

# CLASS OF 2023 EMPLOYMENT REPORT



## BBA PROGRAMS

# CLASS SUMMARY

## CAREER OUTCOME ACHIEVEMENT

**94.1%**

OF GRADUATES ACHIEVED DESIRED CAREER OUTCOME (E.G., ACCEPTING A FULL-TIME JOB, PURSUING GRADUATE SCHOOL) WITHIN 3 MONTHS OF GRADUATION

**93.4%**

OF GRADUATES COMPLETED AT LEAST ONE INTERNSHIP PRIOR TO GRADUATION

## BASE SALARY

**\$81.5K** AVERAGE (MEAN)

## SIGNING BONUS

**\$8.8K** AVERAGE (MEAN)

**65%** OF GRADUATES ACCEPTING A JOB REPORTED RECEIVING A SIGNING BONUS

SUMMARY REPRESENTS HIGH-LEVEL OVERVIEW OF CLASS PLACEMENT WITH SOME CATEGORIES COMBINED FOR SIMPLICITY. PERCENTAGES ROUNDED TO THE NEAREST WHOLE AND MAY NOT TOTAL 100.

% ACHIEVING CAREER OUTCOME INCLUDES STUDENTS WHO INDICATED THEY ACCEPTED A JOB, ARE ATTENDING GRADUATE SCHOOL, ARE VOLUNTEERING FULL-TIME OR ARE OTHERWISE NOT SEEKING A FULL-TIME POSITION AFTER GRADUATION.

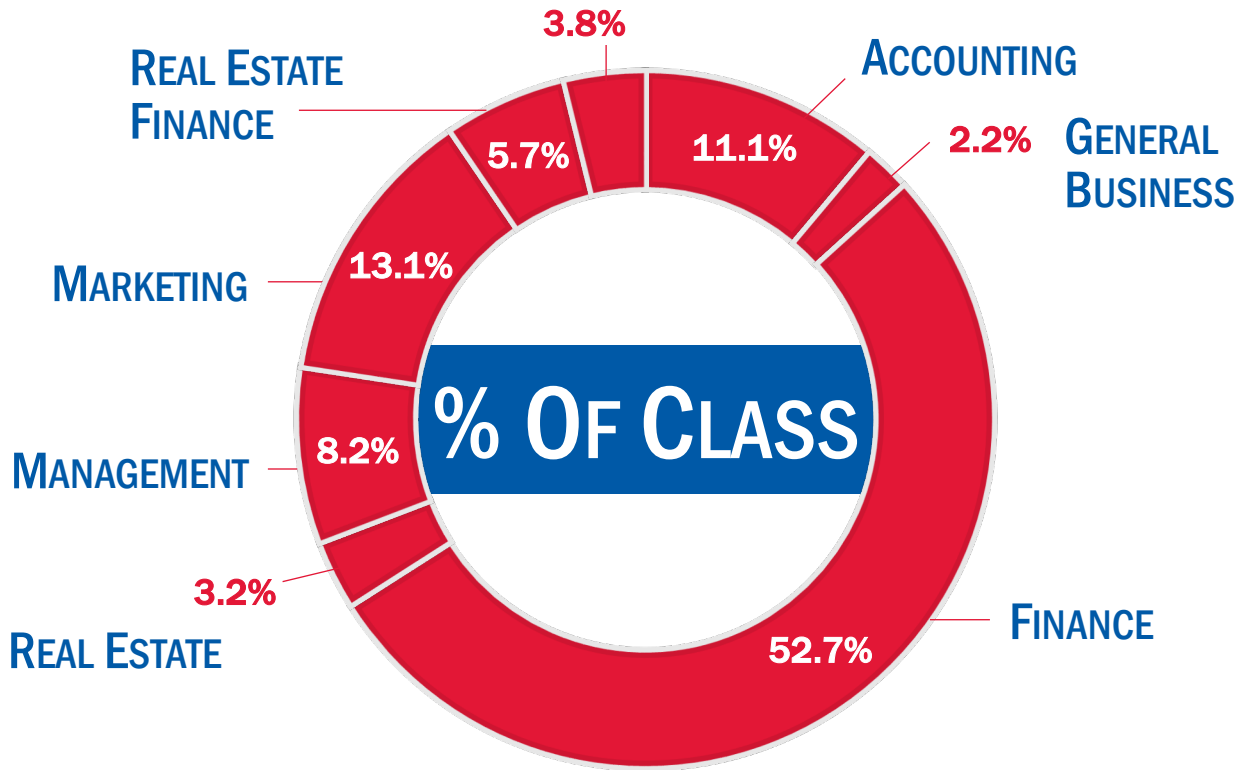
KNOWLEDGE RATE: 89.0% SALARY REPORTING RATE: 69.3%

