

**SMU Cox**  
Career Management Center

# EMPLOYMENT REPORT

MS Business Analytics Class of 2025

# SHAPING LEADERS AT SMU COX

## Equipping World Changers with Tools for Success

At SMU Cox, we do more than prepare you for business—we empower you to lead with purpose and impact. As an MS student, you'll gain more than just academic knowledge; you'll experience hands-on learning, personalized guidance, and a network that grows alongside you throughout your career.

Our mission is to equip you with the skills, relationships, and mindset needed to thrive in a dynamic and rapidly changing business environment. From day one, you'll build meaningful connections with world-class faculty, collaborate with diverse peers, and immerse yourself in one of the nation's most vibrant business hubs—Dallas, Texas.

## MS Career Advisory Board

Imagine having an experienced alumnus from your own program, who is actively working in the industry you're targeting, guiding you through your career journey. The MS Career Advisory Board pairs students with accomplished alumni who provide personalized mentorship and career advice. This connection offers invaluable insights into your chosen field, helps you navigate the job market, and ensures you make the most of your time at Cox.

## Dedicated 1:1 Coaching Support

Cox provides dedicated 1:1 coaching support to ensure you receive personalized career guidance. Our expert career coaches are available to help you refine your career strategy, perfect your resume, sharpen your interview skills, and navigate the job search process. With tailored advice and coaching, you'll be prepared to confidently pursue internships and full-time roles, equipped with the skills and confidence to thrive in today's competitive job market.

## Managing Your Career Course

As part of the MS program, the Managing Your Career course is designed to help you develop the tools and strategies you need to succeed in your job search and build long-term career success. This interactive course offers experiential learning opportunities, connections with the Cox community, and guidance to confidently pursue your professional goals. Beyond securing your next role, it provides a lifelong framework for career growth, strategic pivots, and new opportunities.

**Brandy Dalton**  
*Senior Director of BBA & MS  
Career Programs*



# CLASS STATISTICS

**82%**

OF GRADUATES  
ACHIEVED CAREER OR  
EDUCATION OUTCOME  
WITHIN 6 MONTHS OF GRADUATION\*



**80%**

OF GRADUATES  
ACCEPTED A  
FULL-TIME JOB  
WITHIN 6 MONTHS OF GRADUATION

\*(e.g., Accepting a full-time job, short-term job, pursuing graduate school)

**\$79.8K**

AVERAGE  
BASE SALARY

**12.3K**

AVERAGE  
SIGNING BONUS

**27%**

REPORTED RECEIVING  
SIGNING BONUS

## MY COX STORY



SMU Cox equipped me with the skills and confidence to succeed in the job market and thrive in my career today. Even more rewarding has been seeing the same growth and success in my friends and fellow Mustangs as they pursue their own careers.

