



**WILLIAM
& MARY**
CHARTERED 1693

**OFFICE OF CAREER DEVELOPMENT
& PROFESSIONAL ENGAGEMENT**

OUTCOMES REPORT

Undergraduate Business | Class of 2022



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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*.

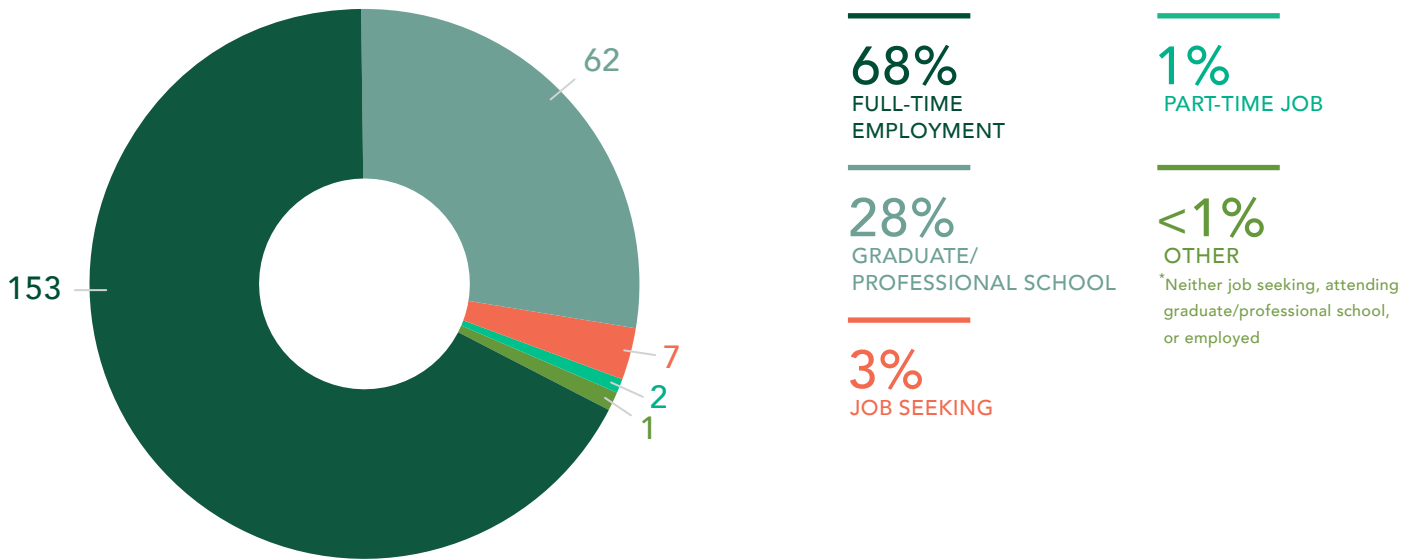
Results

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



Salary/Bonus

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

Mean salary
\$76,926

Median salary
\$76,000



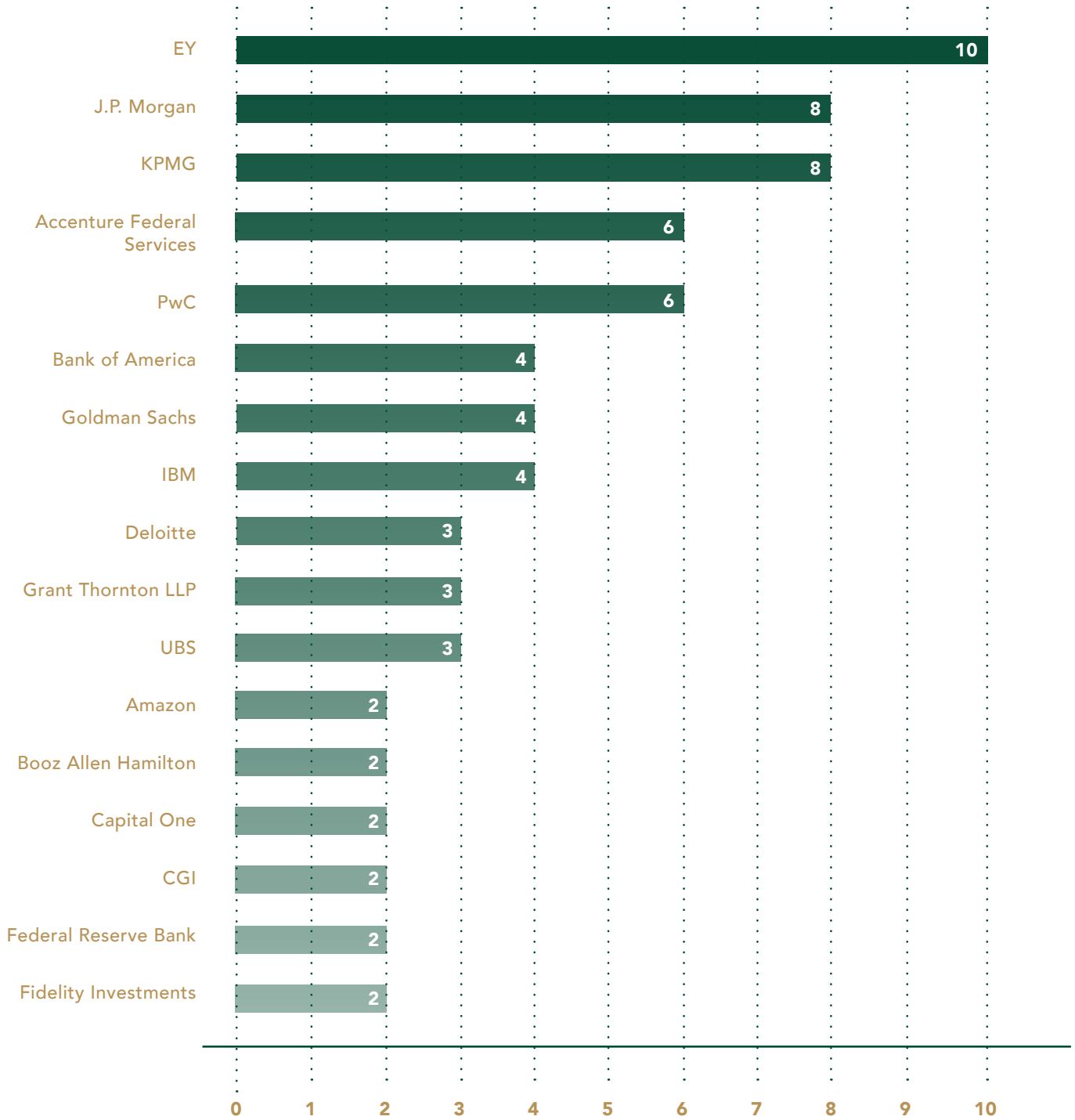
Mean bonus
\$14,768

Median bonus
\$7,500