FULL REPORT CONFORMS TO NATIONAL UNDERGRADUATE BUSINESS SYMPOSIUM (NUBS) STANDARDS

**SMU Cox**  
Career Management Center

# OUTCOMES BY MAJOR

## BUSINESS ANALYTICS & SUPPLY CHAIN



## % ACHIEVING DESIRED CAREER OUTCOME WITHIN 3 MONTHS OF GRADUATION

## AVERAGE SALARY

Major	% Achieving Desired Career Outcome Within 3 Months of Graduation	Average Salary
ACCOUNTING	100%	\$71.1K
BUSINESS ANALYTICS & SUPPLY CHAIN	90.5%	\$90.0K
FINANCE	95.9%	\$88.3K
GENERAL BUSINESS	91.7%	\$68.0K
MANAGEMENT	84.8%	\$70.5K
MARKETING	87.7%	\$62.6K
REAL ESTATE FINANCE	96.9%	\$71.7K
REAL ESTATE	100%	\$65.5K

\* SALARY DATA NOT DISPLAYED AS NUMBER OF DATA POINTS DID NOT MEET THRESHOLD REQUIRED TO PROTECT INDIVIDUAL STUDENT PRIVACY  
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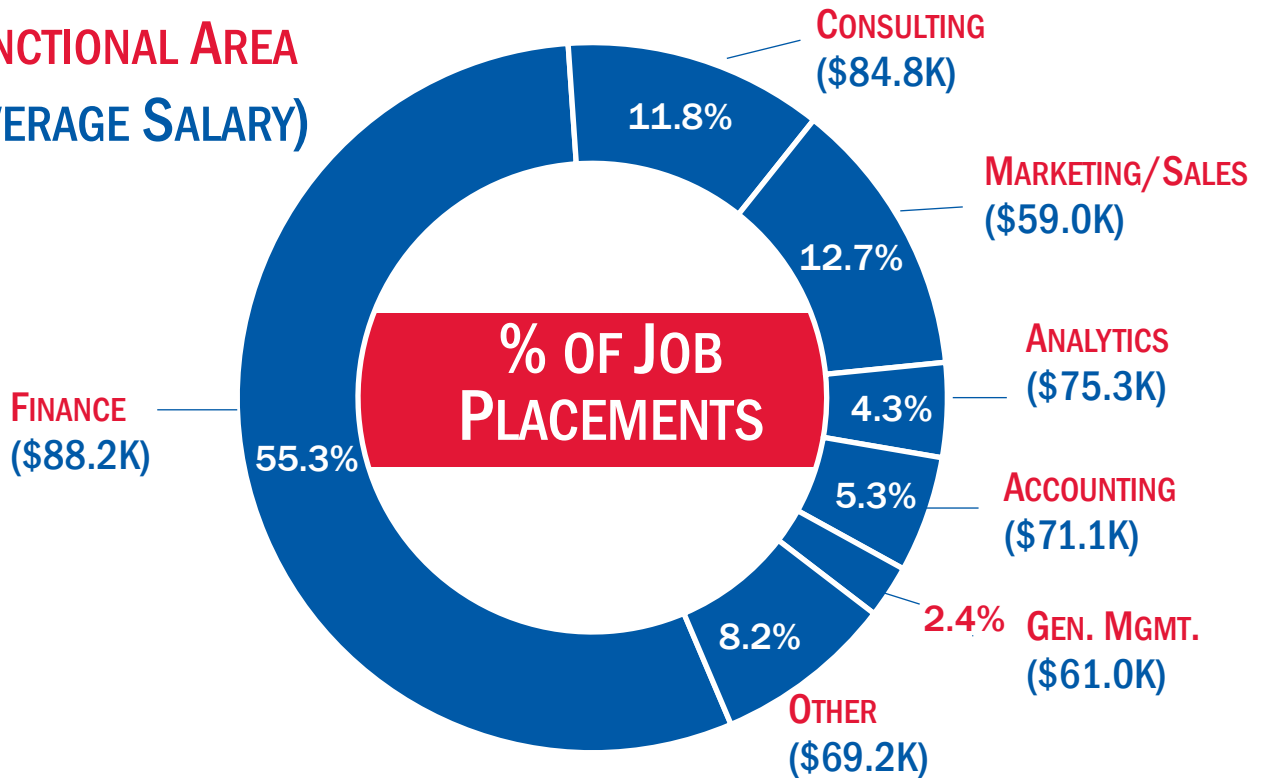
