



College of Business

HARTMAN HALL

DEVELOPING
THE DIRECTION

EXPANDING
THE VIEW

DRIVING
THE FUTURE

YOU'RE READY TO G



GET DOWN TO BUSINESS.

We'll help you get there.

At JMU's College of Business, engaged learning is more than a catchy phrase. It is the manner in which you will receive your business education. You will learn by doing—in the classroom and beyond.

Our rigorous academic programs are complemented by a variety of active learning opportunities that promote intellectual growth and cultivate initiative, creativity, collaboration and an entrepreneurial spirit. Whether applying academic theories to real-world scenarios or rolling up your sleeves for a community-service project, you'll develop strong analytical, critical-thinking and interpersonal skills, and a strong work ethic.

And employers have noticed. They tell us that our graduates hit the ground running in the workplace, demonstrating a solid understanding of how business works, a willingness to work in teams and the ability to find innovative solutions to business problems.

At JMU you'll gain skills, connections and a professional polish that will help you launch your career and be the change in your community.



You work hard for your grades.

And we do, too. We are among 2% of all U.S. business schools with AACSB accreditation for both their business and accounting programs. Our computer information systems program has ABET accreditation as well, joining only 10% of programs with both.

1 of 2%

of programs with AACSB accreditation in both business & accounting

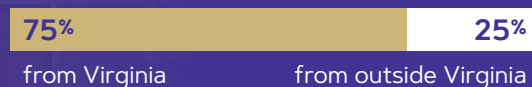
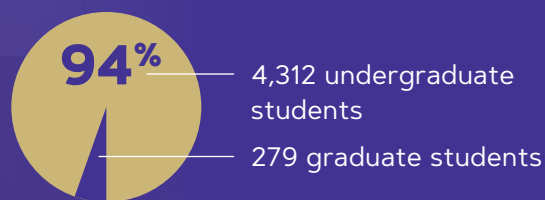
1 of 10%

of CIS programs with both ABET & AACSB accreditation

FAST FACTS

Enrollment*

94% undergraduate student body



*as of Fall 2023 for AACSB 1st majors

Academics

Upper-level undergraduate classes



91% of classes taught by full-time faculty

Spring 2023 Graduates

- 51% declared a concentration
- 36% declared a minor
- 4% declared a second major

Programs of Study

Undergraduate Majors

Accounting, B.B.A.
Business Management, B.B.A.
Computer Information Systems, B.B.A.
Economics, B.B.A., B.A., B.S.
Finance, B.B.A.
International Business, B.B.A.
Marketing, B.B.A.
Quantitative Finance, B.S.

Undergraduate Minors

Business Analytics
Computer Information Systems
Economics
Entrepreneurship
General Business
Global Supply Chain Management

Master's Programs

M.S. in Accounting
Masters of Business Administration

Centers and Institutes

Center for Economic Education
Gilliam Center for Entrepreneurship
Center for Professional Sales

Institute of Certified & Professional Managers
Small Business Development Center

Find your space. ○

The Learning Complex is the heart of the College of Business.

With more than 200,000 square feet of classrooms, meeting spaces and study areas, it is home to our affiliated centers and programs and is a tech-based place to prepare for a career of innovation and collaboration. On-site dining facilities and outdoor areas overlooking Newman Lake make it easy for you to keep your focus.

YOUR NEW HOME AT THE

The Learning Complex consists of two adjoining buildings, Hartman Hall, named for James ('70, '00P) and Carolyn ('00P) Hartman and their family, and Showker Hall, named for Zane Showker and his family. It is located in the beautiful Lakeside area of campus, with nearby parking at Champions Deck.

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Features:

- 36 classrooms, 16 conference rooms and 14 group study rooms
- Quiet study space
- Work/meeting space for student organizations
- Virtual interview rooms
- Dining Services and coffee shop

► Enjoy a 10 minute virtual tour at <http://j.mu/cobtour>



LEARNING COMPLEX





Career success happens when you begin with a solid foundation of knowledge.

BUILDING THE



“By performing background research for literature reviews, creating taxonomy charts to categorize articles, summarizing arguments to clarify points for peer reviewers and defining important concepts to serve as a common basis for a paper, I have strengthened my research, communication and collaborative skills.

The REU program was one of the most important and valuable learning experiences in my time at JMU.”

—Michael Buncher ('23), Marketing



SKILLS

The rigorous, cutting-edge curriculum will prepare you to face real-world challenges and stand out among other job applicants.

- Gain an integrated knowledge of business while developing collaboration and teamwork skills in the **COB 300 Integrated Business Systems** course
- Showcase your skills, uncover your personal aptitude and push yourself to do your best through participation in one of the numerous **case competitions**
- Analyze business trends through the **Research Experience for Undergraduates** program
- Sharpen your sales skills by participating in activities and competitions through the **Center for Professional Sales**
- Launch a startup by working with the **Gilliam Center for Entrepreneurship**



Guidance in motion

Advising and Support Center

- Full-time professional academic advisors
- Team of Madison Advising Peers (MAPS) who provide supplemental advising support
- Designated business librarians and student tutors

A woman with dark hair pulled back, wearing a white textured sweater, is sitting at a desk in an office. She is looking towards the right of the frame. On the desk in front of her is a laptop with a blue desktop background, a keyboard, a mouse, and a multi-line office phone. The cubicle wall behind her is decorated with several photographs of groups of people. The overall lighting is warm and professional.