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

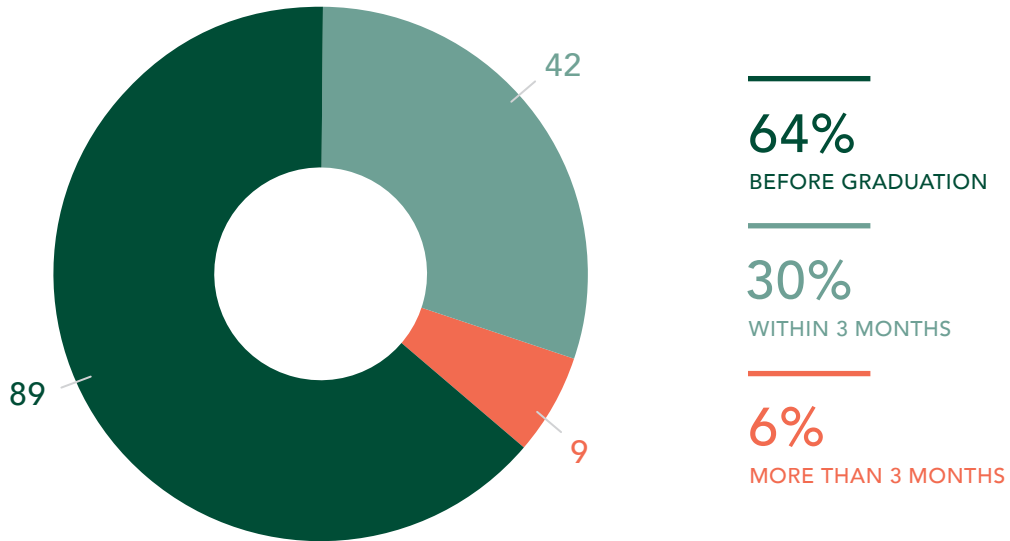
Top Employers

Employers with 2 or more undergraduate hires



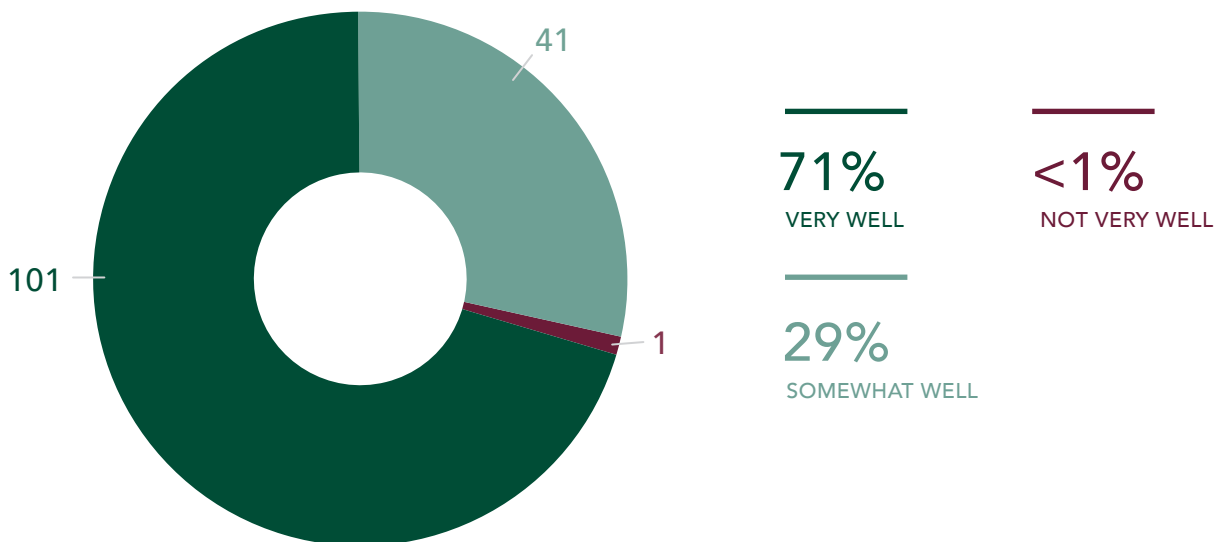
Timing of Employment Offer Acceptance

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



