

A blue-tinted photograph of the SMU Cox Career Management Center building, a large, classical-style structure with a central dome and multiple windows. The building is set against a cloudy sky. In the foreground, there is a paved walkway and some landscaping. The entire image is overlaid with a grid of small white crosses.

SMU Cox

Career Management Center

EMPLOYMENT REPORT

MS Business Analytics Class of 2024

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

71.4%
OF GRADUATES
ACHIEVED CAREER OR
EDUCATION OUTCOME*

&

69%
OF GRADUATES
ACCEPTED A
FULL-TIME JOB

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

\$77.3K

AVERAGE
BASE SALARY

5.3K

AVERAGE
SIGNING BONUS

27%

REPORTED RECEIVING
SIGNING BONUS

MY COX STORY

“

The faculty and staff at SMU Cox have gone above and beyond by **providing a strong academic foundation while also offering constant support, mentorship, and real-world insights.** Their guidance has helped shape my confidence and career direction in a way I'll carry with me well beyond graduation.

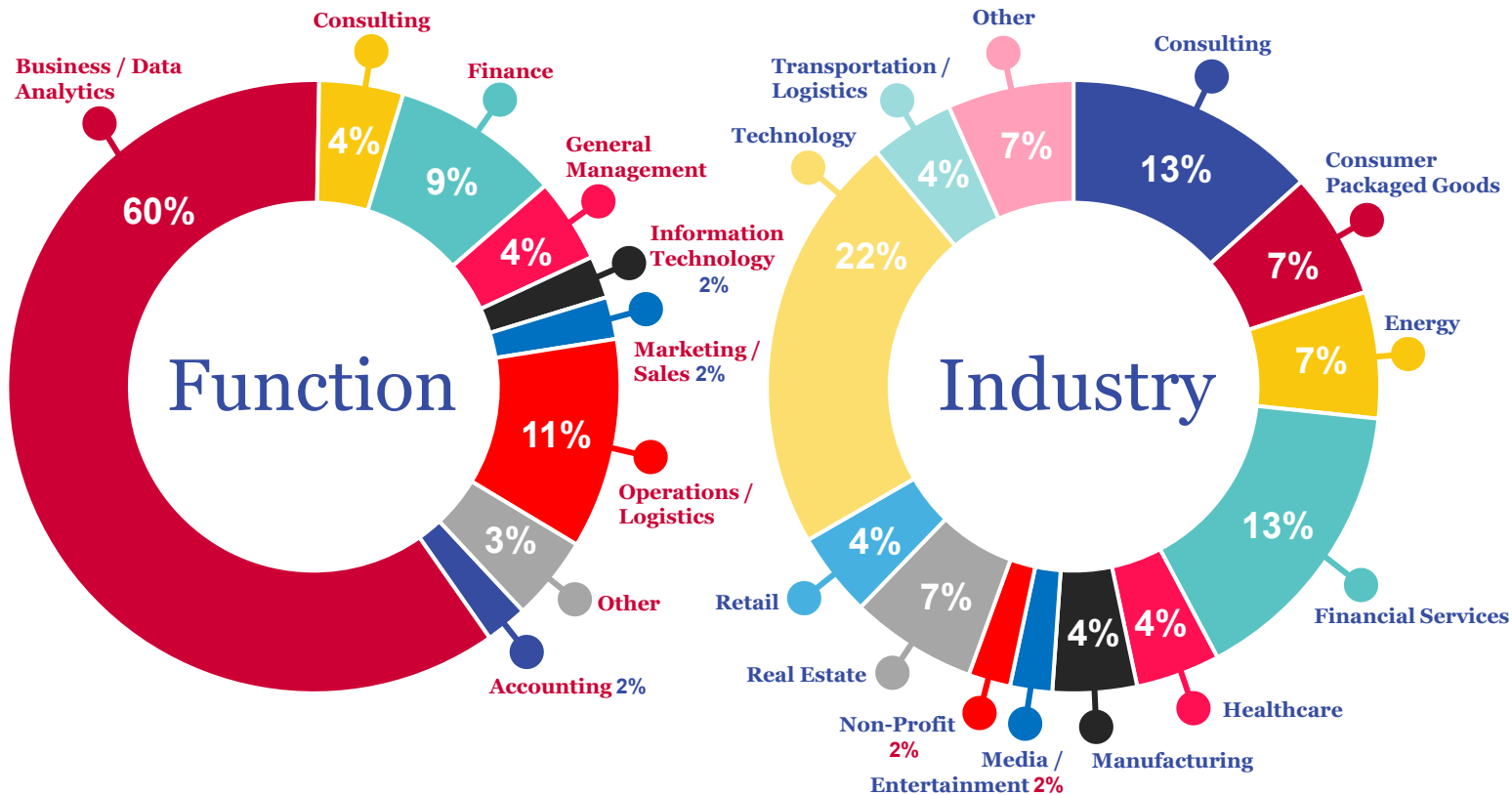
*Luis G.
MSBA*

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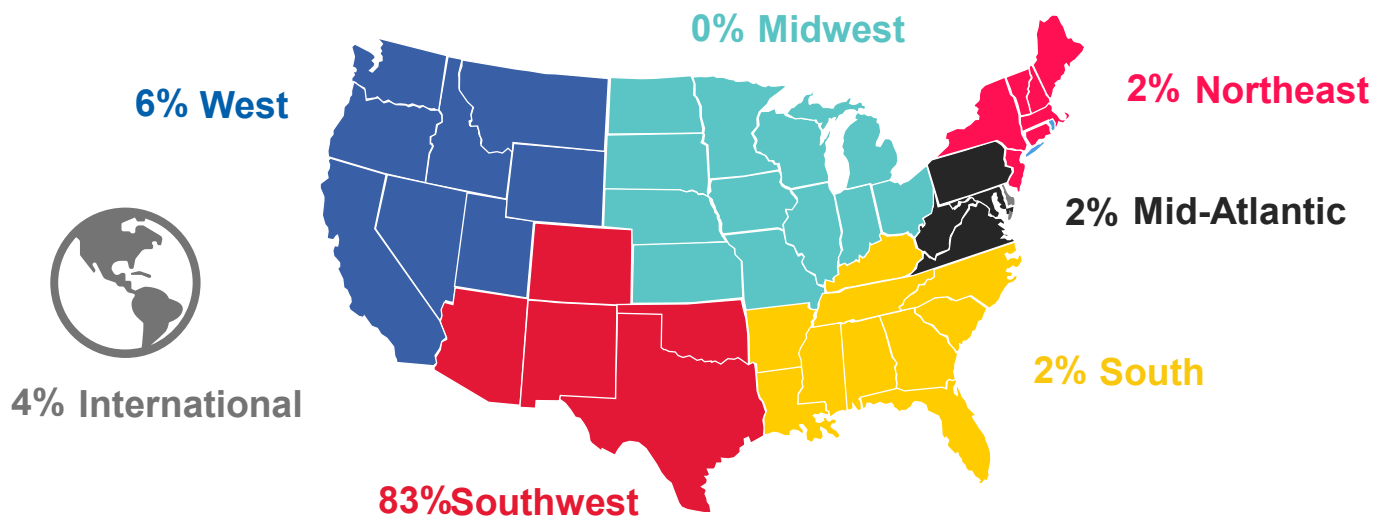
Summary represents high-level overview of class placement with some categories combined for simplicity.
Excludes students in non-Cox dual-degree programs.
Full report conforms to MBA CSEA Reporting Standards.



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.

DETAILS – WORK AUTHORIZATION / OFFER & ACCEPTANCE TIMING

Work Authorization Categories

	Permanent Work Authorization	Non-Permanent Work Authorization	Total Graduates
Seeking Employment	31	45	76
Company-Sponsored / Already Employed	-	-	-
Continuing Education	1	-	1
Postponing Job Search	-	-	-
Starting a New Business	-	-	-
Not Seeking For Other Reasons	-	1	1
Not Seeking Employment	1	1	2

No Information	1	7	8
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Total Graduating Class	33	53	86
