OUTCOMES REPORT
Undergraduate Business | Class of 2021
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 primary 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 58% according to NACE’s First Destinations Dashboard for the Class of 2020, published in 2021. 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 2021 BBA: Major 1 and Major 2
91% knowledge rate, n=172/190
Career outcomes rate: 95% (164/172) reported employment or attending graduate/professional school

Business Majors Next Destination

68%
FULL-TIME EMPLOYMENT

1%
PART-TIME JOB

26%
GRADUATE/ PROFESSIONAL SCHOOL

1%
OTHER
*Neither job seeking, attending graduate/professional school, or employed

2%
JOB SEEKING

2%
APPLYING TO GRADUATE/ PROFESSIONAL SCHOOL

Salary/Bonus

51% (60/117) of those reporting full-time employment also reported salary information.

Mean salary
$69,363

Median salary
$70,000

Mean bonus
$10,284

Median bonus
$5,000

38% (45/117) of those reporting full-time employment also reported bonus information.
Top Employers

Employers with 2 or more undergraduate hires

- EY: 7
- Accenture: 4
- Deloitte: 4
- Grant Thornton International: 4
- Accenture Federal Services: 3
- JPMorgan Chase & Co: 3
- KPMG: 3
- MUFG: 3
- PwC: 3
- Citi: 2
- Fidelity Investments: 2
- Freddie Mac: 2
- GrayCo Inc.: 2
- Guidehouse: 2
- Harris Williams: 2
- Raymond James: 2
Timing of Employment Offer Acceptance

94% (112/119) knowledge rate for full-time and part-time employment

- 55% BEFORE GRADUATION
- 31% WITHIN 3 MONTHS
- 8% MORE THAN 3 MONTHS

Employment Alignment with Career Goals

97% (62/64) combined response for somewhat well and very well

- 72% VERY WELL
- 25% SOMEWHAT WELL
- 3% NOT VERY WELL
Employment Title or Rank

Employment titles occurring 2 or more times

- Analyst: 10
- Investment Banking Analyst: 5
- Business Analyst: 4
- Consultant: 4
- Financial Analyst: 4
- Associate: 3
- Associate Consultant: 2
- Management Consulting Analyst: 2
- Research Associate: 2
- Securitization Associate: 2
Top Applied Learning Sites
Sites hosting 2 or more W&M BBA students in applied learning roles

- William & Mary: 4
- Agency 1693: 4
- PwC: 3
- Allianz Partners: 2
- EY: 2
- JPMorgan Chase & Co: 2
- KPMG: 2
- MUFG: 2

Applied Learning Frequency
66% (114/172) reported completing at least one applied learning experience prior to graduation

- 1: 20
- 2: 38
- 3: 25
- 4: 31
Graduate/Professional Institutions

26% (44/172) reported attending graduate/professional schools after receiving a Bachelor's degree

- William & Mary: 29
- Columbia University: 1
- Duke University: 1
- Harvard University: 1
- New York University: 1
- Northwestern University: 1
- Purdue University: 1
- University of Louisville: 1
- University of Michigan: 1
- University of North Carolina at Chapel Hill: 1
- University of Notre Dame: 1
- University of Pennsylvania: 1
- University of Virginia: 1
- Vanderbilt University: 1
- Western Michigan University: 1
- Yale University: 1

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

Knowledge rate: 81% (17/21)

100% (17/17)
Employed or attending graduate school

$56,800
Average starting salary

$1,000
Average bonus

8/17 (47%)
working full time

9/17 (53%)
attending graduate school

TOP EMPLOYERS
Data for Accounting Major 1 revealed 3 unique employers. Those hiring 2 or more members of the graduating class were:

Deloitte
EY
Business Analytics Major 1

Knowledge rate: 94% (33/35)
Includes BADS and BASC

- 94% (31/33) Employed or attending graduate school
  - 20/33 (61%) working full time
  - 1/33 (3%) job seeking
  - 11/33 (33%) attending graduate school
  - 1/33 (3%) applying to graduate school

- $68,100 Average starting salary
- $4,850 Average bonus

TOP EMPLOYERS

Data for Business Analytics Major 1 revealed 12 unique employers. Those hiring 2 or more members of the graduating class were:

- Accenture
- Deloitte
- Grant Thornton

Location Map:

- NORTHEAST: 3
- MID-ATLANTIC: 26
- SOUTHEAST: 2

- VIRGINIA: 20
- D.C.: 4
Finance Major 1

Knowledge rate: 95% (84/88)