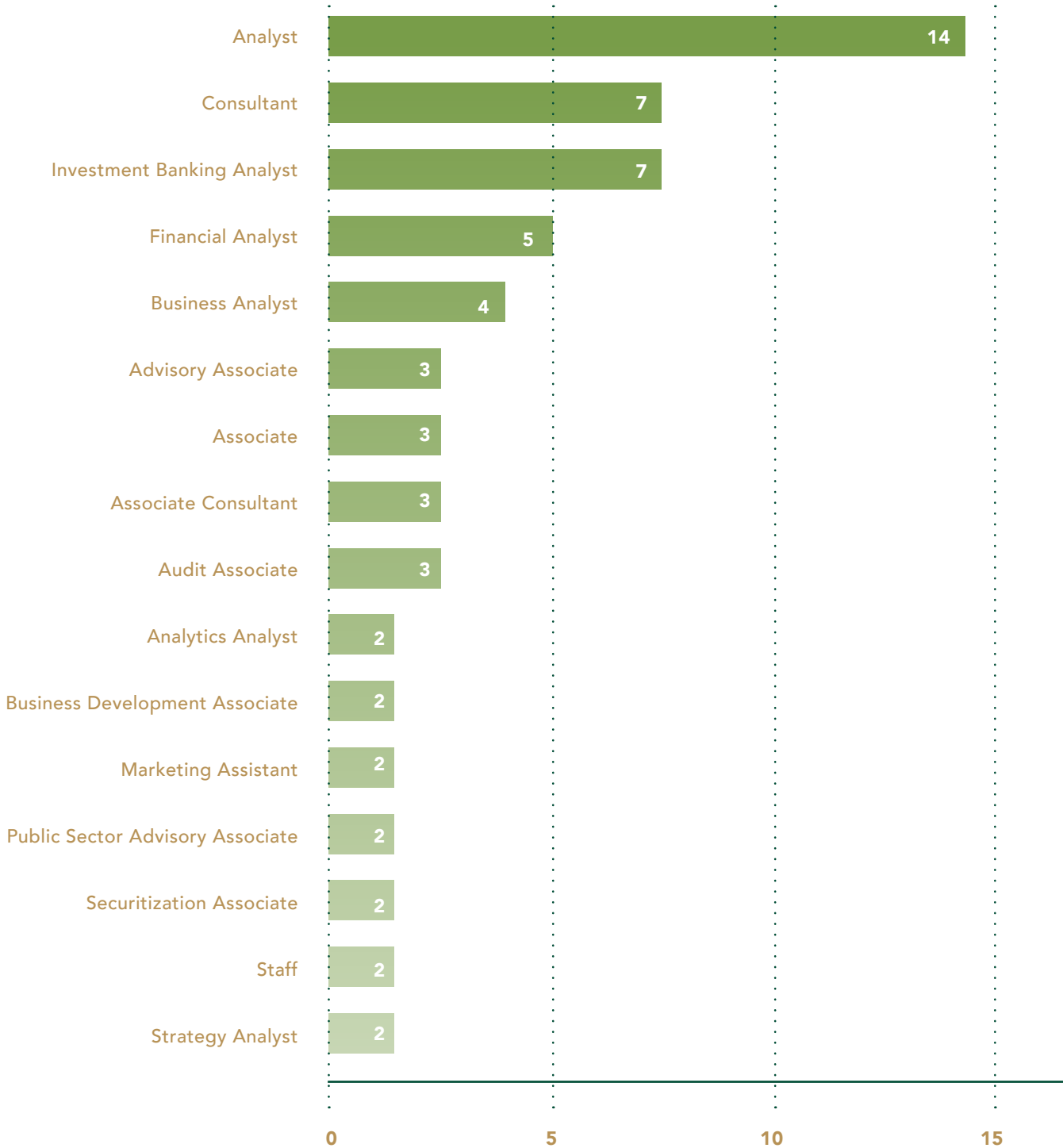
Employment Alignment with Career Goals

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



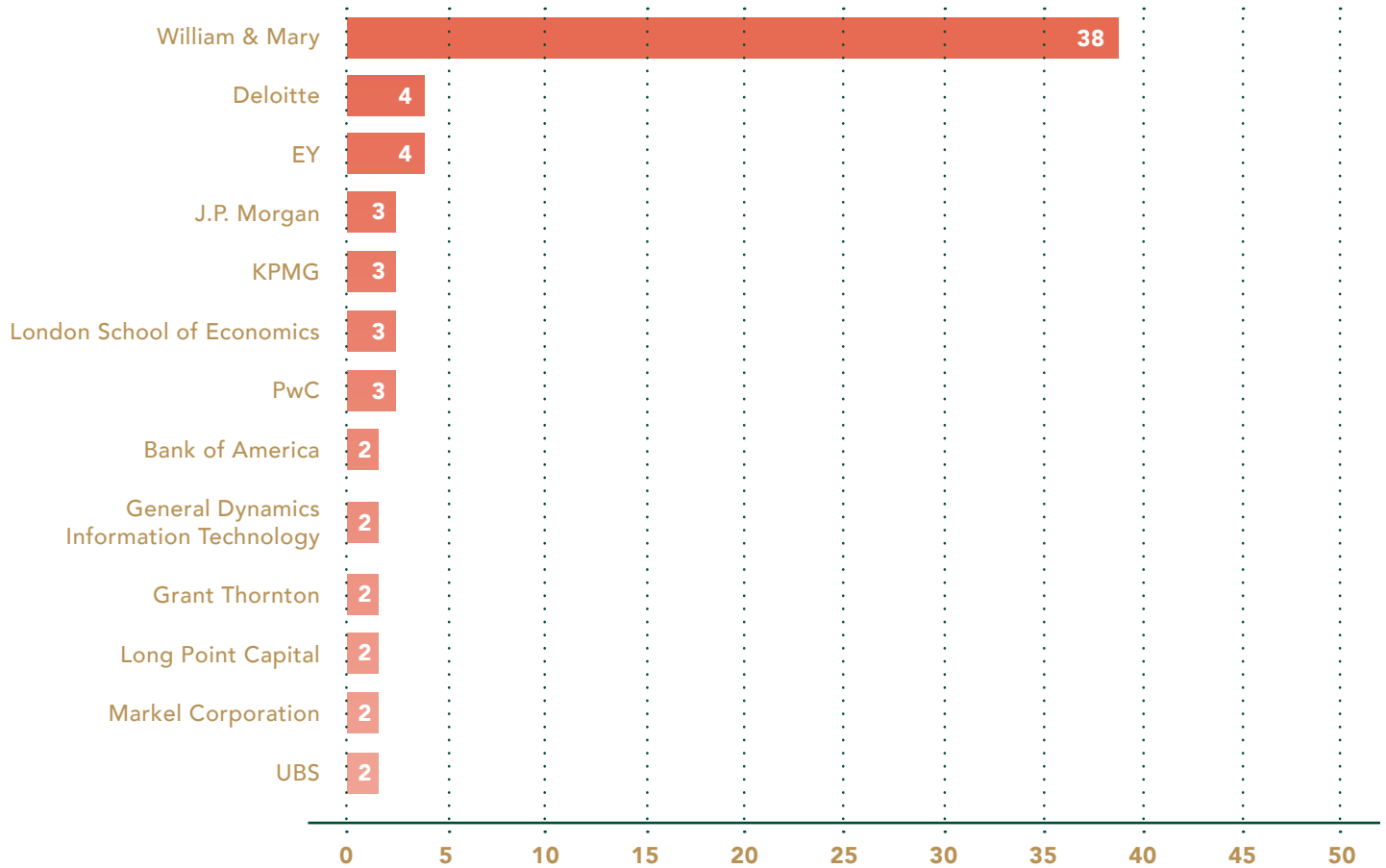
Employment Title or Rank

Employment titles occurring 2 or more times



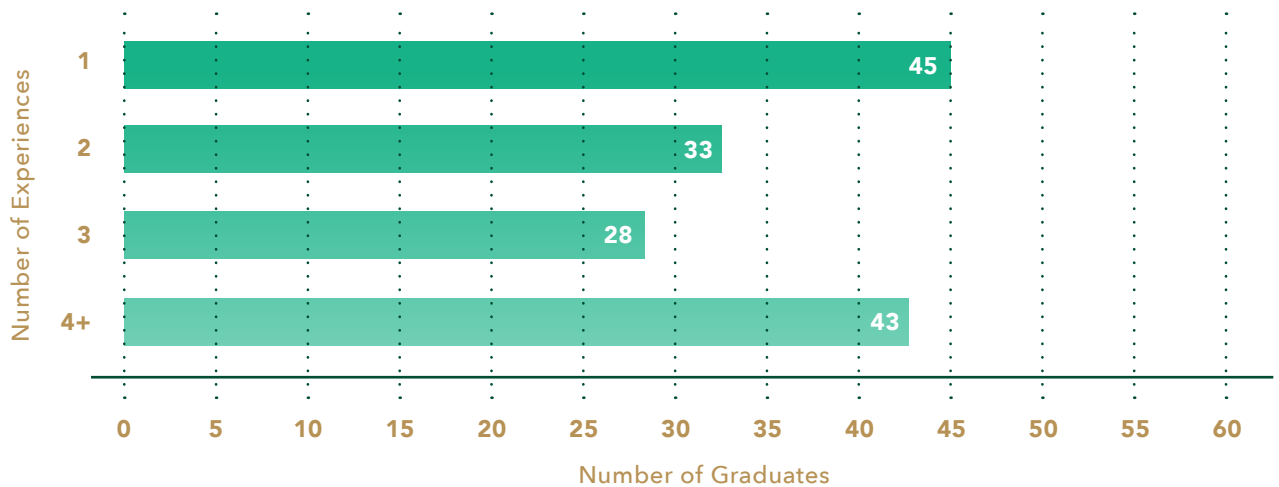