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Percent of Class with Available Data: 90.7%

Timing of First Job Offer

	Total	By Graduation				Between Graduation & 6 Months After Graduation				No Reported Offer by 6 Months After Graduation	
		Full-time #	Short-term %	Short-term #	Full-time %	Full-time #	Short-term %	Short-term #	Full-time %	#	%
With Permanent Work Authorization	31	18	58%	-	-	6	19%	-	-	7	23%
With Non-Permanent Work Authorization (CPT/OPT Eligible)	45	7	16%	-	-	18	40%	5	11%	15	33%
Total	76	25	33%	-	-	24	32%	5	7%	22	29%

Timing of First Job Acceptance

	Total	By Graduation				Between Graduation & 6 Months After Graduation				No Reported Offer by 6 Months After Graduation	
		Full-time #	Short-term %	Short-term #	Full-time %	Full-time #	Short-term %	Short-term #	Full-time %	#	%
With Permanent Work Authorization	31	18	58%	-	-	6	19%	-	-	7	23%
With Non-Permanent Work Authorization (CPT/OPT Eligible)	45	7	16%	-	-	18	40%	5	11%	15	33%
Total	76	25	33%	-	-	24	32%	5	7%	22	29%

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DETAILS – JOB SOURCES

Sources of Accepted Jobs

	Number	Percent
Conversion of internship; internship obtained through school sources	2	4%
Scheduled interviews on or off campus for full time employment	-	-%
Job postings on school career systems, resume books, resume referrals by career center	8	16%
Activities supported by career center (i.e. job fairs/conferences, employer events, information meetings, school promoted job boards)	1	2%
School network/resources (i.e. faculty referrals, alumni referrals, classmates, campus speakers, trek, club events, class projects)	4	8%
Other school-facilitated source	-	-%
Total School-Facilitated Activities	15	31%

Conversions of internship; internship obtained through graduate initiated sources	3	6%
Personal contacts (i.e. previous employers, family, friends outside of school, etc.)	13	27%
Online job postings (i.e. social media/LinkedIn, Indeed, company website)	9	18%
Other graduate-facilitated source	-	-%
Total Graduate-Facilitated Activities	25	51%