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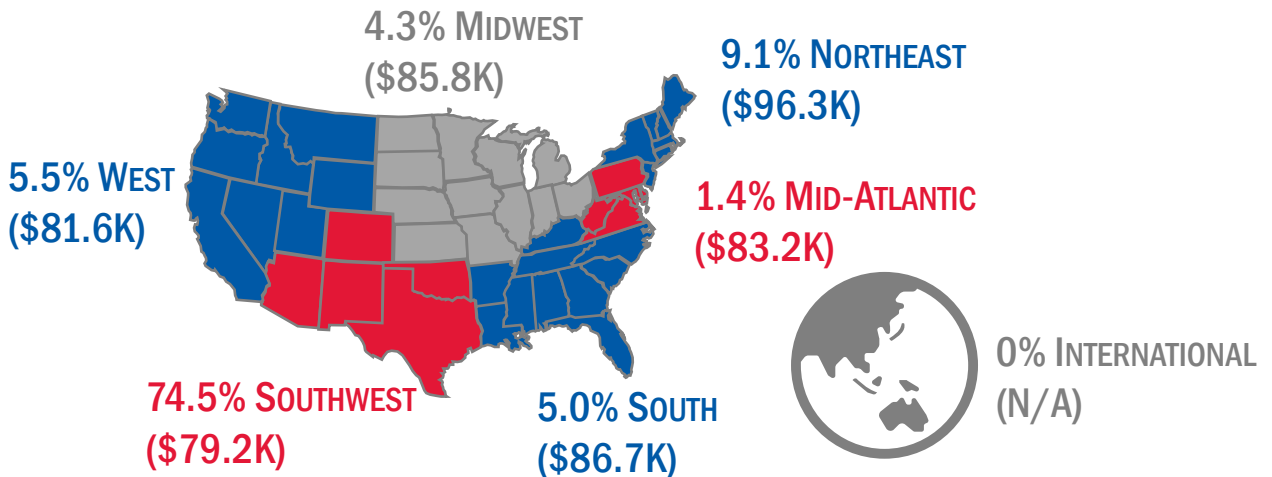
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# JOB PLACEMENT

## FUNCTIONAL AREA (AVERAGE SALARY)



## GEOGRAPHIC AREA (AVERAGE SALARY)



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# HIRING COMPANY EXAMPLES

ACCENTURE

ACORE CAPITAL

ALVAREZ & MARSAL

AMAZON

AMERICAN AIRLINES

AT&T

BAIN & COMPANY

BANK OF AMERICA MERRILL LYNCH

BANK OZK

BCG

BVA GROUP

CBRE

CITI

COWEN

CREDERA

CREDIT SUISSE

DELL

DELOITTE

EPSILON, LLC

EQUITABLE ADVISORS

EY

FIDELITY INVESTMENTS

GARTNER

GOLDMAN SACHS

GUGGENHEIM

HILLTOP HOLDINGS

HOULIHAN LOKEY

INTREPID FINANCIAL PARTNERS

ISN

JABIAN CONSULTING

JEFFERIES

JPMORGAN CHASE & Co.