- Employed or attending graduate school: 95% (80/84)
- Working full time: 62/84 (74%)
- Attending graduate school: 16/84 (19%)
- Working part-time: 2/84 (2.3%)
- Job seeking: 2/84 (2.3%)
- Applying to graduate school: 2/84 (2.3%)
- Working part-time: 2/84 (2.3%)

Average starting salary: $74,259
Average bonus: $13,796

TOP EMPLOYERS
Data for Finance Major 1 revealed 37 unique employers. Those hiring 2 or more members of the graduating class were:

- accenture
- Citi
- EY
- FreddieMac
- GrayCo
- Guidehouse
- HarrisWilliams
- JPMorganChase
- KPMG
- MUFG
- PwC
- RaymondJames

Employment by Region:
- Northwestern (1)
- Northwest (3)
- Northeast (31)
- Southeast (11)
- Mid-Atlantic (47)
- Mid-West (3)
- International (2)
- D.C. (1)

Employment by Employer:

- West (1)
- Midwest (3)
- Southeast (3)
- Mid-Atlantic (24)
- Northeast (24)
- International (2)

Employment by Industry:

- 31 Virginia
- 11 D.C.
Marketing Major 1
Knowledge rate: 88% (29/33)

- 93% (27/29) Employed or attending graduate school
- $48,286 Average starting salary
- $6,920 Average bonus

- 23/29 (79%) working full time
- 4/29 (14%) attending graduate school
- 1/29 (3.5%) job-seeking
- 1/29 (3.5%) other

Data for Marketing Major 1 revealed 23 unique employers. Featured employers are:

- Amazon
- Gallup

TOP EMPLOYERS

- SOUTHEAST
- MID-ATLANTIC
- MID-WEST
- NORTHEAST

Regions:
- 5 VIRGINIA
- 4 D.C.
- 2 VIRTUAL/REMOTE

Map showing distribution of employers across regions.
Business Major 2

Knowledge rate: 69% (9/13) Includes FiN, BADS, and BASC

100% (9/9) Employed or attending graduate school

Data for Business Analytics Major 2 revealed 4 unique employers.

Featured employers are:

$83,500 Average starting salary

$6,667 Average bonus

4/9 (44%) working full time
5/9 (56%) attending graduate school

TOP EMPLOYERS

MID-ATLANTIC

NORTHEAST

SOUTHEAST

MID-WEST

5 VIRGINIA

6 MID-ATLANTIC

1 D.C.

1 SOUTHEAST
### Employers

#### 63 Unique Employers

#### 19 Top Employers

<table>
<thead>
<tr>
<th>3Q Digital</th>
<th>Citi</th>
<th>Goldman Sachs</th>
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<tr>
<td>Accenture</td>
<td>ClearCompany</td>
<td>Google</td>
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<td>Accenture Federal Services</td>
<td>Code42</td>
<td>Grant Thornton International</td>
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<td>Aldrich Capital Partners (Growth Equity)</td>
<td>Connelly Partners</td>
<td>GrayCo Inc.</td>
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<td>Amazon</td>
<td>Creative Systems &amp; Consulting</td>
<td>Guidehouse</td>
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<td>Ankura (Economic Consulting)</td>
<td>CVP</td>
<td>Harris Williams</td>
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<td>Appcast, Inc.</td>
<td>Deloitte</td>
<td>Horizon Media</td>
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<td>Bacardi</td>
<td>dlr l marketing, inc.</td>
<td>Huntington Ingalls Industries</td>
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<td>Bank of America</td>
<td>Epic Systems</td>
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<td>Bozzuto</td>
<td>Evercore ISI Research</td>
<td>ING Bank</td>
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<td>Bramnick, Rodriguez, Grabas, Arnold &amp; Managan</td>
<td>ExecOnline, Inc.</td>
<td>Innisfree M&amp;A Inc.</td>
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<td>BTG Pactual</td>
<td>EY</td>
<td>Integrity 9 Sports &amp; Entertainment</td>
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<td>Cambridge Associates</td>
<td>Fidelity Investments</td>
<td>JPMorgan Chase &amp; Co</td>
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<td>Campus Apartments</td>
<td>Fluent, Inc.</td>
<td>Kepler</td>
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<td>CGI Inc.</td>
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<td>Cherry Bekaert</td>
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<td>Leidos</td>
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<td>Georgetown Law - CriminalDefense &amp; Prisoner Advocacy Clinic</td>
<td>Manhattan Theatre Club</td>
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