Top Applied Learning Sites

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



Applied Learning Participation Frequency

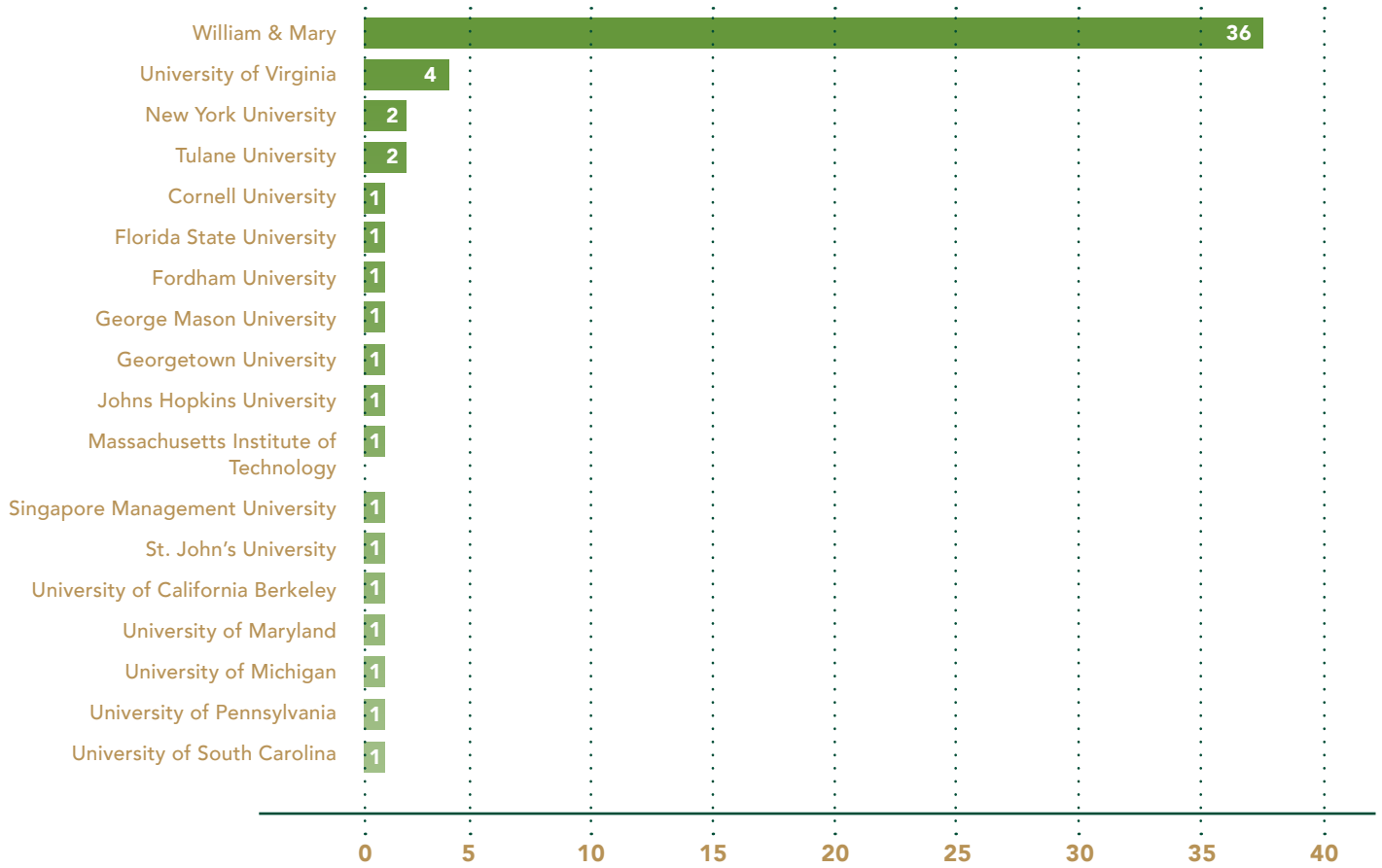
66% (149/225) reported completing at least one applied learning experience prior to graduation