No Response	9	18%
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DETAILS – FULL-TIME BASE SALARY & SIGNING BONUS

Base Salary	Number Reporting	Average	Median	Low	High
With Permanent Work Authorization	21	\$80,343	\$75,000	\$55,000	\$170,000
With Non-Permanent Work Authorization (CPT/OPT Eligible)	16	\$73,438	\$67,500	\$31,000	\$115,000
Total	37	\$77,357	\$75,000	\$31,000	\$170,000

Percent Reporting Base Salary of Total Accepting Employment: 75.5%

Signing/Starting Bonus	Number Reporting	Average	Median	Low	High
With Permanent Work Authorization	7	\$4,929	\$5,000	\$3,000	\$7,000
With Non-Permanent Work Authorization (CPT/OPT Eligible)	3	\$6,333	\$6,000	\$5,000	\$8,000
Total	10	\$5,350	\$5,000	\$3,000	\$8,000

Percent Reporting Signing/Starting Bonus of Total Reporting Salary: 27.0%

SAMPLE OF HIRING COMPANIES

Anakin	Kelly Services	Salcomp
Asset Builder	Keurig Dr.Pepper	Samsung Electric America
Colliers	Leeward Renewable Energy	Sanden International USA Inc.
CX Data Labs	Liberty Mutual Insurance	Signitive Technologies
Deloitte	Love's	Southern Methodist University
DriveTime	Lument Real Estate Capital Holdings	TCS
Durbin Consulting Group	Medicalincs	Temu
Envoy Air	Michael's	The Exchange
F&G	MiView Integrated Solutions LLC	Tik Tok
Goliath	Moody's Analytics	Toyota Financial Services
GoQuant	Nextuple, Inc.	Toyota North America
Grand SK Corp	Onbe	Venture Metals
Guy Carpenter	Origo Works	Via Derma
Humm Energy	PMG	VWH Capital Management
Infosys	Prudent Technologies & Consulting	Wookoo
JP Morgan Chase	Robert Half	Yardi

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DETAILS – BASE SALARY BY FUNCTION / INDUSTRY

Function	Number Accepting	Percent Accepting	Reporting Salary	Average	Low	High
Accounting	1	2%	1	*	*	*
Business / Data Analytics	27	60%	22	\$74,273	\$31,000	\$115,000
Consulting	2	4%	1	*	*	*
Finance	4	9%	3	\$71,667	\$70,000	\$75,000
General Management	2	4%	2	*	*	*
Information Technology	1	2%	1	*	*	*
Marketing / Sales	1	2%	1	*	*	*
Operations / Logistics	5	11%	4	\$74,600	\$60,000	\$80,000
Other	2	4%	2	*	*	*

Industry	Number Accepting	Percent Accepting	Reporting Salary	Average	Low	High
Consulting	6	13%	5	\$87,000	\$65,000	\$115,000
CPG - Consumer Packaged Goods	3	7%	3	\$70,000	\$52,000	\$80,000
Energy	3	7%	3	\$65,000	\$40,000	\$80,000
Financial Services	7	13%	7	\$93,357	\$75,000	\$115,000
Healthcare	2	4%	2	*	*	*
Manufacturing	2	4%	2	*	*	*
Media / Entertainment	1	2%	1	*	*	*
Non-Profit	1	2%	0	*	*	*
Real Estate	3	7%	3	\$71,667	\$70,000	\$75,000
Retail	2	4%	2	*	*	*
Technology	10	22%	5	\$87,250	\$31,000	\$170,000
Transportation / Logistics	2	4%	2	*	*	*
Other	3	7%	2	*	*	*

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DETAILS – BASE SALARY BY WORLD REGION / UNDERGRADUATE MAJOR / EXPERIENCE

World Region	Number Accepting	Percent Accepting	Reporting Salary	Average	Low	High
US – Mid-Atlantic	1	2%	1	*	*	*
US – Midwest	-	-	-	-	-	-
US - Northeast	1	2%	1	*	*	*
US - South	1	2%	0	*	*	*
US - Southwest	39	83%	33	\$70,006	\$31,000	\$170,000
US - West	3	6%	2	*	*	*
International	2	4%	0	*	*	*

US Region Breakdown by State

Mid-Atlantic: Delaware, District Of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee

Southwest: Arizona, Colorado, New Mexico, Oklahoma, Texas

West: Alaska, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming

Undergraduate Major

	Number Accepting	Percent Accepting	Reporting Salary	Average	Low	High
Technical	18	37%	11	\$90,045	\$60,000	\$170,000
Business	19	39%	15	\$76,547	\$55,000	\$115,000
Other	12	24%	11	\$65,773	\$31,000	\$90,000

Professional Experience

	Number Accepting	Percent Accepting	Reporting Salary	Average	Low	High
Less Than 1 Year	26	53%	22	\$73,600	\$52,000	\$115,000
1-3 Years	11	22%	7	\$73,573	\$40,000	\$105,000
3-5 Years	2	4%	1	*	*	*
Over 5 Years	10	20%	7	\$91,857	\$31,000	\$170,000

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