JLL

KEURIG DR PEPPER

KPMG

KROLL

LP ANALYST

MATTHEWS REAL ESTATE

MERCER CAPITAL

MOELIS AND COMPANY

MORGAN STANLEY

NESTLE USA

PMG

PNC BANK

PWC

RBC CAPITAL MARKETS

RIVERON

SANTANDER

SENDERO

SHEDD CAPITAL, LLC

SOUTHWEST

STEPHENS, INC.

STIFEL

TEXAS CAPITAL BANK

THE HERSHEY COMPANY

TRUIST SECURITIES

TRANSWESTERN

UBS

VMG HEALTH

WELLS FARGO

WEST MONROE PARTNERS

WILLIAM BLAIR

COMPANIES REPRESENT SELECTION OF FIRMS WHO HIRED SMU GRADUATES AND IS NOT AN EXHAUSTIVE LIST.

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# DETAILS – OUTCOME, FUNCTIONAL, AND GEOGRAPHIC BREAKOUTS

<b>OUTCOME BREAKOUT</b>	<b>NUMBER ACCEPTING</b>	<b>PERCENT ACCEPTING</b>
ACCEPTED FULL-TIME JOB	416	66.3%
ACCEPTED PART-TIME JOB	8	1.3%
STILL SEEKING JOB	32	5.7%
CONTINUING EDUCATION	87	13.9%
NOT SEEKING JOB	15	2.4%

<b>FUNCTIONAL BREAKOUT*</b>	<b>NUMBER ACCEPTING</b>	<b>PERCENT ACCEPTING</b>	<b>REPORTING SALARY</b>	<b>AVERAGE SALARY</b>	<b>LOW SALARY</b>	<b>HIGH SALARY</b>
FINANCE	230	55.3%	162	\$88,177	\$55,000	\$125,000
MARKETING / SALES	53	12.7%	24	\$59,021	\$30,000	\$90,000
CONSULTING	49	11.8%	41	\$84,832	\$67,000	\$112,000
ACCOUNTING	22	5.3%	17	\$71,118	\$47,000	\$81,000
ANALYTICS	18	4.3%	13	\$75,308	\$60,000	\$100,000
GENERAL MANAGEMENT	10	2.4%	5	\$61,000	\$50,000	\$70,000
<i>OTHER</i>	8					
<i>OPERATIONS/PRODUCTION</i>	5					
<i>HUMAN RESOURCES</i>	5					
<i>TECHNOLOGY</i>	5					
<i>ENTREPRENEUR/FOUNDER</i>	4					
<i>EDUCATION</i>	3					
<i>LOGISTICS</i>	2					
<i>ADVERTISING &amp; PR</i>	2					

<b>GEOGRAPHIC BREAKOUT*</b>	<b>NUMBER ACCEPTING</b>	<b>PERCENT ACCEPTING</b>	<b>REPORTING SALARY</b>	<b>AVERAGE SALARY</b>	<b>LOW SALARY</b>	<b>HIGH SALARY</b>
U.S. SOUTHWEST	310	74.5%	213	\$79,191	\$30,000	\$125,000
U.S. NORTHEAST	38	9.1%	25	\$96,312	\$60,000	\$120,000
U.S. WEST	23	5.5%	18	\$81,556	\$50,000	\$110,000
U.S. SOUTH	21	5.0%	14	\$86,679	\$60,000	\$110,000
U.S. MIDWEST	18	4.3%	12	\$85,833	\$45,000	\$110,000
U.S. MID-ATLANTIC	6	1.4%	5	\$83,180	\$65,000	\$110,000
INTERNATIONAL	-	-	-	-	-	-

FUNCTIONAL & GEOGRAPHIC BREAKOUTS REPRESENT STUDENTS ACCEPTING JOBS  
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