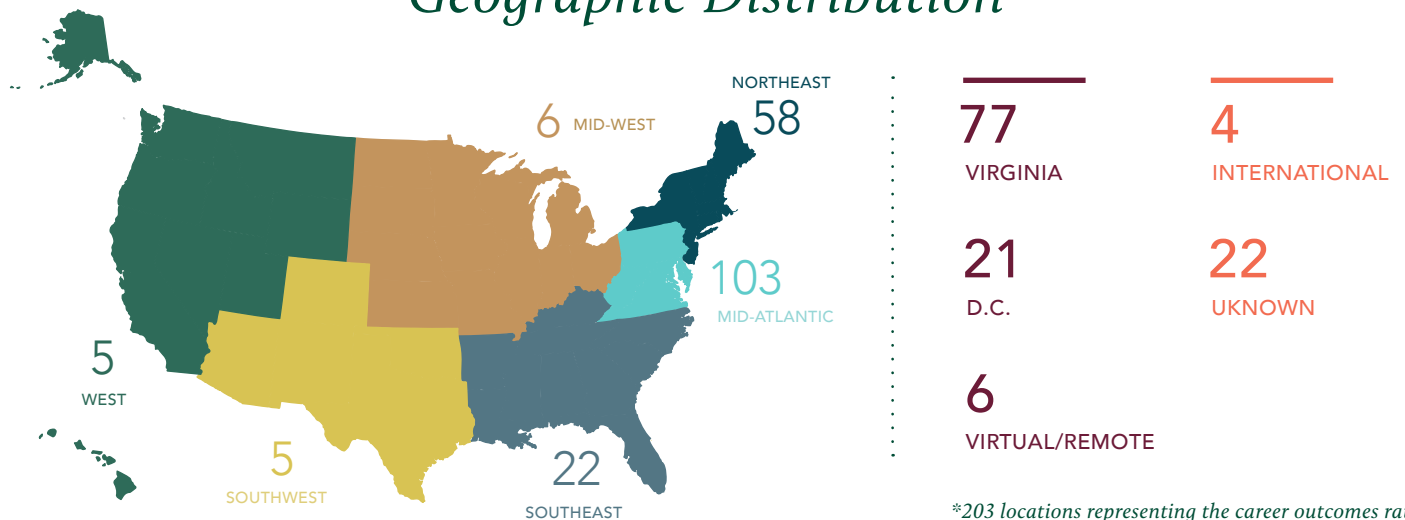
Graduate/Professional Institutions

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



Geographic Distribution



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

Accounting Major 1

Knowledge rate: 97% (30/31)



100% (30/30)

Employed or attending graduate school



\$78,286

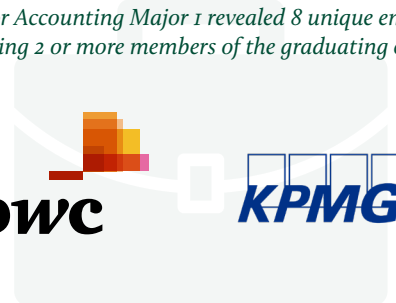
Average starting salary

\$6,875

Average bonus

TOP EMPLOYERS

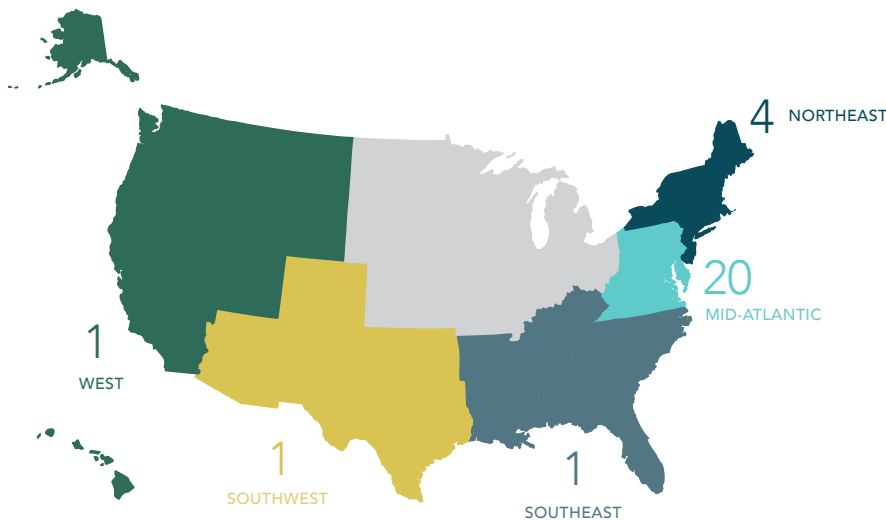
Data for Accounting Major 1 revealed 8 unique employers
Those hiring 2 or more members of the graduating class were:



13/30 (43.3%)
working full time



17/30 (56.7%)
attending graduate school



15
VIRGINIA

3
UNKNOWN

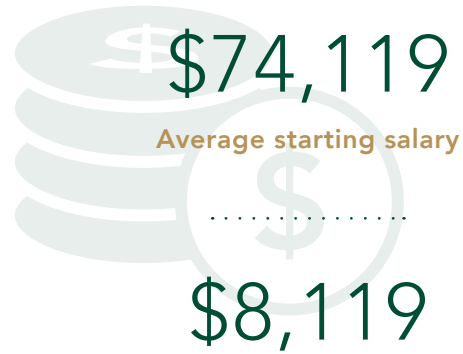
5
D.C.

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

TOP EMPLOYERS

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

accenture

KPMG

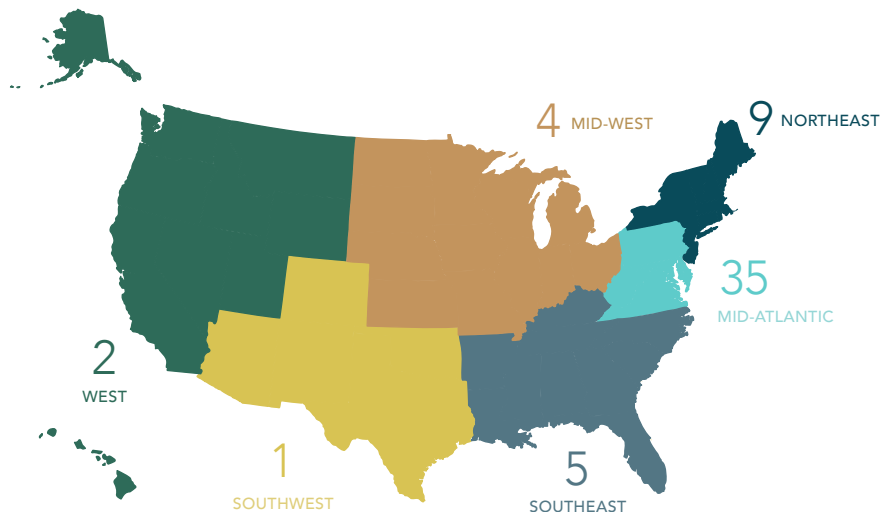
EY

IBM

CGI



2/61 (3.3%)
job seeking



31
VIRGINIA

3
D.C.

3
VIRTUAL/REMOTE

1
INTERNATIONAL

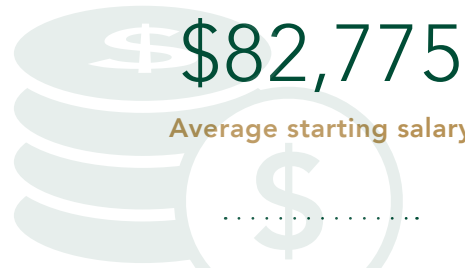
4
UNKNOWN

Finance Major 1

Knowledge rate: 93% (79/85)