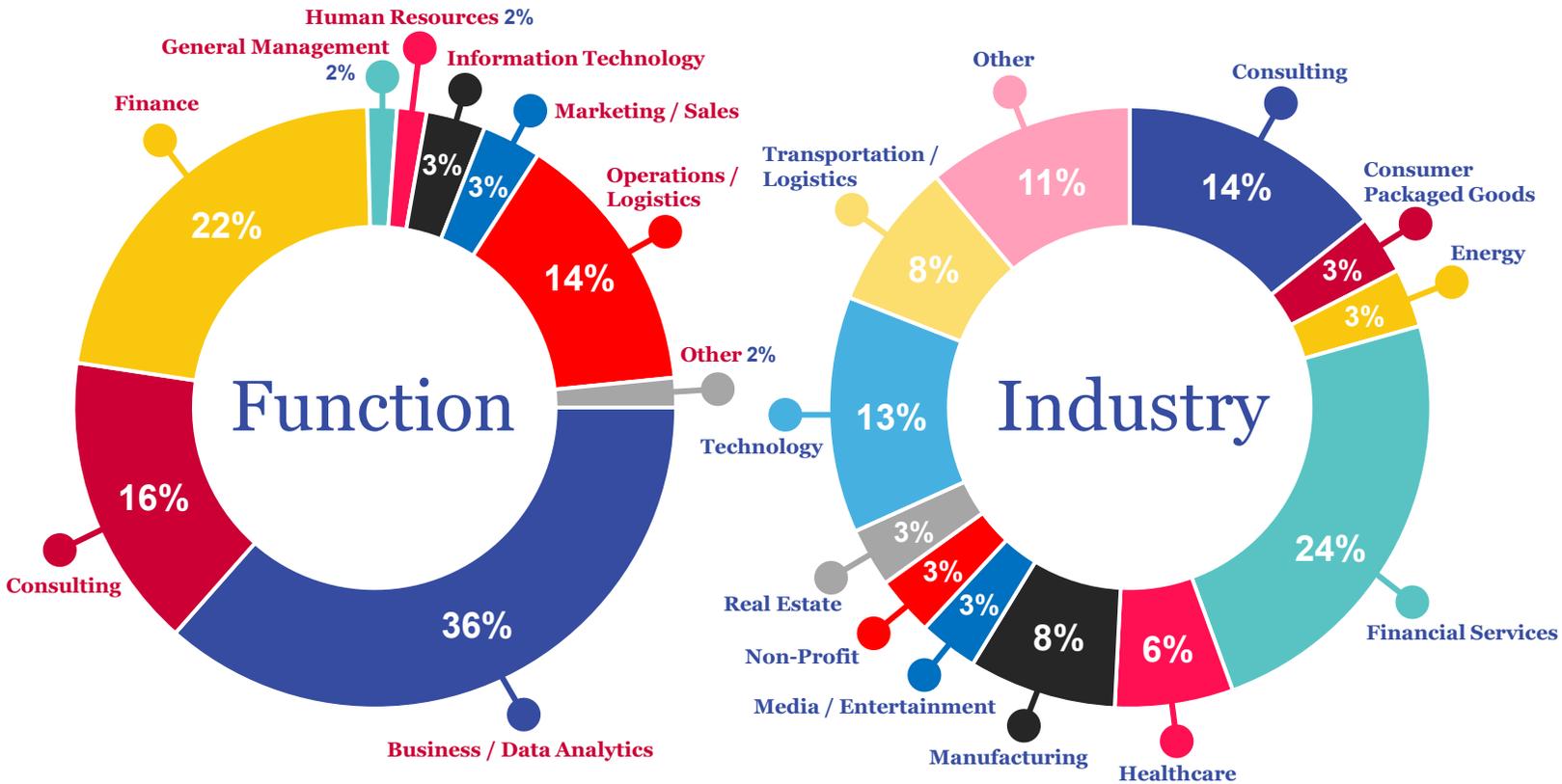


*Lucie B., MSBA  
KKR*

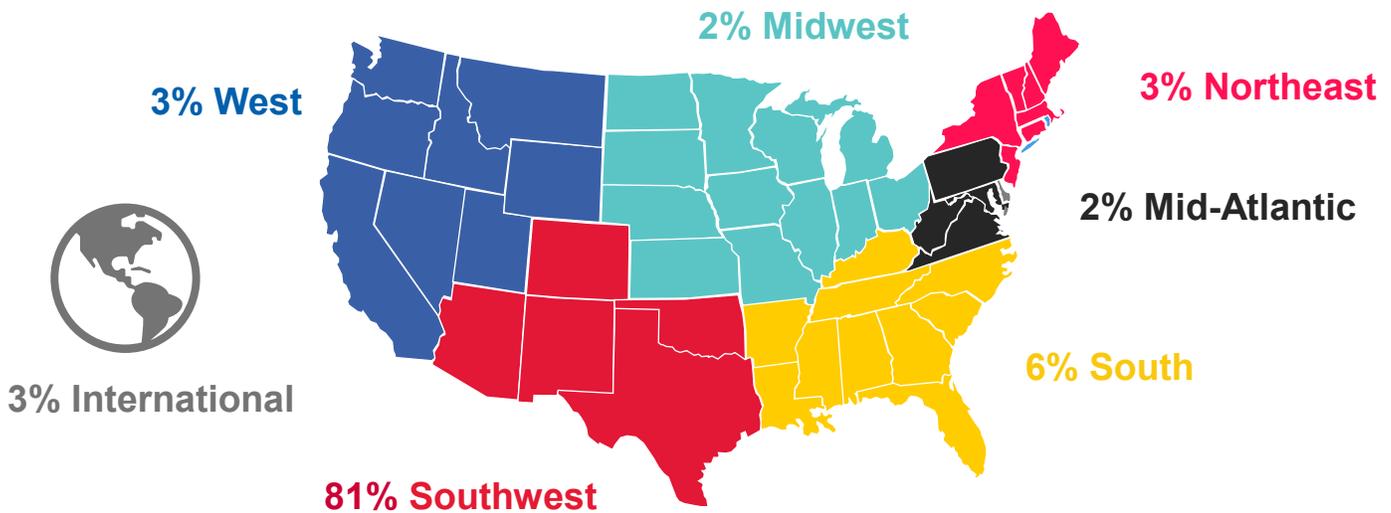


Summary represents high-level overview of class placement with some categories combined for simplicity.  
Excludes students in non-Cox dual-degree programs.  
Full report conforms to MBA CSEA Reporting Standards.

# CLASS STATISTICS – JOB PLACEMENT



## GEOGRAPHY



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 as a result. Full report conforms to National Undergraduate Business Symposium (NUBS) standards.

\* Salary not reported for less than three data points.

# HIRING COMPANIES

**A Sample of Employers Where at Least One Student Across All MS Programs Secured Full-Time Employment**

|                               |                      |                                |
|-------------------------------|----------------------|--------------------------------|
| 3E Management                 | Crowe                | LP Analyst                     |
| ACORE Capital                 | Deloitte             | Mary Kay                       |
| AIG                           | EY                   | PGIM Private Capital           |
| Alvarez & Marsal              | Fidelity Investments | PMG                            |
| Amazon                        | Fisher Investments   | Providence Investment Partners |
| American Airlines             | Forvis Mazars        | PwC                            |
| Anheuser-Busch                | Frontier             | Rosewood                       |
| Aon                           | GM Financial         | RTX                            |
| Ashford Inc.                  | Goldman Sachs        | Samsung                        |
| Bank of America Merrill Lynch | Grant Thornton       | Sendero Consulting             |
| Baylor Scott and White        | Greysteel            | Siemens                        |
| BDO                           | HF Sinclair          | Southwest Airlines             |
| Bellwether                    | Hines                | Standish Management            |
| Berkadia                      | Houlihan Lokey       | Stephens Inc                   |
| Caliber Collision             | iScribeHealth        | Texas Capital Bank             |
| Capital One                   | JLL Capital Markets  | Toyota                         |
| CBRE                          | JPMorgan             | Transwestern Investment Group  |
| Cenergistic                   | K - Star / KKR       | Truist                         |
| Christus Health               | KPMG                 | Vandelay Hospitality Group     |
| Comerica                      | Legends/ASM Global   | Whitley Penn                   |