



First Destination Career Outcomes Report Class of 2023

College of Business

Prepared by JMU University Career Center, April 2024



Part 1: Data on Bachelor's Degree Recipients

Major	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Accounting	74	89.2%	40.9%	59.1%	0.0%	0.0%
Business Management	129	80.6%	92.3%	2.9%	2.9%	1.9%
Computer Info Systems	142	79.6%	94.7%	0.9%	4.4%	0.0%
Economics	63	77.8%	89.8%	8.2%	2.0%	0.0%
Finance	127	82.7%	93.3%	4.8%	1.9%	0.0%
Hospitality Management	83	79.5%	98.5%	1.5%	0.0%	0.0%
International Business	34	79.4%	92.6%	0.0%	3.7%	3.7%
Marketing	170	82.9%	96.5%	0.0%	3.5%	0.0%
Quantitative Finance	8	100.0%	75.0%	25.0%	0.0%	0.0%
Sport & Rec Management	155	82.6%	75.8%	19.6%	2.3%	2.3%
Business	985	81.9%	86.9%	9.9%	2.5%	0.7%

COB Highlights	Highest	Lowest	Largest: Marketing (170)
Knowledge Rate	100.0%, Quantitative Finance (8)	77.8%, Economics (63)	82.9%
Employed	98.5%, Hospitality Management (83)	40.9%, Accounting (74)	96.5%
Continuing Education	59.1%, Accounting (74)	00.0%, International Business (34) and 00.0%, Marketing (170)	0.0%

Relative to other Colleges (based on primary major)	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Arts and Letters	874	75.3%	77.2%	16.6%	5.6%	0.6%
Health & Behavioral Studies	1337	75.2%	64.4%	32.2%	2.8%	0.6%
Integrated Science & Engineering	412	82.0%	81.3%	9.5%	8.6%	0.6%
Business	985	81.9%	86.9%	9.9%	2.5%	0.7%
Education	269	74.3%	77.5%	19.5%	2.5%	0.5%
Science & Math	277	68.6%	62.6%	33.2%	3.7%	0.5%
Visual & Performing Arts	242	62.0%	71.3%	18.7%	8.0%	2.0%
University Studies	38	78.9%	26.7%	73.3%	0.0%	0.0%
JMU Undergraduate Overall	4434	76.2%	74.6%	20.6%	4.1%	0.7%

Part 2: Data on Advanced Degree Recipients

Major	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Accounting	41	80.5%	97.0%	3.0%	0.0%	0.0%
Business Administration	80	72.5%	96.6%	0.0%	1.7%	1.7%
Sport and Rec Leadership	29	69.0%	80.0%	20.0%	0.0%	0.0%
Strategic Ldrshp Studies	4	75.0%	100.0%	0.0%	0.0%	0.0%
Business	154	74.0%	93.8%	4.4%	0.9%	0.9%

Relative to other Colleges (based on primary major)	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Arts and Letters	62	79.0%	83.6%	8.2%	8.2%	0.0%
Health & Behavioral Studies	231	64.1%	92.5%	6.1%	0.7%	0.7%
Integrated Science & Engineering	5	80.0%	100.0%	0.0%	0.0%	0.0%
Business	154	74.0%	93.8%	4.4%	0.9%	0.9%
Education	261	52.1%	94.2%	0.7%	4.4%	0.7%
Science & Math	21	85.7%	88.9%	11.1%	0.0%	0.0%
Visual & Performing Arts	17	41.2%	42.8%	28.6%	28.6%	0.0%
JMU Graduate Overall	751	63.4%	91.6%	4.8%	3.0%	0.6%

Part 3: Executive Summary

Guided by National Association of Colleges and Employers (NACE) standards, the University Career Center (UCC) compiles data on the post-graduation pursuits of JMU graduates. For the Class of 2023, the UCC collected data on 76.2% of bachelor's-degree recipients and 63.4% of advanced-degree recipients.

Of bachelor's-degree recipients in the Class of 2023, 95.2% achieved a career outcome. 74.6% of these graduates went to work, while 20.6% continued their education. For those without a career outcome, 4.1% were still seeking employment or education, and the remaining 0.7% were not engaged or not seeking. The most popular areas for work included Virginia, Washington, D.C., Maryland, and New York. Of those graduates working in Virginia, 43.4% were working in Northern Virginia, 25.7% were in Central Virginia, and 20.3% were working in the Shenandoah Valley. Health professions, education, business/management, psychology and public administration were the most popular pursuits in continuing education programs.

For advanced-degree recipients in the Class of 2023, 96.4% achieved a career outcome. Of these, 91.6% were working and 4.8% were pursuing additional education. Of the 3.6% without a career outcome, 3.0% were still seeking and the remaining 0.6% were not engaged or not seeking. Virginia, North Carolina and Washington, D.C., were the most popular areas for advanced-degree recipients to work. Of those working in Virginia, 32.2% worked in the Shenandoah Valley, 29.6% worked in Northern Virginia and 25.2% worked in Central Virginia.

The full career outcome report is available at www.jmu.edu/career.