97% (77/79)
Employed or attending graduate school



\$82,775
Average starting salary

\$21,234
Average bonus



60/79 (75.9%)
working full time



17/79 (22.5%)
attending graduate school



2/79 (2.5%)
job seeking

TOP EMPLOYERS

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

JPMorganChase

BANK OF AMERICA

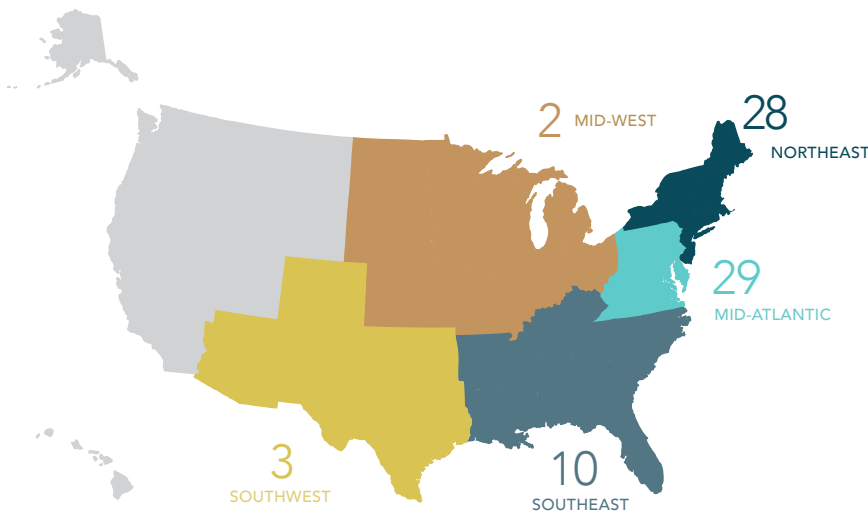
EY

Goldman Sachs

KPMG

Grant Thornton

UBS



19

VIRGINIA

8

D.C.

2

INTERNATIONAL

5

UNKNOWN

Marketing Major 1

Knowledge rate: 93% (40/43)



93% (37/40)

Employed or attending graduate school



\$66,308

Average starting salary

\$6,143

Average bonus

TOP EMPLOYERS

Data for Marketing Major 1 revealed 31 unique employers.
Featured employers are:



33/40 (82.5%)
working full time



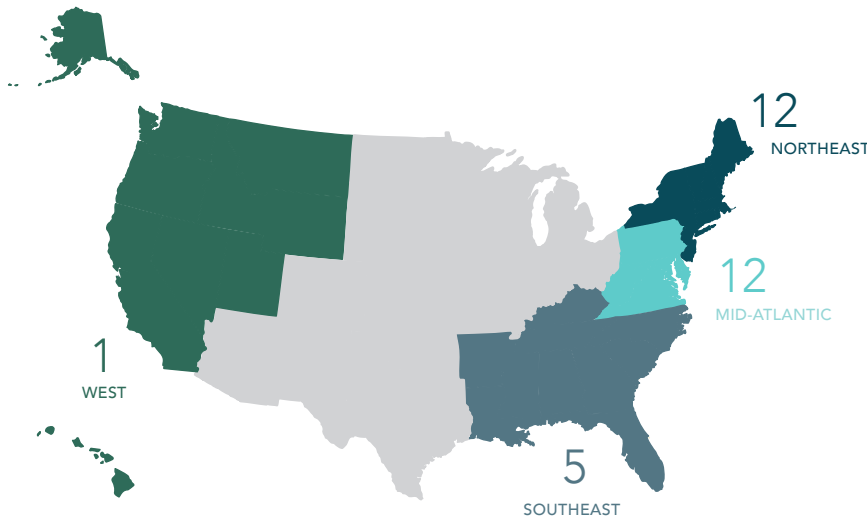
2/40 (5.0%)
attending graduate school



3/40 (7.5%)
job-seeking



2/40 (5.0%)
working part time



10

VIRGINIA

1

INTERNATIONAL

2

D.C.

9

UNKNOWN

3

VIRTUAL/REMOTE

Business Major 2

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



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



\$17,000
Average bonus

TOP EMPLOYERS

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



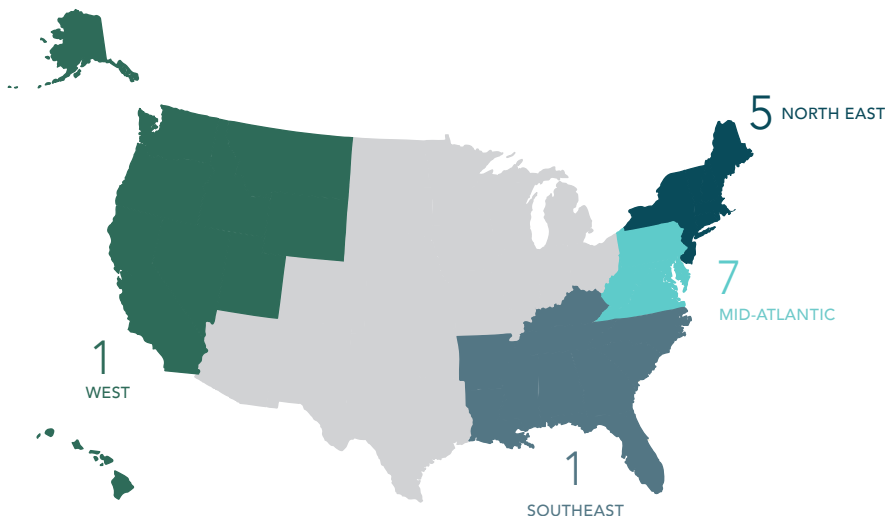
10/15 (66.7%)
working full time



4/15 (26.7%)
attending graduate school



1/15 (6.7%)
other



2
VIRGINIA

1
UNKNOWN

3
D.C.

Employers

97 Unique Employers

16 Top Employers

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