Networks expand the array of opportunities available to you.

MAKING THE CON

You'll work with faculty who truly care about student learning.

The curriculum is anchored within the JMU liberal arts tradition, ensuring that you'll graduate with business acumen and understand the world in which business operates. From the first class to the last, you'll be challenged by a rigorous and innovative business program taught by exceptional professors who ensure you'll develop strong analytical, critical-thinking and interpersonal skills.





NECTIONS

Gain new perspectives through relationships with peers, professors, potential employers, the community and the world.

- Find your niche as a first-year student in the **MadisonBiz Residential Learning Community**
- Clarify your educational interests with **dedicated academic advisors**
- Develop leadership skills through one of **more than 25 college student organizations and honor societies**
- Engage with the community through **service learning and course projects**
- Broaden your horizons through **international experiences**

Engagement in action

Spring 2023 Graduates

- 46% participated in at least one student organization
- 43% of those students held a leadership position
- 18% studied abroad prior to graduation
- 10% participated in at least one service-learning project



Photo by Sydney Cave ('23), Management.



Experiential learning opportunities help you become a well-rounded business leader.

POLISHING THE PER



"I knew I wanted an internship before my junior year so I was plugged into the recruiting process early on. **The N.Y.C. Career Trek helped me secure my internship by opening up my exposure to financial services, the city and the daily tasks of a finance analyst.** I felt confident in myself and the things I'd learned at the CoB, so I applied myself despite the stress and nerves. I felt prepared to showcase myself in the best way possible."

—Jordan Lucas, junior Finance major



Read his story at <http://j.mu/cobnyc>



PERFORMANCE

The Office of Professional Development and Engagement offers you a wide range of activities that promote experiential learning, career exploration, leadership, cultural awareness, professional etiquette and networking skills.

- Craft your resume, learn interviewing tips and how to make meaningful professional connections through the **Career KickStart Program**
- Develop professional skills and practice proper etiquette through the **Prep for Success series** and **Etiquette Dinners**
- Network with senior-level executives and alumni through **Career Treks and the College of Business Career Mentor Network**
- Try out your dream job through **internships and externships**



CLASS OF 2023 OUT

Internships and Job Offers



Spring 2023 graduates

- 81% gained program-related work experience
- 58% received a job offer from an internship

Post-graduation Pursuits



At time of graduation

- 61% had offers of full-time employment or were continuing education
- 36% were seeking employment
- 3% other

Compensation Components

- 41% salary only
- 29% base salary + bonus
- 17% base salary + commission
- 13% other



Starting Compensation

College of Business Major	Avg. Total Compensation
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

*Based on departmental survey conducted in February 2023.

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

COMES



“JMU graduates have been a critical component of our long-term talent strategy for many, many years and provide our firm with a deep pool of professionals, mentors, instructors, and leaders at every level.”

—Phil Bennett ('92), National Partner in Charge,
Risk Management Technology, Data, and Operations,
KPMG LLP

NON-DISCRIMINATION

James Madison University prohibits discrimination on the basis of age, disability, race or color, national or ethnic origin, political affiliation, religion, sex (including sexual harassment, assault and other forms of misconduct), sexual orientation, gender identity or expression, veteran status, parental status (including pregnancy), marital status, family medical or genetic information, in its employment, educational programs, activities, and admissions. JMU complies with all applicable federal and state laws regarding non-discrimination, affirmative action, and anti-harassment. The responsibility for overall coordination, monitoring and information dissemination about JMU's program of equal opportunity, non-discrimination, affirmative action, and Title IX is assigned to the Title IX office and the Office of Equal Opportunity. Inquiries or complaints may be directed to the Title IX Coordinator: Amy Sirocky-Meck, sirockam@jmu.edu, 540-568-5219, jmu.edu/titleIX or to the Director of the Office of Equal Opportunity: James Robinson, oeo@jmu.edu, 540-568-6991, jmu.edu/oeo (JMU 2018)

CLERY ACT

In accordance with the Student Right-to-Know and Campus Security Act, the JMU Annual Security and Fire Safety report contains information regarding campus security and personal safety and is available on the Public Safety website at jmu.edu/publicsafety/clerycompliance. A copy of this report can be requested at the Office of Public Safety: MSC 6810, James Madison University, Harrisonburg, VA 22807 or by calling 540-568-6913.

JMU CARES ABOUT THE ENVIRONMENT

That's why we have an extensive environmental stewardship program and why we choose to produce our admissions materials responsibly.

BEGIN YOUR BUSINESS CAREER **HERE.**



jmu.edu/cob



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@JMUCollegeofBusiness

SHOWKER HALL

**JAMES MADISON
UNIVERSITY**

College of Business

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