



National awards and recognitions



Best paper award

■ A paper by Assistant Professor of Finance, Xu Niu, and two co-authors was cited as the best on the topic of pedagogy at the annual meeting of the Financial Education Association. They said that proactively incorporating ChatGPT, an artificial intelligence chatbot, into the instructional model for a financial data science course solved long-standing challenges by shifting the focus of the course from tedious coding back to real-world applications of financial data.



Founder of largest network of Black professionals

■ Alex Gabbin, director of the School of Accounting, professor of Accounting and KPMG Professorship recipient, was recently recognized as a founder of the National Black MBA Association (NBMBA). In singling out Gabbin as one of its organizers, the NBMBA praised his “pioneering spirit, unwavering resolve, and transformative ideas [which] have left an indelible imprint.” The association has grown to become the nation’s largest network of Black professionals, with more than 11,000 members.

Making the deepest run yet

■ In Spring 2023, five students from the College of Business made the deepest run ever by a JMU team in the CFA Institute’s Investment Research Challenge, a prestigious international competition for college-level business analysts. The team’s designation as co-champions of the Southeast U.S. subregion qualified them to advance to the regional semifinals, in which they were pitted against 16 other teams from North, Central and South America.

Achieving global recognition

■ The Gilliam Center for Entrepreneurship rose to prominence at the 2021 Global Consortium of Entrepreneurship Centers (GCEC) where it was designated one of the “top five” emerging centers. After that, Executive Director Suzanne Bergmeister made it a goal to win the competition outright. The 2022 GCEC named the GCFE the Outstanding Emerging Entrepreneurship Center. Fulfilling this aspiration represented a giant step forward in the GCFE’s effort to secure global recognition, which has long been a strategic priority.

Recent campus guests



Getting the culture right

Carly Fiorina—first woman to lead a Fortune 50 company, candidate for President of the United States in 2016 and a member of the James Madison University Board of Visitors—paid a visit to the JMU campus on Sept. 20 to deliver a speech keyed to the observance of Constitution Day.

Earlier in the day, Fiorina, who made history when she was named CEO of Hewlett-Packard Co. in 1999, was in Hartman Hall to respond to questions from MGT 320 instructor Cindi Reding and members of her class.



Future-forward thinking

Linda Yates—A seasoned CEO and serial entrepreneur, Yates visited campus on October 26 as the featured speaker for the Rocco Forums on the Future, giving a presentation titled “Building Your Growth Engine.” Yates arrived on campus in the wake of the successful publication of her book, “The Unicorn Within - How Companies Can Create Game-Changing Ventures at Startup Speed,” which graced Forbes magazine’s “Top Ten Business Books of 2022” list.



College of Business

THE SECOND HALF-CENTURY of James Madison University's College of Business is under way with an ever-steepening trajectory. During its first 50 years, it evolved from a business program nested within another department, to a freestanding business school, to a fully accredited, nationally recognized College of Business.

The CoB has been a critical part of JMU's expansion. Its AACSB-accredited components include the School of Accounting; the departments of Computer Information Systems and Business Analytics; Economics; Finance and Business Law; Management; Marketing and the Program of International Business. The School of Strategic Leadership Studies and the Hart School of Hospitality, Sport and Recreation Management are our affiliate schools.

The college also houses the Center for Economic Education, Gilliam Center for Entrepreneurship, Small Business Development Center, Institute of Certified Professional Managers, and the Center for Professional Sales.

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Class of Spring 2023 Outcomes

This data highlights the post-graduation pursuits for 89% of the CoB Spring Class of 2023 bachelor's degree recipients.

TOP FOUR MAJORS BY GRADUATES

Marketing	132
Finance	108
Computer Information Systems	91
Business Management	90

POST-GRADUATION PURSUITS

Full-time offers or continuing education	61%
Seeking employment	36%
Other	3%

EMPLOYMENT BY REGION

Mid-Atlantic	71%
Northeast	16%
South	11%
Midwest	1%
International	1%

TOP EMPLOYERS

Deloitte	ALKU
Ernst & Young	RSM
KPMG	Booz Allen Hamilton
Accenture	CGI Federal

AVG. STARTING COMPENSATION BY MAJOR

Accounting B.B.A.	\$72,062
Business Management B.B.A.	\$62,922
Computer Inf. Systems B.B.A.	\$84,452
Economics B.A., B.B.A., B.S.	\$76,646
Finance B.B.A.	\$77,164
International Business B.B.A.	\$72,208
Marketing B.B.A.	\$77,427
Quantitative Finance B.S.*	\$87,811
AVG. ACROSS ALL MAJORS	\$75,969

*Based on departmental survey conducted February 2023.

Class of Fall 2023

ENROLLMENT

Undergraduate	4,312
Graduate	279
In-State	75%
Out-of-State	25%
Female	66%
Male	34%

TOTAL ENROLLMENT 4,591

ACADEMIC PROGRAMS OFFERED

Bachelor's	8
Master's	2
TOTAL	10

JMU's College of Business celebrating over 50 years of excellence



The JMU College of Business history wall is located on the first floor of Showker Hall.