry Forest School
Wunderkind
YMCA of the Virginia Peninsulas
Ziegler Investment Bank

WILLIAM & MARY
Career Development & Professional Engagement
180 Stadium Drive
Williamsburg, VA 23185
career@wm.edu
www.wm.edu/career
757-221-3231

Facebook: /WMCareerCenter
Twitter: @wmcareer
Instagram: @cohencareercenter